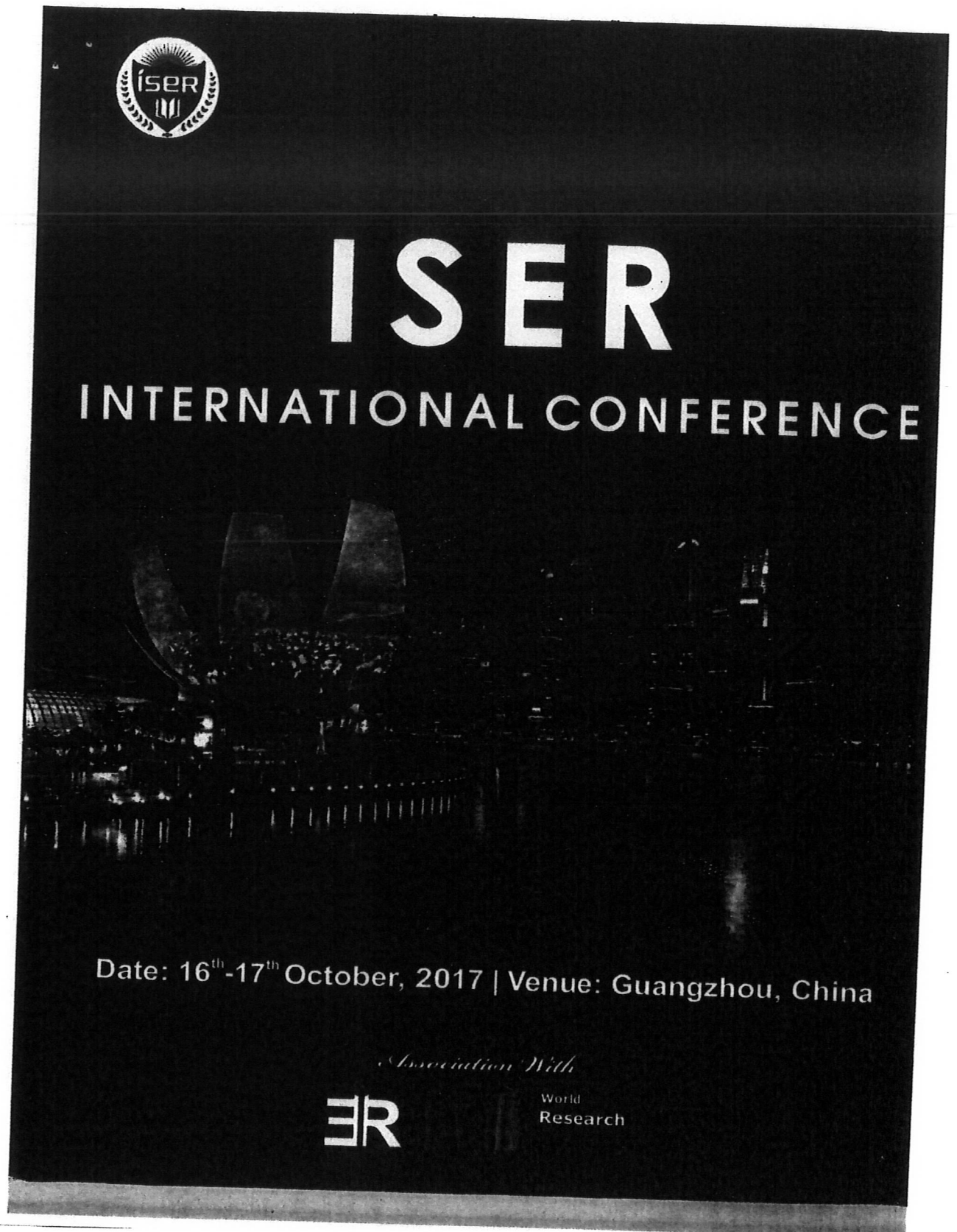


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**EDITORIAL**

It is my proud privilege to welcome you all to the ISER International Conference at Guangzhou, China. I am happy to see the papers from all part of the world and some of the best paper published in this proceedings. This proceeding brings out the various Research papers from diverse areas of Science, Engineering, Technology and Management. This platform is intended to provide a platform for researchers, educators and professionals to present their discoveries and innovative practice and to explore future trends and applications in the field Science and Engineering. However, this conference will also provide a forum for dissemination of knowledge on both theoretical and applied research on the above said area with an ultimate aim to bridge the gap between these coherent disciplines of knowledge. Thus the forum accelerates the trend of development of technology for next generation. Our goal is to make the Conference proceedings useful and interesting to audiences involved in research in these areas, as well as to those involved in design, implementation and operation, to achieve the goal.

I once again give thanks to the Institute of Research and Journals, The IIER for organizing this event in Guangzhou, China. I am sure the contributions by the authors shall add value to the research community. I also thank all the International Advisory members and Reviewers for making this event a Successful one.

**Editor-In-Chief**

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## THE DEVELOPMENT OF HEALTH PRODUCT FOR TOURISM CONNECTIVITY WITH THE LOCAL CULTURE IN THE EASTERN OF THAILAND

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**Abstract** - The Development of Health Product for Tourism Connectivity with the Local Culture in the Eastern of Thailand is the qualitative research by using the participation of the entrepreneur of community enterprise in the east coast areas consisted of Chonburi, Rayong, Chantanuri and Trat province which related to the local tourism for developing the proficiency and value added product and service. This research was aimed to 1) study the proficiency of the entrepreneur in developing health product for value added and sustainable competitive advantage. 2) guideline for developing health product from the local wisdom. The data was compiled using the observation, in-depth interview and co-learning of the researcher and community. As the research result, the entrepreneur of community enterprise had the proficiency of health product development from the local tourism and the participation of bringing knowledge from the local wisdom to promote the health product for value added and sustainable competitive advantage, included with creating the learning process as the guideline for developing health product from the local wisdom to the local product standard. Additionally, the government section would support the entrepreneur of community enterprise to be selected as the outstanding product to the standard product, strengthen the community, economic value by product and service with uniqueness and suitable for the customer's need both of domestic and international areas.

**Keywords** - Health Product, Tourism, Connectivity, Local Culture.

### I. INTRODUCTION

Thailand has promoted the development of small and medium enterprises (SMEs) entrepreneur which consisted of almost 3 million entrepreneurs or 98 percentages of all. It is the significant mechanism to drive the national economy. Nevertheless, there are the administrative weaknesses in many aspects included with the strength in business unit which lack of the linkage between public, private and entrepreneur sectors. In addition, most of the entrepreneurs usually administrate the business alone without any networks. Therefore, if it continues being like this, the business would be weak or administrate it in a limited scope which unable to enlarge. So the entrepreneur has to arrange the readiness for ASEAN free trade policy - Thailand 4.0 [1]. The health product development is what the entrepreneur in the east areas consisted of Chonburi,

Rayong, Chantanuri and Trat province has the highly proficiency due to the resource and local wisdom which promote and develop the product completely. In addition, the site surveying of researcher has noticed that the participation behaviors of the entrepreneur of community enterprise; the intention and strong to develop the community proficiency continuously which the public sector has promoted and supported the career in various aspects included with developing the career group to strengthen the community. It is the

founding of community enterprise under the Community Enterprise Promotion Act. which has a supporting sector; Community Enterprise Promotion Board to develop the community enterprise [2] but it lacks of the administration in overall to the domestic and international market. In addition, a standard in various aspects to certify the quality of community product is the significant promotion for creating the perception and reliability to the customer.

Suan Sunandha Rajabhat University is the public educational institution which has the proficient staff and knowledge in various aspects for the promotion and development appropriately. It has been an honor to be a consultant for the "Project of The Development of Product for Tourism Connectivity with the Local Culture" from the Office of Small and Medium Enterprise Promotion (OSMEP). In consequence, doing the research, knowledge and academic services to pass on research knowledge to the community by creating the knowledge dissemination from the public sector, to the entrepreneur and community enterprise by the community volunteers who had the proficiency in the business administration for the local people learning in developing the modern and unique product, then it would create the competitive advantage for their local product. Additionally, it would be a part of the cultural product and local wisdom development for the higher value added and the utility to create an

income and sustainable competitive advantage.

## II. OBJECTIVE

- [1] To study the proficiency of the entrepreneur in developing health product for value added and sustainable competitive advantage.
- [2] To guide for developing health product from the local wisdom.

## III. LITERATURE REVIEW

Pradabphet Krutchangthong and Jirawat Sudsawat said, from the government policy of being the Medical Hub of Asia which the health and herbal product business is the significant business and it has the increasing rate of expansion every year. In addition, the promotion policy of the proactive marketing for the domestic and international tourism to attract the tourist [3] especially the university has been an honor to be a consultant from the Office of Small and Medium Enterprise Promotion (OSMEP) for the development of product for tourism connecting with the local culture (center and east areas) which is the product development for product and service quality, uniqueness and modern to decrease the production cost and create the sustainable income [4].

### A. Product Development Concept

New product development is an idea of which product type could we create or develop, Sasima Suksawang said, New Product is a product which is developed or improved from the old one for the better qualification. New Product is divided in 3 types;

1. Innovated Product, the new product which has the first research and development as the pioneer in the business market
2. Modified Product, the old product which is improved in any qualification to be the new one for the business market again and
3. Me-too Product, the new product which imitated from the product of the competitor in the business market due to it has a highly technology and demand [5].

### B. Packaging Design Theory

Packaging Design Theory is the significant theory for the designer to understand before designing any product packagings especially the part of theory and guideline of packaging design for its good image and perfection. In addition, it could attract the target group for decision making on those packaging. Packaging Design Theory is divided in 4 issues [6];

1. Basic Knowledge of Packaging
2. Packaging Design Theory
3. Guideline of Packaging Design and Development
4. Principle and Regulation.

## C. East Area of Thailand

East area is the area with many landscapes; mountain, rolling plain and coast plain area. Nowadays, this area is developed to be the east coast industrial area with the rapid prosperity [7]. The east coast area consisted of 4 provinces; Chonburi, Rayong, Chantanuri and Trat which have the highly proficiency in tourism due to its reputation; the beautiful coast, product Connectivity with tourism and service which the tourists are interested in, and comfortable transportation.

## IV. METHODOLOGY

This research is the participation research in the east areas consisted of 4 provinces;

1. Chonburi 2. Rayong 3. Chantanuri and 4. Trat by the community participation in presenting the information, exchanging the idea, co-learning through the panel stage, in-depth interview, observation, co-data synchronization of product development which is significant for the health product due to the customers are not prefer anything repetitiously. The development of product quality is different in each type as its specification; besides the beautiful design, durability, uniqueness, elaboration and minuteness – it should bring the new production technique and tool to increase the good quality and decrease the production cost.

The researcher has conducted the participation research by creating the learning process from the participation experience of all relevant sectors in the product development; studying and exploring the product; meeting of board and relevant sectors to specify the criteria and guideline, selecting the project participants, training course, theoretical and practical training, prototype product and assessment the project on the action and participation as the figure of scope of the research has shown below.

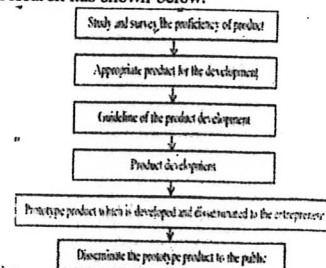


Figure 1: scope of the research.

### A. Scope of the Research

#### 1. Scope of the target group

The primary information providers are 30 entrepreneurs of the community enterprise in the east

areas who participated in the "Project of The Development of Product for Tourism Connectivity with the Local Culture"

**2. Scope of the content**

The researcher and team are the primary tool of data compilation and analysis by compiling from the community participation which emphasized on searching for the knowledge, wisdom, data, fact, interview (by the open-ended question and group conversation) and conference to reflect the fact and plan for the development continuously.

**B. Data analysis**

The researcher has analyzed the data by describing the classification, explanation and conclusion.

**RESULTS**

The study of the development of health product for tourism Connectivity with the local culture in the east of Thailand revealed that most of the health products of the community enterprise of Chonburi and Rayong province were food products; Kao Tang, chilli sauce, transformed fruit, but most of the health products of the community enterprise of Chantanuri and Trat province were health products; yellow oil, balm, soap, shampoo and herbal tea which is developed from the local tourism and the participation of bringing knowledge from the local wisdom to promote the health product for value added and sustainable competitive advantage. Due to most of the tourists had bought the local product as the souvenir for their family, it had affected to the product development but lack of cognition of the product standard or the market demand.

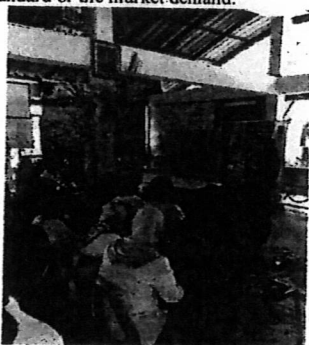


Figure 2: The participation of bringing knowledge from the local wisdom to promote the health product.

The data analysis of health products of the community revealed that;

1. Low-volume production, there was no warehouse due to there was only one distributor in the community without any marketing plan for transferring to another distributor

- 2. Unattractive and ordinary packaging, it had affected to the product value
- 3. Inadequate product quality, and the entrepreneurs lack of cognition on the product standard certification.



Figure 3: The entrepreneur in developing health product.



Figure 4: The participation with many communities.

In consequence, the researcher had a guideline to study the proficiency of the entrepreneur in developing health product for value added and sustainable competitive advantage from the participation with many communities, the meeting to specify the criteria from the expert in the relevant public and private sector, the proficiency of entrepreneur promotion, the training course by selecting the topic of the development of health product for tourism Connectivity with the local culture in the east area, the concept of product development, the commercial proficiency of entrepreneur as the target group;

- 1. The development of label / community product packaging
- 2. The development of community product for community product standard
- 3. The certification of community product standard
- 4. The concept of creating the advertising media for community product.

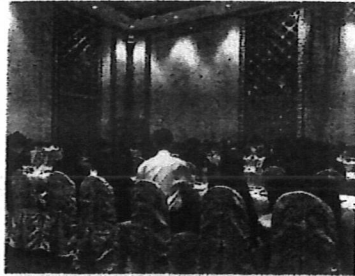


Figure 5: The meeting to specify the criteria from the expert in the relevant public and private sector.

All as mentioned, it would be the learning process for a development guideline of the prototype health product to certify the community product standard which supported by the public sector for pushing on the entrepreneur of community enterprise to select the unique product and develop for the standard from the participation of community enterprise for their unity and strength included with the economic value added by unique product and service, and appropriate for the customer's need both of domestic and international areas.

#### DISCUSSION

The finding of the development of health product for tourism Connectivity with the local culture in the east of Thailand revealed that there was highly proficiency of all entrepreneur groups in developing health product from the local wisdom by their unity, earnestness, intention, sacrifice, readiness to learn about the product development for community product standard, relationship both of internal and external group, flexible structure and regulation, trust and the participation in the working group.



Figure 6: Trust and the participation in the working group.

#### CONCLUSION

The development of health product for tourism Connectivity with the local culture in the east of Thailand is the research which emphasized on the participation of 30 entrepreneurs of the community enterprise throughout the research process; receiving data, data analysis, creation of learning which responded to all the research problem and objective. This research is under the scope of qualitative research and for the local area which emphasized on creating the new knowledge or new learning innovation of the target group to continue the finding of health product development for the standard certification and value added for the unique product and appropriate for the customer's need both of domestic and international areas.

#### ACKNOWLEDGMENT

The researcher would like to thank the entrepreneur of community enterprise in the east areas consisted of Chonburi, Rayong, Chantanuri and Trat province who participated in this data compilation.

This research was supported by the Office of Small and Medium Enterprise Promotion (OSMEP), the researcher would like to thank Suan Sunandha Rajabhat University for supporting this achievement.

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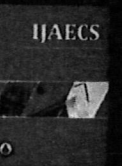
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