



RESEARCH ARTICLE

DEVELOPMENT OF PRODUCTS AND PACKAGING FOR HEALTH TOURISM PROMOTION IN SOUTHERN THAILAND

Kanyamon Kanchanathaveekul¹, Wannaporn Buddhapoompitak², Premkamon Jankaweekool³, Sirinya Siriyanun⁴, Narin Sungrugs⁵ and Sawanya Thamma-Apion⁶

1. Associate ProfessorDr., College of Innovation and Management, SuanSunandhaRajabhat University, Thailand.
2. LecturerDr., College of Innovation and Management, SuanSunandhaRajabhat University, Thailand.
3. LecturerDr., College of Innovation and Management, SuanSunandhaRajabhat University, Thailand.
4. LecturerDr., College of Innovation and Management, SuanSunandhaRajabhat University, Thailand.
5. ProfessorDr., Faculty of Management Science, Silpakorn University, Thailand.
6. Assistant ProfessorDr., Faculty of Management Science, Silpakorn University, Thailand.

Manuscript Info

Manuscript History

Received: 20 March 2023

Final Accepted: 22 April 2023

Published: May 2023

Key words:-

Product Development, Community Packaging, Health Tourism

Abstract

The study had three main goals: 1) To find products and community packaging to promote health tourism; and 2) To developing products and community packaging in the province of Ranong. This study employs qualitative research methods. The population in this study is consisted of health tourists and health tourism entrepreneurs. A targeted sample of health community enterprise owners was gathered by conducting in-depth interviews with a total of 30 entrepreneurs in the part of health tourism, interviewing data, and carrying out content analysis and specialized studies of community enterprises. The research findings showed that: 1) The health product community enterprise group had a good chance of success if they focused their efforts on the upstream, midstream, and downstream stages of the supply chain and collaborated with allies and networks in health-focused provinces and countries, put an emphasis on environmental protection and making use of indigenous knowledge and resources, and put an emphasis on international standards, and they may be able to generate tourism for the participating community businesses. 3) Community enterprise group has a development strategy aimed at continuously meeting market demands. According to the findings of the research, there are company developments that are consistent with the canvas model and have the potential to promote the community economy in southern Thailand.

Copy Right, IJAR, 2023,. All rights reserved.

Introduction:-

Tourism is a subset of the service industry. It's also referred to as the "human interaction industry." This is one industry where cutting-edge technology cannot eliminate jobs. It is also an industry that promotes peace and understanding among nations by breaking down barriers between people of different cultures and nationalities. Tourism has the potential to help preserve and improve the environment. At the same time, such tourism can provide a source of income for the local population, particularly in non-industrial areas. Tourism can contribute to

Corresponding Author:-KanyamonKanchanathaveekul

Address:-Associate ProfessorDr., College of Innovation and Management, SuanSunandha Rajabhat University, Thailand.

Thailand's overall development by promoting positive economic, cultural, and environmental changes. However, it is critical to ensure that tourism is sustainable and does not harm the environment or local communities. This can be accomplished through responsible tourism practices such as waste reduction and support for local businesses. Efforts should also be made to educate tourists on the value of preserving natural and cultural resources. Thailand can continue to reap the benefits of tourism while also protecting its unique heritage for future generations by promoting sustainable tourism. It is also critical to address issues such as overtourism and to ensure that development and conservation efforts are balanced. Overall, responsible tourism can help Thailand promote economic growth and environmental preservation while also encouraging cross-cultural understanding and appreciation. However, it is critical to ensure that tourism is environmentally friendly and does not exploit local communities. This can be accomplished by promoting eco-tourism and supporting local businesses through responsible tourism practices (Mainur&Saira, 2016). Furthermore, education and awareness campaigns can assist tourists in understanding the significance of respecting local customs and traditions. Thailand can continue to benefit from the economic and cultural opportunities provided by tourism while also protecting its natural resources and promoting social equity by embracing sustainable tourism practices. To ensure Thailand's tourism industry has a bright future, a balance must be struck between economic development and environmental conservation. Thailand can achieve this balance through sustainable tourism practices such as promoting eco-tourism and responsible tourism. Eco-tourism entails visiting natural areas in a way that minimizes environmental impact and supports conservation efforts. Responsible tourism, on the other hand, focuses on minimizing tourism's negative social and cultural impacts by respecting local customs and traditions, supporting local businesses, and participating in community-benefiting activities. Thailand can also invest in renewable energy sources to reduce its carbon footprint and implement waste management systems to reduce pollution. Thailand can attract tourists who are increasingly interested in environmentally conscious travel while also preserving its natural resources for future generations by implementing these sustainable practices. Finally, a commitment to sustainable tourism will benefit not only Thailand's economy but also global efforts toward a more sustainable future.

The company has prioritized stability, prosperity, and sustainability in its 20-year national strategic plan (2018-2027) by developing in accordance with the Sufficiency Economy philosophy. Encourage tourism monetization. Increase the value of tourism products and services by leveraging Thai identity and an identity that reflects local culture and community lifestyle to ensure that income is distributed evenly throughout the community. (Uahiranyanonet al., 2021) to restore confidence and create a positive image of Thai tourism. The development of community products to promote health tourism in Ranong province, on the other hand, will provide significant benefits in terms of comprehensive tourism management and a competitive advantage strategy. Generally speaking. Today's business operations are further altering their alliance business strategy. Combine your efforts to create a network for each type of business. If it is a community-born business, it will be defined by common goals such as product development in order to be strong in the community, capable of creating jobs and generating income, and passing on valuable wisdom by further developing in order to create added value that occurs strongly and sustainably. Forming an exchange network that brings together each other's good or strengths to support each other will help to create synergies that are more simulative than before, making them twice as powerful. As a result, working as a network must produce better results than working as individuals and then combining their efforts (Kanchanathaveekul&Limlahapun, 2019). Collaboration and networking are becoming increasingly important in today's interconnected world. When people work together to achieve a common goal, they can use each other's strengths and skills to achieve greater success. They create synergies that are more powerful than what they could achieve alone by supporting each other and building on their respective strengths. This is why, in many cases, working as a network is more effective than working as individuals and then combining their efforts. Indeed, studies have shown that collaborative networks can produce better results in a wide range of fields, from business to education to healthcare. Network members can tackle complex challenges and achieve ambitious goals that would be impossible for any one person or organization to achieve alone by pooling resources and expertise. Finally, networking's power lies in its ability to bring people together and create opportunities for mutual support and growth.

The development of strategies has greatly aided the development of new products in tandem with the development of agricultural products aimed at the green market (Ramanust&Worawattanaparin, 2020). A growing number of Ranong Province community enterprises are collaborating to develop health-related products. To increase sales, product and packaging development, as well as the implementation of innovative production and service models, are required (Limlahapun&Kanchanathaveekul, 2019). By bringing together small and large-scale community enterprises. The use of knowledge management principles and social media to expand production and service

groups, such as cocoa community enterprises, has increased networking with communities and other provinces by promoting eco-friendly tourism and sustainable health tourism. These enterprises have also focused on developing innovative products and services that meet the needs of local and international markets in order to create jobs, generate income, and stimulate the Ranong province and national economies. Some cocoa community enterprises, for example, have begun producing organic chocolate bars and cocoa powder, while others have expanded into agro-tourism by offering farm tours and homestays. In addition to these initiatives, the enterprises have formed alliances with government agencies, non-governmental organizations, and private sector organizations in order to obtain funding, technical assistance, and marketing assistance. They have been able to improve their production processes, raise their product quality and safety standards, and expand their distribution channels as a result of these collaborations. These efforts have benefited not only the businesses themselves, but also the communities in which they operate. These businesses have helped to alleviate poverty and promote economic development by creating jobs and generating income. Furthermore, their emphasis on sustainable practices has aided in environmental conservation and protection. Their collaborations with government agencies have also facilitated policy reforms that promote a more favorable business environment. These businesses have demonstrated the potential for businesses to be a force for positive change in society through their commitment to innovation and collaboration. They will undoubtedly inspire others to follow in their footsteps and contribute to a more equitable and sustainable future for all as they continue to grow and evolve.

As a result of these efforts, the enterprises have become more competitive in the global market and have contributed to the region's long-term development. However, there are still issues to be addressed, such as improving rural infrastructure and transportation systems to facilitate trade and tourism activities. The study's goal are three main goals: 1) To find products and community packaging to promote health tourism, 2) To developing products and community packaging in the province of Ranong. Not only will this provide new economic opportunities for local communities, but it will also promote cultural exchange and understanding. Furthermore, efforts are being made to develop eco-tourism and sustainable tourism practices that have a low impact on the environment and local communities. This includes encouraging visitors to engage in responsible tourism and supporting local conservation efforts. Furthermore, with the rise of online booking platforms and mobile apps that make travel planning more convenient and accessible, technology is playing an increasingly important role in the tourism industry. However, these technologies must be used in a way that benefits both tourists and local communities. Overall, the future of tourism in this region appears bright as long as stakeholders continue to collaborate toward long-term development goals.

Review of Literature:-

Conceptualization of Health Tourism The term "wellness" is used in professional literature to describe a perfect state of body and soul, relaxation, and organism revival. Spa tourism is a package of health procedures using curative water, sea weed, salt, therapeutic muds, and curative plants to revitalize and relax the human organism. Healthcare tourism is a general category covering wellness health promoting (spa, wellness) and healthcare tourism (more conventional therapeutic, sanatorium-resort, medical/clinical). It includes preventive measures of the second and third levels, and sometimes even rehabilitation, aimed to prevent the progression of existing diseases or rehabilitate the lost health (Thorasiripunroj et al., 2019).

The research on health tourism is part of the government's policy to develop the country in accordance with the 20-year competitiveness strategy and the 12th National Economic and Social Development Plan. Income production from health tourism can be divided into two categories: Health Promotion Tourism and Healing Tourism. Community enterprise groups in the area are more interested in health tourism due to their traditional wisdom paradigm (Inwang et al., 2015, Limlahapan & Inwang, 2019). Key principles of community enterprise development include knowledge transfer, people-centered nature, and a people-centric approach. The holistic perspective of health tourism is important for improving the community economy in Ranong Province.

To promote health tourism, members of community enterprises and government authorities must have knowledge and understanding in order to participate in the country's development and tourism policies. Ranong Province has physical qualities that are particularly conducive to health tourism, such as natural mineral baths or hot springs and attractive natural and cultural attractions (Department of Tourism, 2018). Community enterprises must discover appropriate models to build academically sound and quality-assured tourist programs and health promotion activities, to raise visitor awareness of health promotion and quality of life development, and to improve environmental quality. This study aims to research the characteristics of health tourism in Ranong Province to

develop appropriate models to boost the community economy and promote health tourism with community entrepreneurs. It is organized into three sub-projects: 1) Community product development to encourage health tourism; 2) Research Project 2: Market Management of Community Products for Health Tourism in Ranong Province; and 3) Development of an Information System for Health Tourism Management Based on an Integrated Database with Participation of Stakeholders in Ranong.

Conceptual of the community product development model

The outcomes of functioning as a network must be superior to the results of separate individuals doing and combining their efforts. The community product development model for health tourism is an important and complex procedure that must clearly express the origin and identity of the local area, be grown and manufactured to fulfil the needs of consumers and tourists, and be a product that leads to activities and learning (Limlahapun&Kanchanathaveekul, 2019). The research team opted to investigate the tourism-related enterprises of Ranong Province in order to create community products that meet tourism requirements. The study highlights the importance of including key and memorable modern business concepts, such as the Business Model Canvas (BMC) (Osterwalder &Pigneur, 2010), to increase and improve competitiveness and characterize the canvas business model thoroughly. Additionally, the study highlights the importance of connecting local tourism routes and creating community networks by promoting eco-friendly tourism to ensure long-term health. Finally, the study highlights the importance of connecting local tourism routes and creating community networks by promoting eco-friendly tourism to ensure long-term health.

This study examines the tourism-related enterprises of Ranong Province, Thailand, to develop community products, standard products, product development, and product standardization. It also looks at the potential for medical tourism and wellness tourism, which can combine holistic health care and health-related activities with quality products and packaging that meet cleanliness and safety standards. Ranong province is known for its local products and souvenirs, such as cashews, buns with lee, freshly roasted ground coffee, drinking water with natural minerals, pearls and shell-based artifacts, stingray leather products, pressed softshell crabs, and OTOP products. However, due to the COVID-19 pandemic, Ranong province has been able to prove its effectiveness in controlling the epidemic, making people want to travel there. To strengthen Thai tourism, modern technology or innovation is needed to benefit the health tourism industry.

Related of the theory of creative product concepts and effective health tourism management

The research team studied the theory of creative product concepts, the Business Model Canvas, the concept of effective health tourism management, and the rapid growth of health awareness trends. Thailand recognizes the importance of health tourism, which generates a lot of revenue each year. This research project is part of a series of research projects to enhance the local economy and promote health tourism in Thailand. The aim of this project is to identify the key factors that contribute to effective health tourism management and develop strategies for promoting health tourism in Thailand. The research will involve a comprehensive analysis of the current state of health tourism in Thailand, including an assessment of the strengths and weaknesses of the industry. The study will also examine best practices in other countries and explore innovative approaches to health tourism management.

Product development is the process of creating new or improved products that meet the needs of customers and create unique recognition. Business analytics tools are used to solve problems in tourism and the production of goods and services by the community, as well as to create income-generating jobs and build strong and self-reliant communities sustainably. Packaging, distribution channels, and promotions are factors that will make consumers accept more herbal products (Cosenz& Noto, 2017, Uanlamet al., 2017; **Thanongkit** et al., 2018)). The Business Model Canvas (BMC) is a widely adopted business model consisting of nine interrelated elements.

It is important to understand customer segments and build relationships between products and services to meet their objectives with value propositions. The BMC allows business owners and executives to see the overall picture of the company and adjust weaknesses or strengthen strengths. However, there are many reasons why SMEs fail, such as a lack of good management. SMEs must understand their business model thoroughly and use the Business Model Canvas (BMC) to develop it. Revenue streams, key resources, main activities, key partners, and cost structure are important factors for success (Channuwong et al., 2022; Osterwalder &Pigneur, 2010).

Social media systems are used to retain existing customers and add new ones, and after-sales service is important. Key activities that create products and increase the value of products and services require machinery and wisdom.

The Business Model Canvas (BMC) is a tool for entrepreneurs to customize their businesses to stand out and grow strongly. It provides a plan or goal to customize the business to stand out and grow strongly. Pricing and price competition are an issue, with marketing executives often making mistakes such as over-cost-oriented pricing and not reviewing prices often enough (Nisaratchotichay, 2013; Osterwalder & Pigneur, 2010).

This research will develop recommendations for policymakers and stakeholders in the Thai health tourism industry to enhance the quality of healthcare services, improve marketing and promotion efforts, and develop partnerships with other industries. The Business Model Canvas (BMC) is a widely adopted business model that consists of nine interrelated elements. To achieve this, manufacturers need to focus on sustainability and environmental responsibility, as well as innovation and creativity in product design and development. Manufacturers should prioritize transparency and communication with consumers to build trust and loyalty. They should also provide excellent after-sales service to ensure customers are satisfied with their purchases and feel confident in recommending them to others. By incorporating these nine elements into their business model, manufacturers can create a successful and sustainable business that meets the needs of both customers and society. **According to the review, there are the following key elements that can be used in research:**

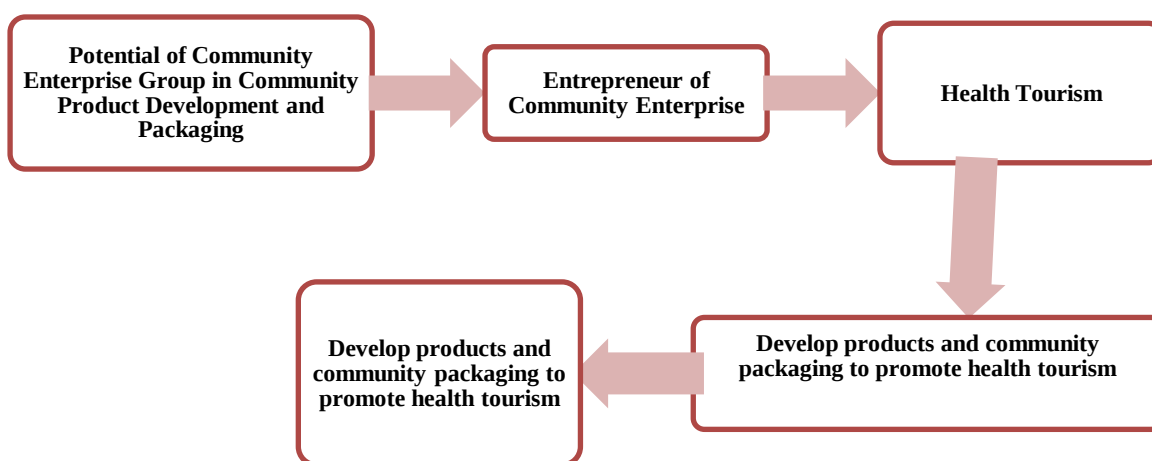


Figure 1:- Conceptual framework for the research (Fuller, 1994; Osterwalder & Pigneur, 2010; Plengdeesakul & Plengdeesakul, 2018).

Research Methodology:-

This study utilizes qualitative research methods. The population is primarily made up of health tourists and health tourism entrepreneurs. 1) To find out products and packaging to encourage health tourism, the study team interviewed 30 community enterprise groups involved in the creation of community products and packaging. The study was conducted in southern Thailand using a random selection approach tailored to Ranong province because it is one of the provinces in the south with clear health tourism. To provide vital information, the research team chose a sample of thirty community enterprise entrepreneurs relevant to tourism, such as spas, restaurants, accommodation organizations, and herbal items. 2) Conduct in-depth interviews with entrepreneurial groups and product development guidelines for community companies, as well as health tourism promotion. Thirty community enterprise entrepreneurs are interested in health products for both health maintenance and souvenirs, and the processed food industry has developed a network of similar businesses. The government encourages consumers to purchase healthcare souvenirs with certified production processes and product quality awards.

For qualitative research, 30 health tourism providers were interviewed in depth, by examining both internal and external factors using survey and interview research findings. A research was conducted on cocoa community enterprises with content analyses in order to develop, test, and identify the best practices for products and

packaging. For the purpose of obtaining empirical data on the potential development of health products and packaging, the research team conducted in-depth interviews with 30 key informants, including lodging operators, restaurants, health souvenir shops, and wellness retreats. Triangulation is used to assess the quality of quantitative and qualitative research as well as the consistency of theory and supporting research.

Research Finding

The research findings according the research objectives

From research objective 1) To find out products and packaging to encourage health tourism. The research team interviewed 30 community enterprise groups in southern Thailand. In this study, the research process was as follows: 1) They also conducted in-depth interviews and product development guidelines for community companies. The government encourages consumers to purchase healthcare souvenirs with certified production processes and product quality awards. 2) The research team used the data to examine the content and internal and external aspects, as well as to analyze for future development using the canvas format. 3) The materials derived through content synthesis were used by the research team to construct the product and package development model. 4) The research team used the product and packaging model to get confirmation from relevant entrepreneurs, the public and private sectors, and the health tourism industry.

The research team used the data to examine the content and internal and external aspects, as well as to analyze for future development using the canvas format.

Based on interviews with key contributors to the development of four health community enterprise groups' products and packaging, It was discovered that 1) community enterprise entrepreneurs have the potential to continuously manage their business, 2) employees of community enterprise entrepreneurs have the potential to develop potential, 3) having alliances and networks through health products, 4) community enterprise entrepreneurs can create public awareness, and 5) product development is constantly increasing. Copyright preparation and marketing promotion Product development employs technology. Copyright, market research, and marketing promotion There is also more manufacturing machinery focusing on products that are primarily herbal in nature. Produce herbal products using the knowledge gained from local wisdom. The spa industry emphasizes individuality by utilizing local knowledge. Product and packaging development, employee training, community environmental management knowledge development, business improvement, knowledge enhancement and alliance, network and membership, self-reliance and conservation based on local wisdom and raw materials, entrepreneurial capacity building, management knowledge, and more are all key areas where local wisdom plays a vital role in the spa industry. By incorporating traditional practices and using locally sourced ingredients, spas can create unique experiences for their clients that cannot be replicated elsewhere. This emphasis on individuality is also reflected in employee training, where staff are taught to tailor treatments to each client's specific needs and preferences. Community environmental management knowledge development is another important aspect of the spa industry, as spas work to minimize their impact on the environment and promote sustainable practices. Integrating local wisdom into the spa industry creates an authentic and meaningful experience.

Table 1:- Elements of Product Development.

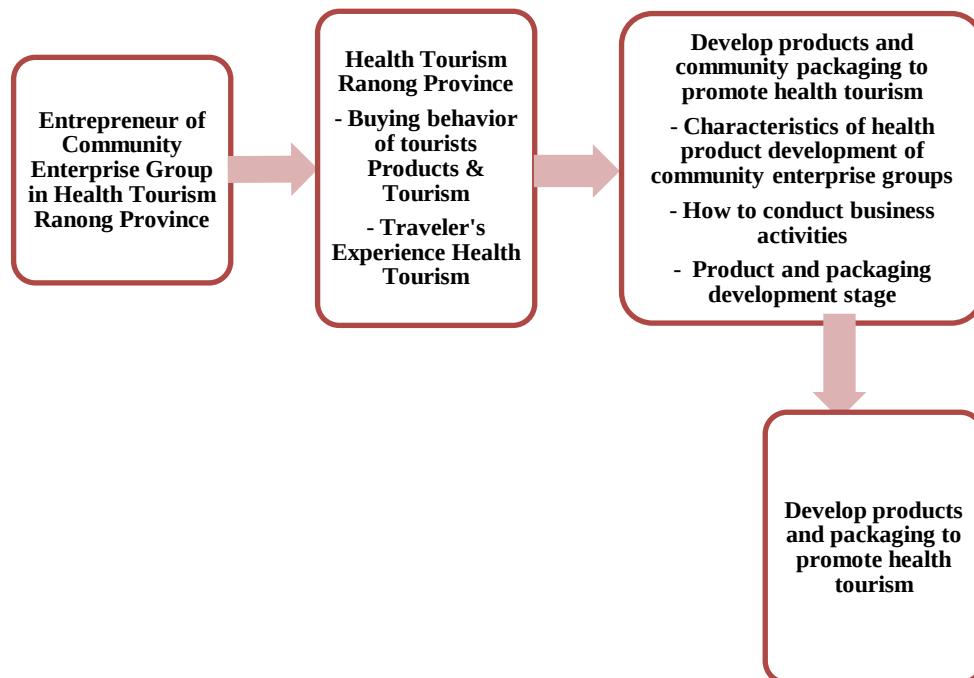
Product development and product design of various groups	Healthcare Products	Accommodation	Restaurant and souvenir shop group	Herbal Products
In the last three years, new products have been developed.	✓	✓	✓	✓
In the next three years, new healthy product development is planned.	✓		✓	✓
Concentrate on health products with a focus on health benefits.	✓	✓	✓	✓
Give priority to the development of healthy product appearance in order for it to be novel and practical.	✓		✓	
Local distributors provide high-	✓	✓	✓	✓

quality raw materials.				
Members of the group are encouraged to receive training and knowledge in order to continuously develop health products (within the last three years).	✓	✓	✓	✓
Improved methods for connecting businesses of the same type.	✓	✓	✓	✓
In the last three years, modern packaging has been developed.	✓			✓
It is planned to create packaging that aids in brand recognition.	✓			✓
The packaging highlights the distinctiveness of local wisdom. The packaging of health products tells the story of the product.	✓		✓	

From Table above, businesses must adapt to meet their customers' needs. One method is to focus on health benefits and create practical product appearances that are appealing to consumers. Another critical factor is obtaining high-quality raw materials from local distributors, which not only benefits the community but also ensures that the products are fresh and of high quality. It is critical for businesses to receive training and knowledge about the latest trends and research in order to continuously develop health products. Networking with other companies in the same industry can also lead to valuable partnerships and collaborations. Finally, modern packaging can aid in brand recognition and highlight the distinctness of local wisdom. Businesses can thrive in the health and wellness market by implementing these strategies and providing valuable products to consumers.

From research results in research objective 2: To developing products and community packaging in the province of Ranong. The research team chose a group of entrepreneurs who seek to develop products and packaging as development agents, namely community companies that manufacture cocoa for health. The research team partnered with a group of cocoa entrepreneurs to design products and packaging in accordance with the product development process in order to achieve acceptable innovation. The findings revealed that ten goods were designed to fulfil market demand, and the packaging was actually tailored to the needs of clients. Cocoa products can generate income for community enterprises from upstream by planting trees for sale to midstream by using them as raw materials for various consumptions and coming downstream by exporting them as raw materials or for consumption, as well as building a training network for interested groups in the province and outside the province and creating a market with various groups in the digital society.

The research team synthesized and chose a group of cocoa community enterprises from Ranong Province. They used a 7-step approach to product development and packaging, emphasizing the use of local resources, cacao grower groups, production groups, packaging groups, and demonstration groups. They also employed knowledge management principles and social media to expand the market. The process of commercialization and market release is used by community enterprises to promote sustainable development and contribute to the growth of the local economy. It involves pilot-level product testing, commercialization, and market release. The products range from organic foods and beverages to natural skincare and wellness products. Market release is carefully planned and executed to build brand awareness and customer loyalty.



Discussion:-

Based on the results of the two objectives listed above, it was examined by the research team. Synthesized for discussion of research findings: According to the findings of a tourist behavior study, health product categories, including cocoa products, received the most attention first, which is consistent with the goal of choosing health products, which is to maintain good health and to use them as souvenirs. Tourists have become income-generating products and have developed the potential of community enterprises to develop community products and packaging through social media channels. According to Wang et al. (2021) who studied the relationship between social media marketing and brand loyalty and product image, buyers' behavior is important for product development. Brand equity and product image have been discovered to play an important role in the relationship between social media marketing and brand loyalty.

For research into the potential development of community enterprise groups in the development and packaging of community products. Entrepreneurs related to health products and entrepreneurs/community enterprises related to tourism, such as product operators, manufacturing operators, and tourist attraction operators, were discovered in Ranong province. Implement a differentiation strategy in terms of taste, color, product form, and packaging. The brand's name is well-known. Customers and distribution channels are identified. Put in place growth-oriented strategies. Focus on marketing, promotion, and communication in order to reach the target audience through various types of advertising media. This is supported by Tiamnara and Inwang(2018) who found that restaurant and souvenir operators have adopted product development strategies with varying color patterns and sizes in response to market needs as well as customer and distribution preferences, which will be used as information to continuously create brand awareness for products. Focus on raising awareness of certified production processes that adhere to international standards as well as marketing strategies for creating product identity through the use of a symbol or brand of products that are unique to the community. This is consistent with Wajirum and Inwang(2018) who studied about the development of business strategies among community enterprise entrepreneurs: A Case study of lower central region herbal products business and found that the nature of herbal business should be to maximize benefit by utilizing local resources and wisdom. The majority of the raw materials used are primarily from local sources. This results in the creation of new jobs. Create jobs for members of the community. It primarily employs local workers. Modern technology is increasingly being used in manufacturing. Priority should be given to environmentally friendly production. There is a distribution system in place. There is a quality inspection system in place, and local products are used and sold outside of the immediate area. Organize provincial, national, and international trade shows in collaboration. Business growth, knowledge expansion, and the formation of network partnerships and members according to the research of Saengon et al. (2020) brand awareness are critical for tourists and consumers.

The findings of the study when analyzing the data on health products of interest to tourists in Ranong Province discovered that the most important issues that tourists focus on in terms of health product categories, cocoa products have received the most attention, which is consistent with the goals of choosing health products, which are to maintain good health and to use as souvenirs. For places to buy health products in Ranong province, such as health tourism sites and participating in health-related activities, it can be seen that the types of health products that have received increased attention from tourists include cocoa products, which have become products that generate income and develop the potential of community enterprises in product development and community packaging. This research finding is consistent with modern business concepts that are important and necessary in today's world to strengthen and enhance competitiveness, as well as the systematic nature of the Business Model Canvas (BMC) (Osterwalder & Pigneur, 2010), which is a widely adopted business model consisting of nine interrelated elements. Group 2 is for production, while Group 3 is for performance. Product and service value Customer relationships and distribution channels Group 2 Production consists of the following individuals: The main activities The primary resources Partners Important Group 3 Costs and revenues, as well as the break-even point, influence performance. Customers can easily shop and have a wide variety of products because today's business competition is free and borderless. So, as a result, the initial formulation of the business model, such as determining the framework of customers who will produce products and services for use and benefit, is critical. To solve problems based on customer needs in order to build relationships with products and services in order to meet objectives with value propositions, such as modern product models and packaging and improved usage efficiency. Customers will be satisfied and able to use the service more easily if they have easy access to it (through distribution channels). Important information for decision-making and implementation (Channuwong, 2014; Cosenz & Noto, 2017; Katangchol et al, 2023).

The research team examined, synthesized, and discovered that the product development and community packaging guidelines that match the market needs of Ranong Cocoa Community Enterprises. It was discovered that Ranong Province has collaborated with various agencies such as Ranong Agriculture and Cooperatives, Tourism and Sports, and the Chairman of the Provincial Chamber of Commerce in terms of product development and packaging of cocoa community enterprises. Vice President of the Federation of Provincial Industries, the Business Club, the YEC Group, and Community Enterprises Ranong has tourism potential because there are numerous products that can be linked to health tourism. Especially cocoa, and tourists want it to be portable and easy to consume. This is consistent with the findings of Wajirum and Inwang's (2018) who studied business strategy development among community enterprise entrepreneurs with a case study of Lower Central Region 1 of the Herbal Products Business, which their findings revealed that knowledge development in community environmental management self-sufficiency and conservation based on indigenous knowledge and raw materials. Aspects of business success include: Human dimensions: Employees in the community have a higher quality of life and are more likely to use their knowledge to create products. Establishing alliances and business networks with internal and external communities has a social dimension. For Creating a marketing network, economic dimensions include product design and marketing network development. Environmental dimensions are the recognitions of the benefits of the existing environment and organizing CSR activities. This study also discovered that herbal beverage operators' products differ from those of other operators. To meet market demands, health products such as healthy food, healthy souvenirs, and processed foods must have product forms that are distinctive, colorful, sized in shapes that meet market needs, and have symbols or brands of products that are unique to the community and safe. Wajirum and Inwang (2018) found the same thing. Herbal products businesses are classified as follows: Herbal Tea Business strategies are employed in order to make a difference. The spa industry has chosen a growth-oriented strategy. Product development strategies and processed food businesses are used in the herbal medicine industry. Product identity is created using marketing strategies.

For guidelines for developing community enterprise entrepreneurs' business strategies, it was discovered that there are five approaches: 1) Development of entrepreneurs and employees to have management knowledge Technique and craftsmanship advancement 2) Product and packaging design According to Thanongkit et al. (2018), the study of work processes and factors related to the success of the creative tourism work of personnel in Ban Nam Cheow Tourism Community Enterprise was also discovered. According to the findings of the study, creative tourism management should include a form of activity that allows tourists to discuss and act on their own. (3) the tour manager's role as a storyteller and activity facilitator, and (4) tourism management outcomes that are beneficial to staff and visitors. Noijuan et al. (2018) also conducted research on community enterprise management in Amphawa District, Samut Songkhram Province. As a result of the group's operations, members' revenue has increased, and the group is currently using digital media (social media) to retain existing customers and add new customers as basic marketing strategies. To build consumer confidence in manufacturing related to products, including the supply

chain, from product design, production process planning, quality control, finished product assembly, packaging, and transportation, customer relationships must be appropriate, accurate, complete, and up-to-date in both content and digital technology, as well as forms of after-sales service. The study was carried out using qualitative research methods, with specific samples chosen and data collected through in-depth interviews with key contributors, including: 1. distributors of spa products 2. Spa product purchasers who make their purchases through digital channels 3. The data was analyzed by a group of 81 academics or experts using the content analysis method. Entrepreneurs have fundamental skills and knowledge in production innovation, herbal properties, and the use of technology to build an online business. Developing a website and selling products on Facebook. The planning principles determine the direction of the business in differentiating products, including communication using text and content, creating visual videos for customer communication, and studying consumer needs by studying the behavior of inquiries about herbal properties and the nature of business. It contains natural herbal ingredients for body, skin, and other products. Inventory organization with barcodes aids inventory management by assisting in the calculation and planning of the next order quantity. 2. Characteristics of digital marketing strategies for spa product business operations Making a distinction between the product, the ingredients, and the similarity of herb benefits Marketing strategies that use their own search channels are in line with customer behavior, which includes searching for products through search channels and using an online strategy according to Somchai's research (2018) who conducted a study to determine how to increase the value of community tourism with a case study of Ban Chiang village, Udon Thani province It was discovered that Ban Chiang Junction has exceptional potential for tourism products and services. Unique In the provision of services, there is a clear division of labor and responsibilities. People in the community showed a high level of participation and cooperation. However, there is a lack of a selling point or identity extension for tourists to participate in marketing and integrate standards. The Ban Chiang community is attempting to come up with activities that will impress and diversify the community's spending. Through government cooperation, community tourism can be developed. This is consistent with a study of Tansakul and Kanchanathaveekul(2019) who found that personnel must have knowledge of the job according to the position specified in the job schedule and knowledge according to the ASEAN competency framework, knowledge of both science and art in the tourism and hospitality industry and various tourist behaviors, work experience, all-round knowledge, and communication skills in the job, including reading, speaking, and writing, communicating in foreign languages, interpersonal skills, work experience, and work experience. In this regard, Kupkeetpan and Banjongmaneehave studied about the development of European tourists' health tourism elements in Prachuap Khiri Khan province is being studied. It was discovered that the health tourism component of European tourists in Prachuap Khiri Khan province is first and foremost access to tourist attractions, followed by facilities, tourist attraction services, accommodation, attractiveness, and activities. Guidelines for the development of European tourists' health tourism components suitable for Prachuap Khiri Khan province, such as: Guidelines for the development of international standards to improve the quality of health tourism products and services Development of innovation to raise awareness of health tourism products and services Local wisdom and identity formation

Recommendations from the findings:-

1. According to research, tourists are increasingly interested in health tourism. As a result, entrepreneurs should provide more knowledge and understanding on the development of health tourism destinations, as well as the development of health-focused products that can leverage the province's resources, as well as find support or differences to guide the development of improvements. Improved product and packaging development
2. According to the findings of the cocoa products community enterprise group's research, the significance of the production process has other characteristics, such as the use of new raw materials to produce. For production, use high-quality raw materials. As a result, entrepreneurs should broaden the production group by providing knowledge on production innovation and the use of more technology, as well as conducting research on production that benefits existing and new target groups. Because cocoa products are highly nutritious, quality raw materials should be sourced to better meet the needs of the target group.
3. According to the findings of the research on the success of cocoa entrepreneurial community enterprises, the business has increased sales and profits. The company is growing. Customers who are interested are constantly increasing, as are businesses with external business partners and networks. The company organizes trade show events on a regular basis and has its own product brand. As a result, community enterprises and small businesses that place orders should have a clear strategic plan for the products' core competencies. Both the sales plan and the business preparation are ongoing. To meet the needs of customers and build networks and alliances, production and marketing should continuously focus on business alliances in the form of joint trade show activities. To differentiate products with an acceptable product identity, manufacturing and marketing innovations should be sought. The

province's network channels for public relations, social media, information, and public relations applications should be extended to other provinces. Increase product sales.

4. Development of cocoa marketing strategy guidelines based on research It was discovered that because of the importance of marketing strategies and success guidelines for community enterprises and entrepreneurs who have expanded their groups through training, knowledge, and product design, entrepreneurs can consider creating more cocoa groups or clubs by forming business alliances, conducting more formal joint activities, and collaborating to develop the potential of appearance innovation and the use of technology in production to meet international standards.

Recommendations for Academics

1. Knowledge development and cooperation with experts in packaging design should be developed to be diversified for exhibitions at various festivals, including packaging for promotion, such as double packs, based on the results of product design research and knowledge development for interested parties. Matching best-selling products with products designed to encourage the use of additional products to create a variety of sizes and promotions will provide consumers with a wide range of product options.

2. A short course should be developed to train entrepreneurs in packaging, labeling, and public relations so that they can evolve in tandem with changes in consumer behavior. Students and government agencies should all work together to help. Budgets for learning support, learning resources, and training resources should be provided to community enterprises on an ongoing basis.

Recommendations for Future Research:-

1. This study applied a qualitative research methodology. As a result, more action research should be conducted in the next study. The researchers conducted in-depth research while studying problems and solutions related to the development of local materials for environmentally friendly packaging in order to increase sales to environmental conservation groups and serve as a role model for other community enterprises.

2. According to the findings of this study, community enterprises and entrepreneurs can succeed if they have the right marketing strategy in terms of appealing product models. As a result, the study of product models and the development of cocoa business operators' productivity by comparing each region, as well as the development of channels for promoting Ranong Cocoa Community Enterprise business products through internet media, is ongoing in order to generate sustainable income for the community.

3. According to this study, cocoa products began to expand and invest continuously. Next time, there should be future study about Thailand's innovative cocoa processing model in order to obtain the proper format, as well as to conduct additional research and development.

References:-

1. Buddhapoompitak, W., Krobpuaban, W., Limlahapun, N. Kanchanathaveekul, K. (2020) ,The mediating impact of high level of innovation among the knowledge and training of the employees in SMEs of Thailand. SRP, 11(6): 1452-1462.
2. ChanyaTansakul, C., &Kanchanathaveekul, K. (2019). Developing personnel competence in tourism and hospitality industry under ASEAN framework of small and medium enterprises in Phuket, Thailand, 2019 APacCHRIE&EuroCHRIE Joint Conference (22- 25 May 2019, Hong Kong).
3. Channuwong, S. (2014). The strategic management of Coca-Cola and Starbucks company. TNI Journal of Business Administration and Languages, 2(2), 55-58.
4. Channuwong, S., Siripap, P., Ladnongkun, V., &Makingrilas, J. (2022). The model of marketing strategies influencing customer satisfaction of supermarket in Bangkok areas. Journal of MCU Peace Studies, 10(3), 472-487.
5. Chompoonoi, S.(2561). GuidelinesforaddingvaluetocommunitytourismCase Study:BanChiang Community, UdonThaniProvince.National DefenceCollegeNationalDefenceAcademy.http://www.dsdw2016.dsdw.go.th/doc_pr/ndc_2560-2561/8541e.html
6. Cosenz, F., & Noto, G. (2017). A dynamic business modelling approach to design and experiment new business venture strategy. Long Range Planning, <http://dx.doi.org/10.1016/j.lrp.2017.07.001>

7. Inwang, K. et al. (2015). Guidelines for network development of community enterprise leaders in product categories PhitsanulokAgriculture.Western University Research Journal of Humanities and Social Sciences, 1(1), 81-89.
8. Katangchol, S., Channuwong, S., Snongtaweepon, T., Pleansamai, K., Thongyenburit, W., Pupapassiri, P., Dumanee, P., Lertpongprasert, S., Kongsong, W., &Siriwat, S. (2023). The model of human resource management for organizational efficiency in the new normal age. International Journal of Advanced Research, 11(3), 156-166.
9. Kurnia, G., &Sulistiani, P. B. (2019). Influencing consumer's behavior: Perspective of information quality and consumers reviews on Airyrooms. PEOPLEInternational Journal of Social Sciences, 5(1).
10. Kupkeetpan K.,&Banjongmani, P.(2017). Guidelinesforthedevelopment of tourism-orientedelements .Journal of Graduate Studies ValayaAlongkorn Rajabhat University.Vol. 14 No. 1 (January – April 2020).
11. Limlahapun, N., &Kanchanathaveekul, K. (2019). Development of InnovationManagement Strategies and Success of Thai Desert Business in Central Region of Thailand. ABAC ODI Journal Vision, 6(1), 179-191
12. 12. Noijuic, S., Thorasarnsombat, W., &Sangjindawong, S. (2018). Community EnterpriseManagement, AmphawaDistrict, SamutSongkhram Province. KasemBunditJournal, 19, 130–139 . Retrieved from <https://so04.tci-thaijo.org/index.php/jkbu/article/view/117334>
13. 13. Ordabayeva, M.,&Yessimzhanova, S. (2016). Development of healthcare and wellness tourism marketing. International Review of Management and Marketing, 6(5) 118-124.
14. Osterwalder, A., & Pigneur, Y. (2010). Business model generation: A handbook for visionaries, game changers, and challengers. Hoboken, NJ: Wiley.
15. Ramanust, S., Worawattanaparin, S., Kanchanathaveekul,S., Thonggawd, C. (2020). Influence of green marketing practices on intention to purchase greenproductsp with moderating role of emotions among Thai restaurants. International Journal of Innovation, Creativity and Change, Issue of February 2020. P.169-189.
16. Saengon, P., Kanchanathaveekul, K., Jankaweekool, P., Potimu, K. (2020).Considering the factors and rand efficiency implications of client engagement with brands in social media environment. International Journal of Psychosocial Rehabilitation ISSN: 1475-7192.Volume 24 - Issue 7. March 2020. Pages: 1451-1468
17. Tiamnara, N., &Inwang, K. (2018). Success of Clothing Retailers through Online Channel Using Digital Marketing, International Journal of the Computer, the Internet and Management, 26(2) (May-August 2018).
18. 18. Thanongkit,M., Chanprasert, F.,&Ekakulananta, S. (2018). Creativetourism, casestudy of BanNamCheowTourism Community Enterprises . Thailand International TravelFaculty of Tourism Management, National Institute of DevelopmentAdministration, 14 (1).
19. Tansakul, C.,&Kanjataweekul, K. CompetencyDevelopment of Tourism and HospitalityIndustryPersonnelinaccordancewiththe ASEAN Framework of Establishmentsinthe Southern AndamanRegion. Academic Journal, SuvarnabhumiInstitute of Technology . 6 (2), 23-42
20. 20. Thorasiripunroj,T.,Tanpaow, K., andKanjataweekul , K.(2019).Marketingstrategyforthesuccess of spaproductsbusinessthroughdigitalchannelsinBangkok and vicinity. Journal of the Association of Researchers, Vol. 24(1), 72-84.
21. Uanlam, P., Morachart, C., &Jeungvimutipan, K. (2017). Operational capacity development One Tambon One Product Group (OTOP). Journal of Humanities and Social Sciences, 8(2), 207-238.
22. Uahiranyanon B., Kanchanathaveekul, K. Leesomsiri, J., &Aramyok, T.(2021). Meaningful work as a mechanism linking corporate social responsibility participation and helping behavior: A study of hospitality industry in Thailand. Journal of Management Information and Decision Sciences, 24(1).
23. VanichBhancha, K.(2006). Statisticsfor Research (2nd ed.). Chulalongkorn University Press.
24. Vajiram, V. (2017). Business StrategyDevelopment of Community Enterprise Entrepreneurs Group CaseStudyHerbal Products Business LowerCentralRegion1.Western University Research Journal of Humanities and SocialScienc es, 3(1).
25. 25. Wajirum, W., &Inwang, K. (2018). Development of business of strategies of communityenterprise entrepreneurs: A case study on herbal product business in lower central region1. ABAC ODI Journal Vision, 5(1), 117-120.
26. 26. Wang, Z., Kanchanathaveekul, K., &Kortana, T. (2021). Thailand consumer's response to social media ,marketing of Chinese consumer electronics products. Business Tobacco Regulatory Science, 3 November 2021.