

BUSINESS MANAGEMENT FACTORS IN THE MARKETING OF ECOTOURISM; TOURISM GAINS NEW NORMS AFTER THE COVID-19 CRISIS IN NONTHABURI PROVINCE

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Abstract

The objective of this research is to study 1) problems and obstacles in business management, marketing, ecotourism, tourism gaining new norm after COVID-19 crisis in Nonthaburi province. 2) Elements of business management, marketing, ecotourism, tourism gaining new norm after COVID-19 crisis in Nonthaburi province. And 3) business management guidelines to success in ecotourism marketing Tourism achieves a new normal after the sustained COVID-19 crisis in Nonthaburi province by qualitative research methods. The research tool used document analysis and in-depth interviews. A total of 30 key informants analyzed the data. By examining the data in three ways and creating a conclusion and confirming the conclusion.

The results of the research were as follows: 1. Problems and obstacles in the marketing business management of ecotourism, tourism undertaking a new norm after the COVID-19 crisis in Nonthaburi province was: 1) problems of maintaining marketing business management 2) The problem of lack of knowledge of ecotourism marketing business management. Tourism embraces a new normal after the COVID-19 crisis and 3) the problem of serious and continuous lack of government promotion 2. Business management and marketing components of ecotourism Tourism gets new norm after COVID-19 crisis There are four aspects of sustainability: 1) area 2) management 3) activities and processes and 4) Participation in the business management approach, marketing business management for sustainable new norm after COVID-19 crisis, it was found that the top 3 places are 1) management by applying business management, marketing to receive New normal after COVID-

19 in line with normal lifestyle 2) Stimulate local people's consciousness to help each other and educate them on business management, marketing, get the new normal after the cattle crisis COVID-19 for the common good; and 3) to provide knowledge on business management, marketing, to gain new norm after COVID-19 to people in Nonthaburi province.

Keywords: marketing business management, new normal after COVID-19 crisis, Nonthaburi province

Introduction

The "New Normal" lifestyle after the COVID-19 crisis, the first thing that is most evident. It is expected that everyone must be directly involved. Lifestyle that has to be changed into the so-called "New Normal" or "New Normal" until the world discovers an effective anti-vaccine or vaccine capable of producing adequate quantities for the world's population. But what is the New Normal life? The "New Normal" life is the life that has to wear a mask every time you go out. Various locations must be temperature checked and sanitized at all times. The work will be a Work From Home, which has more online meetings. School systems around the world are increasingly adopting e-learning, as events where large numbers of people gather may drop in popularity, including congested theaters and sports events. Of the participants may still be difficult Or have significantly fewer visitors at the beginning after the easing of measures Eating in a restaurant must be seated 1-2 meters apart, requiring social distancing or Social Distancing. In addition, people may travel to a foreign country less. Due to 14 days of detention, we will live a "New Normal" life as long as the anti-COVID-19 scene measure has not been found. Of course, daily vigilance and the aforementioned events will remain with us. Until a drug or vaccine is discovered that is effective and must be sufficient for the entire world. And affect the current situation of the tourism industry because the tourism industry in Thailand is highly competitive. In particular, competition in the service quality and environmentally friendly management, so if the Thai tourism industry can be part of the economic drive. Inevitably, there is a great need to promote quality tourism. Starting from improving the quality of service according to international standards And Thailand will be a country with a promising and internationally recognized tourism industry. Because there are many beautiful attractions And abundant nature suitable for recreation And there are natural attractions (Sithilor, 2015) by the world tourism situation in 2017

from the survey found that The growth rate of world tourists is 3-4% better than last year for the tourism situation of ASEAN tourists. In the first quarter of 2017, the number of tourists continues to expand. Continuously 1.20 percent from the same period last year Generating more than 6 billion baht in revenue, expanding 0.09 percent, with Thailand still dominating as a popular tourist destination with the highest number of tourists entering the country 3.4 million, accounting for 32.3 percent, followed by Malaysia with 2.3 million tourists. Million people, 21.6 percent, Singapore 1.6 million, 14.7 percent, followed by Indonesia and Vietnam with a similar number 0.9 million, Philippines 0.6 million, Cambodia and Myanmar with a similar number 0.4 million, the least is Brunei too. 0.2 million people (Ministry of Tourism and Sports, 2017)

But the difference after the COVID-19 crisis starts with a change in our lives from the original that we thought the epidemic could be far-fetched. We have seen the SARS epidemic and are constantly faced with various crises. But we never thought it would come to me. Until COVID-19 arrived and caused global impacts. Today, everyone is increasingly aware that the crisis is an imminent matter that makes life different. Society must be prepared for many matters. While many organizations are adapting to more flexible thinking, behaviors and working styles. Traditionally, workers tend to focus on Work - Life Balance, creating a balance between work life and personal life is important. But nowadays, we all work from home with the proportion of work and personal life at the same time, alternating throughout the birthdays, Work - Life Integration, where work life is integrated with personal life as one. Until we have to create work discipline among the increased freedom and flexibility from Work from Home, in addition to Work from Home that creates a home economy (From Home Economy), e-Commerce and online transactions have grown exponentially. One more obvious change During the COVID-19 crisis, people are increasingly interested and knowledgeable about health and public health, such as hand washing. Wearing a mask or even the application of technology resulting in Digital Transformations That has been talked about for a long time and it happens very slowly. In addition, the spread of COVID-19, no matter how much or how little Or occur in any area, we can see that It has acted no different: the chattering of society. "Inequality (Inequality)"that exists so deeply Wider and more intense It became a big issue (Victory Mitraphan, 2020). The COVID-19 epidemic has changed the way of life in various dimensions of people around the world. Since work Health Even education will be faced with a state of massive adaptation. From a new disorder that is not the same (New Abnormal)

affecting the management of the study. This causes the school to survive, to adapt and to stand out from the unusual post-COVID-19 (New Normal) crisis because the COVID-19 crisis is a test of the great necessity of education management. And more importantly, the Ministry of Tourism and Sports the National Tourism Development Plan (2017-2021) has laid out important tourism policy directions under the 2nd National Tourism Development Plan (2017-2021) which aims to increase tourism income by 10% for domestic tourists. Worth 950,000 million baht and add each trip cost of foreign tourists Aiming for quality tourists With a goal to make money Increased 10% as well, worth 1.89 trillion baht, resulting in overall tourism income in 2017 increased to 2.84 trillion baht, with the direction to promote the market in 2017. By offering strengths "Thai way" through creating impressive experiences from local Thai people throughout the country. This is in line with the World Tourism Organization (UNWTO) that declared 2017 the year of sustainable tourism that is community tourism. Which analyzes the patterns of tourism by communities of foreign countries and in the country To provide recommendations for operations of both the public and private sectors And show the importance of sustainable tourism management And the operational guidelines of Thailand By tourism, the need for environment and natural resource conservation. In the field of learning or experience in the environment And human development by the participation of people Leading to ecotourism that will help generate income holistic. Which part of the income can be used to conserve the environment And creating jobs for local people to increase their income When local people earn more income from tourism activities It will reduce the need for dependence on natural resources for livelihood (Kamwiset, 2011), which is a way to make economic development. Travel and environmental conservation Can be carried out at the same time It can be said that ecotourism is a form of sustainable development.

The New Normal is a new lifestyle that is different from the past. This is because there are some things that affect the patterns and practices that people in society are normally familiar with and able to anticipate. Must be changed to a new way under the new unfamiliar standard. This new lifestyle It consists of a way of thinking, how to learn, how to communicate, and how to manage a new lifestyle, emerging after one big and drastic change. This causes humans to adapt to the present situation rather than to maintain the traditional way or look back on the past. It originated in the post-global recession of the early 21st century (2007 - 2008), a major upheaval in the economy. Some manipulations

that were originally viewed as unusual Has become a common thing And is used in other areas such as science To communicate and understand climate change conditions such as elevated temperatures and seasonal changes, "New Normal" in the context of the epidemic situation of "COVID-19" from late 2019 to PT. Fri 2020 is described as a swift and severe situation that has spread to countries around the world, with many sick and dying people. Until it became another great loss of humanity Human beings need to protect them in order to survive by altering their lifestyles and adapting to new ways of living to be safe from infection. Along with efforts to maintain and restore economic and business potential leading to the creation of new inventions, new technologies, adjusting concepts, visions, management methods. As well as the behaviors that have been routine there was a distraction from the normal familiarity in many dimensions. In food, dress, hygiene Education Communication, doing business, etc., which these new things have become the new norm. Until eventually becoming familiar, it will become part of the normal way of life of the people of society (Supaporn Brahmaputra, 2020).

As the first wave of COVID-19 crisis eased, many sectors began to talk. "New Normal" or "New Normal" will follow. The education sector is one of the sectors that has experienced massive adjustments around the world and in Thailand. In particular, the closure of schools and universities resulted in urgent need of both school policy sectors, teachers and students to adopt distance learning. It encourages many to think that as COVID-19 passes, distance learning and the use of technology for learning will become the new norm in Thai education. Will this new normal happen true or not? Why? If not, what will be the new normal in Thai education? And who will set the look of this new normal? Which distance learning and online learning are not yet "New normal", but may change teachers' technology behavior. Providing comprehensive and effective distance learning and online learning for all learners. Many factors depend on and the availability of technology Readiness of teachers to manage new teaching and learning. And the readiness of families and students to learn from home. These factors have enormous costs, for example, if the government is to allocate a computer aid for 10,000 baht per poor university student, it will have to spend 2,800 million baht (Saowarat Ratanakhamfu, 2020) and if the government will allocate a budget to buy computers. Only over 700,000 extra-poor students, according to the Education Equality Fund (NESDB) screening criteria, 10,000 baht per person, will have to spend more than 7,000 million baht. Pay Both the Internet. Lunch Opportunity costs of parents who have to

spend time looking after their children's schooling instead of working to earn money. And the opportunity cost of students from distance learning or online learning where many studies indicate that resulting in lower results than usual learning with teachers in the classroom. Many educational workers have adapted to technology for distance work such as online conferencing. Online document management via cloud, etc., such behavior change. Although it doesn't directly change the classroom learning process. But it should improve work efficiency for teachers and education personnel. Hence, it tends to continue even after the outbreak is over. The education system in the overall sector will primarily return to school management. Distance learning with technology is only an option that can be used in certain situations for a specific group of students. And in some areas but this will not be the new norm in Thai education in the future. We should use the awareness that arise from this situation. To design educational management By giving weight to what is important to students' learning. Rather than conditions that are defined in response to certain policies, ideas, or interests that do not align with student learning.

The change in the learning area is most noticeable. With current technology and innovative innovations, content creation facilitates teaching at your fingertips. This allows us to learn any content from anyone, anywhere, anytime, but that doesn't mean teacher and student interaction will be diminished. The learning community still exists. But only changed the area from school to mobile phone or computer we may be accustomed to the visuals of a classroom with many students gathered together. Use the same book teaching materials are the same. And have the same evaluation method to the same goal in learning that new way the goals of the study may remain the same, but learners can take a different way to reach their destination. Some children learn more quickly if they watch pictures or video clips. But some children may enjoy listening to the teacher lectures. Because each person's learning style is not the same the school must set appropriate instructional management guidelines. To be able to continue teaching and learning

Research objectives

1) problems and obstacles in the management of ecotourism marketing business Tourism embraces new normal after COVID-19 crisis In Nonthaburi Province

2) Elements of ecotourism marketing business management Tourism embraces a new normal after the COVID-19 crisis In Nonthaburi Province

3) Business management guidelines To success in ecotourism marketing Tourism embraces a new normal after the COVID-19 crisis Sustainability of Nonthaburi Province

Research scope

1. Educational district focusing on ecotourism marketing business management components. Tourism embraces a new normal after the sustained COVID-19 crisis, including the role of tourism promotion, problems of management, business management, marketing, new norms after the COVID-19 crisis. In Nonthaburi Province For sustainability Resort management to support tourists and various management standards to be used as an eco-tourism management approach of marketing business management to achieve the new normal after the COVID-19 crisis sustainably is a qualitative research method. Interview with key informants. The research tool was interview form.

2. Population scope The sample is Key informant They were divided into 5 groups: 1) Management and Tourism Managers in Nonthaburi Province 2) Tourism Service Officers in Nonthaburi Province 3) Tourism Officials 4) Sample Agricultural Practices based on Sufficiency Economy Philosophy 5) Tourist group By purposive sampling, total of 30 people

3. The scope of the research area is to study tourism management in Nonthaburi Province. Is a case study because in Nonthaburi province there are many ecotourism's and vacation rentals that are managed in accordance with ecotourism management principles. It is an example of successful management in tackling the COVID-19 crisis following new post-COVID-19 normalcy. In Nonthaburi Province With the philosophy of sufficiency economy

4. Time Scope Conducted a study using a period from May - July 2020

Research conceptual framework

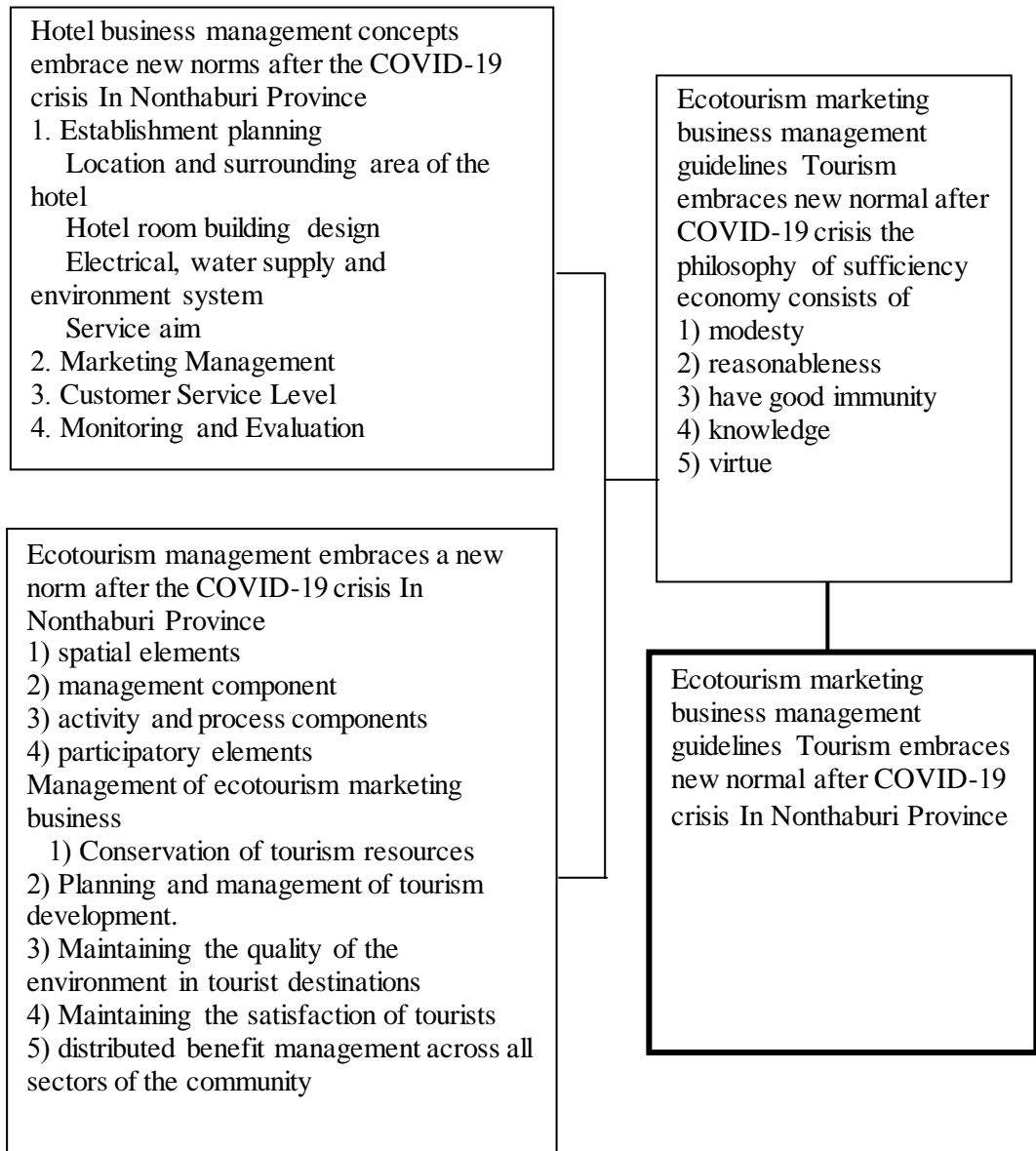


Figure 1 Research conceptual framework

Concepts, theories and related research;

Hotel business management concepts embrace new norms after COVID-19 crisis

Hotel business management concepts embrace new norms after COVID-19 crisis. The hotel business, one of the key supply chains of the tourism industry, was one of the top hit as the COVID-19 crisis worsened and the impact

situation became even more severe as governments made a decision. Take the absolute measures such as the promulgation One of the important elements of the Civil Service Act is to empower the provincial governors, together with the Disease Control Committee, to decide to shut down businesses that are likely to be vulnerable to transmission. Outbreak of COVID-19 By the opportunity to transform the organization to Hotel 4.0 Before the COVID-19 crisis, we may have seen some hotels that have tried to adopt technology in the hotel work, including the introduction of various IOT systems. To facilitate guests or even to start a service trial using robots, including the introduction of AI systems in guest services, but that is a gradual development after the COVID-19 crisis has ended. Any The whole hotel level International or Local will develop the hotel to the Hotel 4.0 more because in many The service will be consistent with the new normal in the hotel business. By using the check-in system, usually used to receive ID cards, Passport, and take photocopying or Scan to store into the hotel database in the form of Paper according to government regulations, which will cause contact between employees and guests. However, in the future, Self Service Check-in may be introduced to the service more, either Check In via Mobile Application or Check In by Kiosk at the hotel, where there will be a device for recording the identity of the guest from ID card or Passport, which simplifies the workflow and saves resources from the use of conventional methods, but this method has limitations that can only be done in certain countries, as in some countries, guests are required to verify their identity. Always be with your employees before your stay, and in some countries, it is not legal to send guest information to government agencies as a file digital delivery, which may take a while, but believe it to the end. That is a Global Trend will do this method will eventually be used.

Concept of eco-tourism marketing business management; Tourism embraces a new normal after the COVID-19 crisis

COVID-19 situation the serious impact of tourism. Even though Thailand has been through numerous epidemics and natural disasters. But must admit that this time is the most severe It is forecast for the rest of the year. Tourism will return as early as the fourth quarter or early next year. But it will come back in a changing behavior, that is, tourists will consider safety. In addition, the country itself still has measures to restrict travel. Movement and gathering of large numbers; however, amid the crisis Thailand was able to prove its effectiveness in controlling the epidemic until it is recognized globally. Make people believe they want to come to Thailand Safety point of sale Health

tourism Therefore being the protagonist of tourism in Thailand after COVID Another selling point is Familiarity Both culture and food As well as selling points of the beauty of the restored nature And the kindness of the Thai people to help and support Is another selling point of tourism After this crisis It might be hard to make a new point of sale, but we already have a potential selling point, just need to add a stronger point-of-sale value. The next important thing is to Up skill Reskill tourism personnel. And making digital platforms in the travel industry to strengthen Thai tourism to be able to recover effectively But ecotourism It is the nature of tourism, natural and cultural sites with responsibility. Without causing interference or damage to natural resources and the environment The objective is to appreciate and learn about the cultural characteristics that appear in that natural source. Under good environmental management and tourism including participation of local communities by the World Tourism Organization (1997) defines the Ecotourism refers to tourism that is environmentally responsible. And it is tourism related to natural sources that have not been disturbed It is for the fun and appreciation of nature. (Including the culture in natural areas both past and present) with consideration to environmental conservation. Reducing the negative impact of tourism and contributing to the economic and social conditions of the local community. The Tourism Authority of Thailand (2001) has established four main components of the supervisory tourism, including 1) the area component is the focus on natural tourism sites. To coordinate tourism with pleasure in learning and experiencing ecosystems. 2) Management component is a focus on responsibility that does not affect the environment and Local identity 3) The activity and process component is the focus of the learning process. Knowledge enhancement 4) the participatory component is the focus on participation of local people. Which will produce local benefits And in addition to preparing for the rehabilitation of tourism in terms of infrastructure in terms of attractions Establishment Hotels and service sectors Including digital platforms that will help create new experiences for travelers in the new normal era Up skill Reskill Skill Development in Travel Industry It is another important issue that tourism must turn to the top. Especially manpower in the areas of Health & Wellness and Digital Transformation That we need to develop manpower to create such skills for enterprises where TAT already has a tourism personnel development center and will add a digital story Health care Safety into To support tourism and health services that are expected to receive increased attention after COVID-19.

Concept of eco-tourism marketing business management; Tourism embraces a new normal after sustained COVID-19 crisis

Due to the global spread of the COVID-19 virus, travel has been suspended and canceled in large numbers. As a result, the tourism industry in Thailand continues to slow down. This was due to the decrease in the number of foreign tourists representing 11% of gross domestic product. Therefore, the tourism industry needs to take action to mitigate the economic impact. By bringing sustainable tourism management It is tourism management. With the goal of promoting environmental and social sustainability Is a tourism management that maintains quality Both in natural tourism And cultural sites Which will lead to sustainable tourism management To meet economic, social, cultural and aesthetic necessities By using resources wisely Able to maintain the identity, nature and culture as long as possible The least impact and the longest use Intriguing (2016) has addressed the principles of sustainable ecotourism including 1) conservation of tourism resources 2) planning and management of tourism development 3) environmental quality preservation. 4) Maintaining satisfaction level of tourists 5) Managing benefits that are distributed across all sectors of the community.

Ecotourism marketing business management guidelines Tourism embraces a new normal after the COVID-19 crisis by the philosophy of sufficiency economy

Coronavirus outbreak problems affect the Thai society in many ways, whether it be social and cultural. Tourism, public health, etc. But the greatest impact is the fundamental economic impact. Labor crisis NESDB figures estimate that there are 8.4 million laid-off and unemployed workers from COVID-19, excluding unsecured informal workers and welfare support. The layoff of most of the workers from rural areas Not only did not have an income for their own living But it also means that no income is returned to support and care for the rural family. But can also use the sufficiency economy philosophy It is a concept that adheres to the middle path at the heart of the conceptual framework applied to management. And must have a decision-making behavior in terms of productivity and quality, price, environment, physical Product aspect Process aspect Marketing promotion Distribution channels and personal (Warintip Doctor of Medicine, 2014) consists of "3 loops, 2 conditions" as follows (Office of the National Economic and Social Development Council, 2016).

1. Modesty means operating a business based on the principle of moderation, not hurting one's own business and others. It is distributed in 5

points: psychological, social, economic, natural resources, and environment and technology.

2. Rationality means conducting business with intelligence. Think carefully with the right information and reasons. Be careful to pay attention or pay attention to all stakeholders. Taking into account the effects that may have caused reason and effect

3. Good Immunity means operating a business that can avoid risks. Without creating a cause Business management and operating risks can adapt to survive when there is a disaster on the business. There is a continuous analysis of the business situation and the environment. Adaptation is planned to accommodate the changing trends of globalization. And economic fluctuations of the country

4. Knowledge refers to business operations with an emphasis on the development of potential within the organization. Especially Promoting employee knowledge and skills applying useful knowledge and academics in organizational planning and management. This is to create a balance, sustainability and readiness for organizational change.

5. Morality means conducting business with morals, ethics, not harassing people related to their own business And does not harass the business of others, has good treatment of related persons Honest and responsible to the society as a whole, having good business principles and ethics.

Applying the philosophy of sufficiency economy resulting in a balanced and sustainable development accompanying the rapid changes in the economy, society, environment, knowledge, technology and culture from the outside world as well.

Educational management in accordance with the new normal (New Normal)

The situation of the COVID-19 epidemic, the closure of educational institutions at a later time. This is why more than 1.5 billion students, or more than 90% of all students in the world, are affected by the learning process. And some still face problems with access to technology that is playing a role in the world of education nowadays. A visit to the epidemic has raised questions about various educational systems, such as whether we will design learning in the COVID-19 era. How to be effective what kind of new educational world skills and curriculum should look like? How will technology play a role in learning? And is it true that we can turn this crisis into a great educational opportunity? In the educational management that corresponds to the New Normal, in one view related to the teaching and learning format consists of

1. 100% online learning This model is suitable for schools that are ready for both the teaching and learning system and the online curriculum. Learners are ready to study online. Parents are ready to help and support. Including learning support tools such as notebook computers, tablets, smartphones and the Internet.

2. Learning in the classroom Suitable for schools with a small number of students and enough space to comply with the Social Distancing Policy to maintain distance and to maintain student hygiene. Strictly

3. Blended learning both online and offline. Ideal for large schools with a large number of students and no prior experience in managing online teaching. Students should be divided into 2 groups in order to switch between school days in order to make the day the students come to school. The school is able to provide distance-based classroom instruction as well as intensive student hygiene. For effective learning the school selects subjects that have practice or must learn together to organize their studies at the classroom While other subjects provide online instruction.

4. Home School learning it is expected that this type of learning will increase in Thailand. This is because parents may be concerned about the safety of their children from disease, pollution, pollution and other threats. The parents will play the role of the teaching manager in a format suitable for the learner, which may be online courses along with the arrangement of subject-specific teachers to teach at home that respond to the learning style of their children. Applied to the curriculum of the Ministry of Education

Research methodology

The study of factors of business management in marketing of ecotourism. Tourism embraces a new normal after the COVID-19 crisis In Nonthaburi Province Qualitative Methods were used to collect qualitative data, including structured interviews for in-depth interviews. There are methods of conducting research as follows.

1. Population and Sample the research population was divided into 5 groups: 1) management and tourism manager in Nonthaburi province 2) tourism service staff in Nonthaburi province 3) tourism staff 4) sample who worked on agriculture. Sufficiency Economy Philosophy 5) Tourists By purposive sampling, total of 30 people

2. Research tools the main tool used in this research were a structured interview. Which the researchers used in the in-depth interview (Interview Guide) in the in-depth interview question. Which developed from relevant literature reviews Tool quality inspection Interview question guidelines the researcher examines the content validity by leading the questionnaire. Have a qualified person consider it to verify the content validity in conceptual, theoretical, and comprehensiveness of the subject matter and research

objectives. Including the suitability of the language used And improve, correct the suggestions of experts It was then tested for interviews with those involved in the business management of ecotourism. Tourism embraces a new normal after the COVID-19 crisis In Nonthaburi Province, 3 people to check their understanding of questions Consistency in questioning Difficulty in answering questions and time spent in the interview. Then take the responses that have been considered in order to identify the shortcomings of the interviewer. And research instruments In order to be modified before using

3. Information Collection Information collected in this research the researcher collected the information himself. In which two types of information are collected, the details are as follows.

3.1 Secondary data: data from research and compiled from book documents. Electronic media, activity media and other media from various sources and related literature. Using data analysis from information dissemination documents about ecotourism marketing business management Tourism embraces a new normal after the COVID-19 crisis In Nonthaburi Province

3.2 Primary Data: data from In-depth Interview with key informants by selecting data responders according to the specified qualifications. In which the researcher data collection was based on the main questions that were created. Collect data according to research objectives during the interview, dialogue is used to speak with the people involved. Which is considered an important contributor by specifying the respondent and making specific inquiries because the respondents have in-depth information and knowledge, experience and expertise? And using a recording device as a tool for data collection during the interview. For convenience and saving time in taking notes. Can be reviewed repeatedly to analyze to get the most complete information

4. Data verification of information after collection each time the researcher reviewed the data to ensure that the information was correct and truthful after each interview. Each time the researcher transcribes the audio right after the interview so that details and context can be remembered during the day and time. This will affect the meaning of the study information for the benefit of re-asking. And to check the reliability of the information which data checks are as follows

4.1 Validity Check The researcher checks the validity of the data. By using information obtained from in-depth interviews Non-participant observation and field notes To compose and interpret to ask back to the main informant again. Which is a double check this is to verify the reliability of information received from each main informant?

4.2 Data triangulation to prove that the researcher obtained from various sources is correct by examining the time source. Place and person the

researcher also examined the methodology triangulation by using the data obtained from the transcript of the interview compared with the non-participant observation. And field notes including findings from the study as well as relevant educational information, documents and reports

Research results

1. Problems and obstacles in ecotourism and marketing management. Tourism embraces a new normal after the COVID-19 crisis In Nonthaburi province, including

1) Problems to maintain and manage the ecotourism marketing business Tourism embraces a new normal after the COVID-19 crisis Available locally

2) Problems of the lack of knowledge of ecotourism marketing business management. Tourism embraces a new normal after the COVID-19 crisis

3) The problem of lack of serious and continuous promotion from the government

2. The results of analysis of ecotourism business management components the new normal for tourism after the COVID-19 crisis is as follows:

Detail	elements
Area component	It is a tourism in natural attractions related to the ecosystem In that area That are based on nature and receive a new normal after COVID-19 crisis
Management component	It is a responsible travel Without causing environmental and social impacts and taking on a new normal after the crisis, COVID-19 has sustainable management covering resource conservation. Environmental management Pollution prevention and elimination And control the tourism development to some extent It is a sustainable tourism. To achieve a responsible tourism. Which has no impact on the environment and society
Activity and process components	It is a tourism that has a learning process. By providing education on the environment and ecology of the tourist attractions in order to increase knowledge, experiences, impressions and receive new normalcy after the COVID-19 crisis in order to raise awareness and cultivate correct awareness of tourists. Local people And related operators Therefore it is an environmental tourism education
Participation component	It is a tourism that takes into account the participation of local communities and people. Who are involved in

	planning and implementing plans The community benefits Monitoring As well as joint maintenance of tourist resources Which will cause local benefits Including income distribution and receiving new normal after the COVID-19 crisis
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3. The results of the proposed ecotourism business management guidelines Tourism embraces new normal after COVID-19 crisis In Nonthaburi Province, sustainability is as follows

Administrative guidelines	Detail
Solution 1	Sufficiency economy philosophy must be applied in hotel business management seriously. According to the "New Normal" lifestyle after the COVID-19 crisis, the first thing that is most evident. It is expected that everyone must be directly involved. Lifestyle that has to be changed into the so-called "New Normal" or "New Normal"
Solution 2	Must maintain tourism resources in their original condition Not destroyed or altered
Solution 3	Local people's consciousness must be stimulated to help maintain tourism resources in good condition. Not to do anything that is detrimental to the tourism resources. Just for personal gain such as deforestation Beautiful fishing underwater Collecting large corals or shells for sale
Solution 4	Should provide knowledge and understanding for tourists, a "New Normal" lifestyle after the COVID-19 crisis, the first thing that is most evident. It is expected that everyone must be directly involved. Lifestyle that has to be changed into the so-called "New Normal" or "New Normal"
Solution 5	Must be careful about the construction that is not in harmony with nature. Or the beauty of tourist attractions
Solution 6	The number of tourists must be controlled not to exceed the carrying capacity of the tourist attractions and the social distance according to the "New Normal" lifestyle after the COVID-19 crisis. It is expected that everyone must be directly involved. Lifestyle that has to be changed into the so-called "New Normal" or "New Normal"
Solution 7	Should prepare documents describing the attractions. Along with how to behave as a good tourist
Solution 8	Specific laws should be introduced to prevent the destruction of resources and the environment.

Solution 9	There should be a research promotion. By provincial or external agencies or TAT centralized agencies Should promote research and research on various types of tourism. Sustainable ecotourism Or study tourism behavior To bring research results to improve tourism development to be efficient
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Discussion

As a result of the research, there are some interesting points to discuss:

1. From problems and obstacles in the management of ecotourism marketing business Tourism embraces a new normal after the COVID-19 crisis In Nonthaburi province, found that there is a problem to maintain and manage the ecotourism marketing business. Tourism embraces a new normal after the COVID-19 crisis the existing local government may be due to government agencies that have not yet established a sector-specific promotion policy after the COVID-19 crisis. By decentralizing the provinces to work and setting their own provincial policies This can be seen from the problem of planning meetings for sustainable tourism development after the COVID-19 crisis in cooperation with the agencies or organizations responsible for tourism. Both public and private sectors Lack of serious and continuous promotion from the government and guidelines for the management of sustainable tourism after the COVID-19 crisis. That was successful There should be a research promotion. By provincial or external agencies or TAT centralized agencies should promote research and research on various types of tourism. Sustainable ecotourism after the COVID-19 crisis or study tourism behavior To bring research results to improve tourism development to be efficient This is consistent with the research of Janmeuan & etc (2016) found that the integration of sustainable tourism development plans. In the Mekong River Basin, Thailand - Laos Nakhon Phanom area to Ubon Ratchathani Province and Khammouane to Champasak, it was found that all four provinces had their own tourism development strategy. Resulting in different people working according to their duties the integration of the work plan has not occurred. In addition, tourism development plans for all 4 provinces lack a dimension to community tourism development. As a result, in this study area there were no tourism activities in the tourist attractions as they should Resulting in a lack of sustainable tourism development this study suggests that the four provinces need to link tourism strategies together. Using vision "Connect to Community-based tourism along the Mekong River Developing International Tourism "consists of 3 strategies: Strategy 1. Infrastructure development Facilities and attractions Strategy 2. Development of the image of tourism and the format of tourism activities by Community with participatory management mechanisms for balance and sustainability Strategy 3 Human potential development Product quality and tourism service standards

2. The issue of the problem of lack of knowledge of business management in ecotourism marketing. Tourism embraces a new norm after the COVID-19 crisis found that management elements It is a responsible travel Without causing any impact on the environment and society, with sustainable management covering resource conservation. Environmental management Pollution prevention and elimination and control the tourism development to some extent this may be due to the need for ecotourism to be a managed tourism business in the marketing of ecotourism. Tourism sustains a new normal after the COVID-19 crisis in order to become responsible tourism. Which has no impact on the environment and society this is in line with Hakim, Kim and Hong (2009) studying ecological relationship with tourism? The case study of Bali Island in Indonesia found that Bali is rich in cultural and natural resources. Useful and manageable there is a local wisdom called "Tri Hita Karana", referring to three unities: people, nature, environment, and god. Ethnology is broadly applied and in line with social conditions. Resulting in the cultural landscape of Bali that became the attraction of tourism an increasing number of tourists want to immerse them in Balinese culture. Therefore, ethnological ecology plays an important role in the quest for treatment. Landscape conservation Local culture Ethnology is the key to contributing to the sustainability of Bali's authentic landscape. And also see that the landscape of rice fields is A cultural landscape and classified as a tourism resource This aspect of the landscape structure of paddy fields is based on ethnographic ecology, Trihita Karana, to understand nature and ecotourism in Bali. Knowledge of local wisdom is indispensable. The cultural landscape that connects human beings with natural systems not only creates natural beauty. But it also provides background information on human history and adaptation to nature, namely beliefs, landscapes and cultures across Bali are cultural heritage sites that must be organized in ecotourism.

3. The solution to the problem of lack of serious and continuous promotion from the government is the management by applying the philosophy of sufficiency economy. This is due to the application of the sufficiency economy philosophy in the management of the real community participation in the "New Normal" lifestyle after the COVID-19 crisis because of the needs of the people. He to generate a basic income for himself Sufficiency economy learning is known to share and generate self-sufficient income. Sufficiency agriculture can be used as a tourist destination. That attracts tourists to turn to agricultural tourism and help preserve a chemical-free environment Products are in high demand after the COVID-19 crisis.

It can be concluded that in the study of ecotourism marketing business management factor Tourism embraces a new normal after the COVID-19 crisis In Nonthaburi province, it was found that the problem of maintaining the ecotourism business management Tourism embraces a new normal after the

COVID-19 crisis Available locally Correlated with components of post-COVID-19 sustainable ecotourism management And measures or guidelines for sustainable tourism management is to foster real participation. And self-reliance using the philosophy of sufficiency economy can sustainably solve both household and business economic problems according to the "New Normal" lifestyle after the COVID-19 crisis. And preserving the natural environment through the cooperation of all parties as well In addition, it is an eco-tourism destination that is a good learning center and greatly satisfies tourists according to the "New Normal" lifestyle after the COVID-19 crisis.

Suggestion

Suggestions for this research

1. Information should be presented to the Ministry of Tourism and Sports in the campaign to promote agricultural tourism widely. And the campaign to live according to the "New Normal" lifestyle after the COVID-19 crisis, the first thing that is most obvious It is expected that everyone must be directly involved. Lifestyle that has to be changed into the so-called "New Normal" or "New Normal"

2. A learning center for ecotourism should be built. Sustainable ecotourism

3. All concerned agencies should be integrated and involved in creating measures to act as a good tourist.

4. The government sector should promote the budget; prepare manuals or public relations materials for ecotourism. Sustainable ecotourism Agricultural tourism and applying the philosophy of sufficiency economy in the management of tourism areas appropriately And tells about the measure of self-preservation according to the "New Normal" lifestyle after the COVID-19 crisis, the first thing that is most obvious It is expected that everyone must be directly involved. Lifestyle that has to be changed into the so-called "New Normal" or "New Normal"

Suggestions for the next research

1. Because this research is a qualitative research. It may be necessary to study a large amount of information on tourist satisfaction with the "New Normal" lifestyle after the COVID-19 crisis. It is expected that everyone must be directly involved. Lifestyle that has to be changed into the so-called "New Normal" or "New Normal", therefore, should study the satisfaction of tourists with various forms of tourism in order to use the information for the development of tourism businesses that affect the economy of the country.

2. Sufficient tourism business models should be researched. By doing both quantitative and qualitative research based on the "New Normal" lifestyle after COVID-19 crisis, the first thing that is most evident. It is expected that

everyone must be directly involved. Lifestyle that has to be changed into the so-called "New Normal" or "New Normal" to obtain broad and deep information.

3. The factors affecting the success of sustainable ecotourism management should be studied.

4. Should study guidelines for the conservation of tourism resources within the area such as natural ecology, environment, culture and local traditions, and receive new normalcy after COVID-19 crisis.

5. The satisfaction of the local villagers should be studied in Nonthaburi province's tourism. And get a new normal after the COVID-19 crisis.

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