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RESEARCH ARTICLE

MARKETING MANAGEMENT OF COMMUNITY PRODUCTS FOR HEALTH TOURISM IN RANONG PROVINCE, THAILAND

Wannaporn Buddhapoompitak¹, Kanyamon Kanchanathaveekul², Poramet Saengon³, Sirinya Siriyanun⁴,
Narin Sungrugs⁵ and Wannawee Boonkoom⁶

1. Lecturer Dr., College of Innovation and Management, SuanSunandhaRajabhat University, Thailand.
2. Associate Professor Dr., College of Innovation and Management, SuanSunandhaRajabhat University, Thailand.
3. Assistant Professor Dr., College of Innovation and Management, SuanSunandhaRajabhat University, Thailand.
4. Lecturer Dr., College of Innovation and Management, SuanSunandhaRajabhat University, Thailand.
5. Professor Ph.D., Faculty of Management Science, Silpakorn University, Thailand.
6. Assistant Professor Ph.D., Faculty of Management Science, Silpakorn University, Thailand.

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Abstract

The purpose of this research was to analyze the management approaches for the marketing channels of community goods and Health tourism in Ranong Province, Thailand. Quantitative method was conducted by interviewing 30 samples who own restaurants, gift shops, and health tourism enterprises. The technique used in this study was an in-depth interview with local business company owners and the collected data were written in the form of content analysis. The research results showed that young individuals with potential for marketing, notably via social media, are the group leaders of Ranong Cocoa Community Enterprises, and they make use of cocoa mass, a product manufactured from 100% of the cocoa beans that are the main components used to make chocolate through creating a Facebook page, and networking with other company owners. In addition, there are other products available, for examples, cocoa nibs and tea produced from cocoa husks, and packaged cocoa tea that is prepared to be consumed. It is a prototype product that may also be manufactured commercially. Additionally, the cacao.cocoa.drink@gmail.com and YouTube websites are part of the Ranong Cocoa Community Enterprise's marketing channel management plan for its products.

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Introduction:-

One of the major economic drivers of Thailand is tourism. The social trend in health care has gained popularity in recent years to the point that it has changed consumer behavior and grown more concerned with their own health. This has an impact on business owners that provide products and services. To adapt to the changing needs of consumers which always includes the tourist industry, which has to adjust and develop new selling features to take into account such changes. Until it results in a novel kind of tourism like health tourism, which is growing at an exciting pace. The Global Wellness Institute (GWI, 2017) claims that with an estimated value of 124 trillion baht, the global wellness economy has the potential to produce more revenue than the mass market. Thailand has had a cumulative rise of 9,000 times its GDP. Additionally, the global growth rate of health tourism increased by 10.6 percent from 2016 to

Corresponding Author:- Wannaporn Buddhapoompitak

Address:- Lecturer Dr., College of Innovation and Management, SuanSunandha Rajabhat University, Thailand.

2017 and is anticipated to go much further. Asia's medical tourism A market with significant potential exists for medical travel. According to data from the Global Wellness Institute, Asia accounted for a portion of the medical tourism industry in 2017. 15 of the world's markets are the most valuable (Manager Online, 2019). When comparing a country's health market share to the region's overall health market share, Thailand, Singapore, India, the Philippines, and Malaysia all play significant roles in the provision of medical tourism services. Thailand was reported to have a 38 percent market share in Asia, followed by Singapore with a 33 percent market share. Thailand and Singapore are the main destinations for medical tourists in Asia. According to Kanda Thiranon (2018), these two nations account for 71% of the overall market value in Asia.

However, given the circumstance in the province of RanongProvince has created a 5-year development plan to promote commerce, investment, agriculture, and tourism in the event that the coronavirus illness spreads in 2019 to reignite the KOVID-19 crisis concentrating on three primary measures for sustainable growth, namely trade and investment food, agriculture, and tourism Every action must be compatible with and moving in the same direction as Ranong Province's growth. "A Leading Health Tourism City in Asia" was the objective. Based on early data analysis, it was determined that research into market management of local goods in Ranong province for health tourism was essential. The primary goal was to research community product marketing management in RanongProvince.for medical travel It will serve as a tool to boost the economy in Ranong province and encourage health tourism, which will benefit both big and small enterprises, as well as homes and rural communities. The farmer's household to create agricultural goods are more valuable and of better quality by enhancing their capacity and understanding of the potential of their own region, which will boost their own capacity in production. The community's collaboration will be the main focus of the community economy's operations. It is an economic activity that prioritizes fostering local relationships above rivalry. as a foundation for long-term community development This may establish a sense of identity in the region where possible uses for spatial benefits might be found.By examining the market management traits of regional products, they may promote health tourism while also developing a local brand for their areaby establishing a massive medical tourism network, and going through the suggestions for increasing medical travel. What makes each of the network routes involved in medical tourism unique? What ties do they have to other businesses and organizations?

Some forms of business formats include networking between provinces and other sectors to view the network of health tourism businesses in a practical approach, souvenir stores, restaurants, spas, transportation, and communication (Internet / various periodicals). As such, it serves as a crucial foundation for our study. In this research, the kinds of health tourism enterprises in a community style were selected in order to utilize the findings as a guideline to boost the economy and promote health tourism in RanongProvinceand chosen from a variety of Ranong community tourist business groupings It is responsible for creating community goods and managing the market for such products in terms of health tourism standards and standardized products. The organization was established via the development of a body of knowledge for the manufacture of communal goods, product creation establishing product specifications that add value and elevate community items to products to be bolstered and have an effective management structure in place to increase the standard of life for people and produce money, utilizing resources from the community in order to foster involvement that is innovative, and able to effectively and sustainably improve the product development with the tourist attractions of the health tourism community. The advantages of education have been predicted by researchers. It will include knowledge gained from firsthand experience and a thorough examination. Additionally, it will let tourist industry owners to decide whether to utilize the network for network administration in the future or to able to demonstrate how to strengthen local economies in order to run an integrated and sustainable health tourism company.

Research Objectives:-

1. T to analyze the management approaches for the marketing channels of community goods and health tourism
2. To find product prototypes that might be utilized to promote health tourism in Ranong Cocoa Community Enterprises
3. To provide suggestions for the Marketing Management of the community in Ranong Province

Review of Literature:-

Theories and Concepts Related to Health Tourism

A worldwide health institute's definition of wellness tourism (worldwide Wellness Institute: GWI, 2014) said that it is travel that aims to cultivate and promote greater health for a group of tourists. There will be travelers who

exclusively want to pursue health tourism, as well as those who intend to combine health tourism with other types of travel. Three categories may be found in health tourism: 1) Medical assistance According to the International Institute of Health (2014), medical tourism includes 1) health services, 2) health goods, and 3) health herbs. It may be divided into two categories: 1) Therapeutic tourism refers to travel that is done for medical or therapeutic purposes, such as dental work, surgery, etc. 2) Promotion of health Tourism is a term for a certain kind of travel that promotes health. Which will manifest as taking part in activities in accordance with the attractions that have planned activities, such as using spa services. use a traditional Thai massage, etc. (Thailand's Tourism Authority, 2019).

Model for Wellness Travel

The strategy for fostering health Activities designed to promote good health are often included in tourism packages in Thailand. which the Thai Tourism Authority has divided into seven distinct categories of medical tourism, including excursions to see traditional Thai medicine and herbal medicine. Farm Herbs Tour of mineral spas and hot springs A tour of organic farming Meditation is a part of the following nature outings (Tourism Authority of Thailand, 2018).

Principles, Ideas, and Marketing Strategies

Marketing strategy, which also refers to the art of product sales, is the process of explaining to customers the value of a product or service. As a result, marketing is now recognized as a set of tasks and a role performed by a firm to develop, provide, and convey value to customers while also maintaining client relationships for the benefit of the business and its shareholders (Bangbon et al., 2023; Pratoomsawat et al., 2023) Channuwong et al. (2022) and Kotler and Keller (2012) assert that marketing management is the ability to choose a target market and acquire and retain consumers by providing them with better value.

Concepts for Studying Consumer Behavior

In order to understand the features of the requirements and purchasing and using behaviors of customers, Kotler (1997) assessed that consumer behavior analysis is a search or study connected to purchasing and consuming behavior. The solutions will make it easier to create a marketing plan that can effectively address customer satisfaction.

Theory of the Marketing Mix

The corporation uses the marketing mix as a tool to accomplish its overall marketing goals. with regard to items, costs, routes of distribution, and marketing promotions but given the nature of tourism, more instruments are needed, including people, processes, and physical qualities, totaling 7 aspects (7Ps) (Channuwong, 2014; Perreault and McCarthy, 2002; Middleton et al., 2009; Proyrungroj, 2015), which are as follows: 1. Product (Product) 2. Price 3. Place 4. Individuals 5. Promotion 6. Material Support and Presentation 7. Procedure (Procedure)

From related ideas and concepts, the following is a summary of the conceptual framework the researcher used to perform the study.

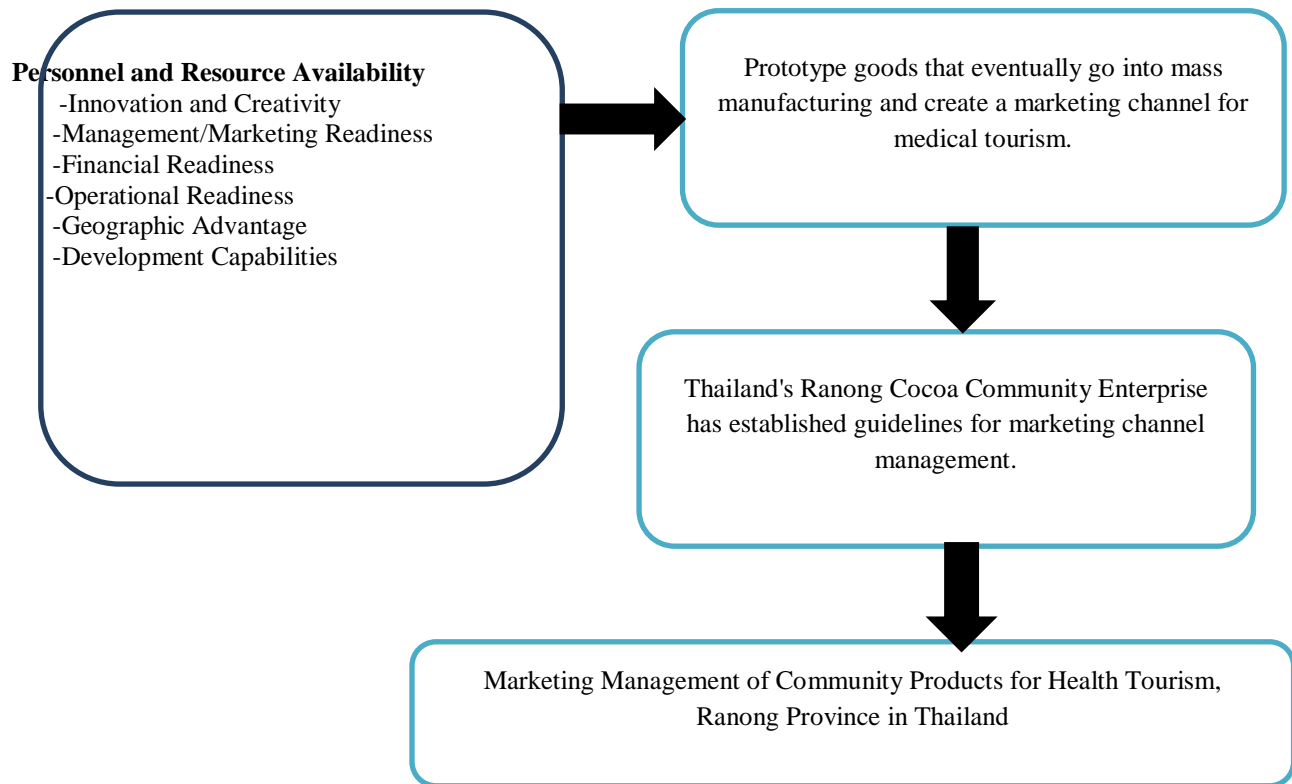


Figure 1:- Conceptual framework for the research.

Research Methodology:-

This study is a mixed research project (Mixed Methods Research), combining qualitative and quantitative research techniques. (A Quantitative Approach) the participants in the quantitative study Tourists who have traveled for health tourism make up the population. 385 individuals lived in Ranong Province, and the sample for the qualitative study consisted of 5 health tourism business owners and 25 visitors. A template for conducting interviews with entrepreneurs was one of the research instruments. - a survey for tourists who visited Ranong Province, Thailand, during the data collecting period.

Research Findings

1. To investigate marketing channels for regional products and medical tourism.

More distribution channels should be established, per the marketing channel management technique, including online sales, media advertising, and a link between production and marketing. with an emphasis on market growth, popular products, and trends

2. Ranong Cocoa Local Enterprise. There is a product prototype that can be utilized to promote health tourism.

The market is examined by putting the products of the Ranong Cocoa Community Enterprise to the test of consumers. The results of the test showed that

Product Testing for Marketing	Cocoa Bins	Cocoa Mass	Cocoa Tea from cocoa husks	Cocoa ready-to-drink sachets	Cocoa Nibs Cornflake Caramel	Drink Shock Fresh Chocolate	Draft chocolate
1. Easy to buy			✓	✓	✓	✓	
2. Intense taste	✓	✓	✓	✓		✓	✓
3. Easy to eat	✓	✓	✓	✓	✓	✓	
4. The taste is quite bitter	✓	✓	✓	✓		✓	

5. Smell chocolate	✓					✓	✓
6. Fresh new products	✓	✓			✓	✓	
7. The price is not high	✓	✓	✓		✓	✓	
8. Properties that maintain health	✓	✓	✓	✓	✓	✓	
9. The benefits of a variety of chocolate	✓	✓			✓	✓	
10. As a souvenir	✓	✓	✓		✓	✓	

When the goods of the Ranong Cocoa Community Enterprise were put to the test with customers, it was discovered that they preferred the taste of chocolate. And the majority of customers like how strong the taste is. Real chocolate tastes like coffee when consumed. Cornflakes with cocoa nibs Because it may be eaten as a memento, consumers adore it. And the selling of Chocolate Cheesecake has continued by the Ranong Cocoa Community Enterprise. Franchises that serve freshly made hot chocolate may be available.

3. For the Marketing Management of the community in Ranong Province. It was found that health tourism networking was the first to transmit ideas at a high level, opening opportunities for commercial marketing while managing the local market in the province of Ranong. With other business networks in the sector, commercial engagement in the quality assessment of product standards, packaging, and medical tourism marketing is planned. It has a high mean (\bar{x}) of 3.98 and a low standard deviation of 0.87. There will be electronic media advertising, with an average (\bar{x}) of 3.76 and a standard deviation of 0.79 during the next three years. Social media has an average (\bar{x}) of 3.45 and a standard deviation of 0.77.

Conclusion:-

Marketing management of community products for health tourism in Ranong Province Thailand was found that:

1. The marketing channel management approach was found that more distribution channels should be added, such as selling online, promoting products through various media, and linking production with marketing emphasizing on the development of trending products and market demand. There is an improvement of the place to sell products to be beautiful, and modern, or to consign products of entrepreneurs in the cluster and carry out marketing activities suitable for that cluster, such as taking out the Ranong Chocolate Cocoa Cafe booth, Ranong Red Cross Fair, Facebook, Line Ad, and TikTok. It also uses a free marketing channel for farmers to bring cocoa trees to be planted in empty areas and planted in rubber plantations, palm plantations, orchards, and other mixed gardens of Ranong people (all areas) and distribution channels to provincial commercial offices across the country.
2. Ranong Cocoa Community Enterprise was capable of producing prototypes that might be utilized to promote health tourism from the popularity of chocolate among consumers. And the majority of customers like how strong the taste is, real chocolate tastes like coffee when consumed, which enables the production of a cocoa mass to satisfy customers since it is made from cocoa that can be transformed into 100% chocolate and serve as a prototype product for large-scale commercialization.
3. It was also able to provide suggestions for the marketing management of the community in Ranong Province to create market opportunities for community enterprises to bring products to participate in the quality assessment, product standards, and packaging to build confidence among consumers in having a quality certification mark and planning with other business networks to create alliances. Public relations can be done through electronic media and through social media regularly to the general public. Tourists know and come to use the service for traveling, staying, and buying goods and services.

Recommendations:-

1. Production management that offer methods for processing a wider variety of goods, as well as a team of speakers to share expertise on gorgeous package design, and the running of community business groups, skills should be developed collaboratively. Members of community enterprises should take classes to learn about many topics and continuously maintain an upstream-to-downstream network link, visit other community entrepreneurship organizations.
2. Loaning should be offered with low interest to provincial industries to support the development of investments with the introduction of revolving financial channels by agricultural cooperatives.

3. There should be a lesson learned from the cocoa community enterprise group. There are learning centers and clusters in each region to bring knowledge to transfer knowledge to those who are interested in attending training and developing skills about the growing process and products from cocoasuitable for each geography

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