TOURISTS' REQUIREMENT FOR DEVELOPING COMMUNITY PRODUCTS AS SOUVENIRS IN RANONG PROVINCE, THAILAND

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Abstract - The objective of this study aims to explore what are the requirements that tourists want to develop the community product as souvenirs in Ranong Province, Thailand about product design and logo in order to meet the want and need of tourists as the main consumer.
This study employed an accidental sampling which is a form of non-probability sampling. The questionnaires packages were through randomly distributed to 400 Thai tourists who were traveling in Ranong province, Thailand at 5 districts as follows: Mueang Ranong District, Kra buri District, La-un District, Suk Samran District and Kapoe District. The findings revealed that that tourists' requirement for developing community products in Ranong Province, Thailand as souvenirs concerning product design and logo agreed that there should have identity of the community on the logo for community products were as high as 90.3 percent. On logo design should have the identity of the community, local wisdom and natural color tone. Tourists' requirement for developing community products needed to be emphasis on promoting tourism and promoting the identity of local wisdom. It is important to use paper as the primary material for packaging. The most purchasing products as souvenirs in Ranong province, Thailand are food, beverage, herbal, clothes/costume and other souvenir items. Due to the popular purchasing products as souvenirs in Ranong province was food category, therefore, to develop community products as souvenirs, entrepreneurs should emphasis on the right selection of colors when designing a logo, and packaging must be easy to portable and storage.

Keywords - Community Product, Package, Logo, Development, Requirement, Identity, Local Wisdom

I. INTRODUCTION

Tourism is one of the Thailand's largest industries, and has become an important sector that has an impact on development of country economy. Tourism business could have a bright future and well growing. There are many old and new entrepreneurs who get involved in this business so that the competition is high. As the tourism industry becomes more competitive, communities are recognizing that promotion and positioning alone will not guarantee success. However, those entrepreneurs need to be active and improve their own business that allowed them to achieve greatness.
The accomplishment of entrepreneurship is vital for modern organizations that seek to serve suppliers and customers, increase business performance, and attain regular success in global business. Thus, it is necessary for modern organizations to investigate their entrepreneurship and internationalization applications, create a strategic plan to explore their functional advancements, and immediately respond to the entrepreneurship and internationalization needs of customers. Applying entrepreneurship and internationalization has the potential to increase organizational performance and achieve strategic goals in global business [1].
The importance of running tourism and hospitality business is how to achieve the highest level of customer satisfaction. When there's a high competitive, therefore, entrepreneurs have to make a difference to attract customers because customers from each country have different behaviors thus the entrepreneur must learn to make products and services that meet the needs of customers at the point. Tourism industry is the core business and creating job opportunities, generation of income to the population, increasing standard of living and increasing the country's economy. Shopping is an important activity of the visitor experience and can be leveraged by the community to capture a larger share of tourists' spending. Revenues from tourism are distributed from tourists to business owners and then to locals. For example, as tourist behaviors who visit the area would like to buy community products as souvenirs. The money from these tourists will be distributed to local producers; therefore, tourists are the primary consumers and buy community products as souvenirs. Therefore customer value is positively correlated with customer satisfaction [2].

Nowadays, the number of tourists interested to shop products made by locals as souvenir are increasing. Those products are sourced and made locally and ethically. It makes the community products become the important products and businesses that bring income into the country. In addition, the government has policies to support each local community to have income and occupation from producing and distributing products in the form of ethnic products. Therefore, it made goods and products from community people popular and more widespread [3]. Also, in Ranong province, Thailand, there are many community products that made by locals due to raw

materials and resources could be easily found and available in the areas so that people in the community could produce goods and products for sale as souvenirs to tourists.

The 12th National Economic and Social Development Plan (2017-2021), based on the concept of "Sufficiency Economy Philosophy" under the Royal Initiative King Rama IX continued from the previous development plan so that development in all dimensions was integrated on the middle line; modest, reasonable and has a good immune system to harmonize with social environment. All development has a balance between economic, social and ecological, and focuses on "people-centered development" to build national security by develop people of all ages to be good people, talented and creative. This is the key to boosting competitiveness in both the manufacturing and service sectors. The government has a policy to increase the country's economic potential by developing raw materials and production processes to meet the standards and empowerment of small and medium enterprises. Therefore, those enterprises can effectively compete to increase the knowledge of how to improve the efficiency of the production process in product development and management development within the organization [4]. Participation is one of the key success factors in tourism development, but is practically hard to achieve especially in the context of developing countries such as Thailand due to several reasons [5].

Therefore, the researcher is interested to study about tourists' requirement for developing community products in Ranong Province, Thailand as souvenir regarding product design and logo in order to implement guidelines for leverage the product value and increasing sales volume in the future.

II. OBJECTIVES

The objective of the study is to study what kind of community product packaging design and logo that tourists require to develop community products as souvenirs in Ranong province, Thailand to implement guidelines for leverage the product value and increasing sales volume in the future.

III. METHODS

The study focused on tourists' requirement for developing community products in Ranong Province, Thailand about product design and logo. This study employed an accidental sampling which is a form of non-probability sampling. The questionnaires packages were through randomly distributed to Thai tourists who were traveling in Ranong province, Thailand at 5 districts as follows: Mueang Ranong District, Kra buri District, La-un District, Suk Samran District and Kapoe District. The respondents (tourists) were asked to fill out the questionnaire. The questionnaire took approximately 15-20 minutes to complete on average.

The primary data collection process took place on April 2018 through a questionnaire survey which consist of 14 questions and were divided into 2 sections, as follows: 1) Section A: Demographic profile of the respondents as personal information consist of gender, age, occupation, educational level and income; 2) Section B: Questions about Tourists' requirement for community product packaging design and logo development in Ranong Province, Thailand; The questionnaire was prepared in Thai language.
The sample of this research is calculated by using Taro Yamane (Yamane, 1973) formula with 95% confidence level. According to 645,451 tourists visiting Ranong province from the data of Ministry of Tourism and Sports official report 2017 [6]. The calculation formula of Taro Yamane is presented as follows.

$$n = \frac{N}{1 + N(e)^2}$$

Where:
n = sample size required
N = number of population required
e = allowable error (%)

Substitute numbers in formula:

$$n = \frac{645{,}451}{1 + 645{,}451(0.05)^2}$$

After calculated the sample size by substituting the numbers into the Yamane formula, the numbers of sample is 399.75226484127137 persons. In order to obtain reliable of data, researcher has increased sample size to 400 persons.

IV. DATA ANALYSIS

All the data gathered from the questionnaire were processed and analyzed using the Statistical Package for the Social Sciences (SPSS) version 21. Several statistical tests were used to analyze all data and information. A descriptive statistic used including frequencies and percentage to screen and describe the data distribution.

V. RESULTS

A. Demographic profile

Table.1 indicates the demographic profile of 400 respondents. The tourist respondents consist of 58.1 percent female and 41.9 percent male. The respondents are identified into 5 age groups ranging from 31-40 year old (38.7 percent), 41-50 year old (29 percent), 51-60 year old (12.9 percent), 21-30 year old (12.9 percent) and over 61 year old (6.5 percent). As for occupation, five groups are classified. There are business owners (32.3 percent), office employees (19.4 percent), workers (16.1 percent), government officers (12.9 percent) and retirees (12.9 percent). For the education level, 54.8% of the respondents regarding as bachelor degree holders, 12.9% were high school graduates, 9.7% were master degree holders, 9.7% were diploma graduates, 6.5% were doctoral degree holders and 6.5% were middle school graduates. Regarding to the income, respondents with income THB 30,001 – THB 40,000 dominates 37.64%, followed by THB 20,001 – THB 30,000 with 34.98%, THB 10,001 – 20,000 THB with 13.31%, over THB 50,000 with 8.75%, THB 40,000 – THB 50,000 with 3.80% and the lowest is under THB 10,000 with 1.52%.

Demographic Profile		Frequency	Valid Percent
1. Gender	Male	168	42.0
	Female	232	58.0
	Total	400	100.0
2. Age Group	Under 20 year old	46	11.5
	21-30 year old	52	13
	31-40 year old	155	38.75
	41-50 year old	70	17.5
	51-60 year old	51	12.75
	over 61 year old	26	6.5
	Total	400	100
3. Occupation	Students	47	11.75
	Government Officers	52	13
	Office Employees	78	19.5
	Business Owners	129	32.25
	Workers	64	16
	Retirees	30	7.5
	Total	400	100
4. Education Level	Under middle school	11.8	2.95
	Middle school	26	6.5
	High school	52	13
	Diploma	26	6.5
	Bachelor degree	219.2	54.8
	Master degree	39	9.75
	Doctoral degree	26	6.5
	Total	400	100
5. Income	Under THB 10,000	6	1.5
	THB 10,001 – 20,000 THB	53	13.25
	THB 20,001 – THB 30,000	140	35
	THB 30,001 – THB 40,000	151	37.75
	THB 41,000 – THB 50,000	35	8.75
	Over THB 50,001	15	3.75
	Total	400	100

B. Tourists' requirement for developing community products as souvenirs in Ranong Province, Thailand

Table.2 indicates the tourists' overall opinions about requirement for developing community products as souvenirs in Ranong Province, Thailand based on eight questions. Majority of the respondent 90.0% agreed that community product' logo development should have identity of the community and 10.0% were neutral. As for the logo's design and format that should be applied on the community product, the respondents that identity of the community and local wisdom (45.0 percent), Thai contemporary (25.5 percent), cosmopolitan (19.5 percent),

Thai traditional (8.5 percent) and modern (2.5 percent). As for the logo's color tone, 87.0% were natural tone, 9.75% were cool tone and 3.25% were hot tone. As for tourists' requirement for developing community products needed to be emphasis on both of promoting tourism and promoting the identity of local wisdom were equally percentage at 33.75 percent, easy to use at 22.75 percent, and beautiful at 9.75 percent. As for material used of packaging, most of respondents preferred package made of paper (80.5 percent). Majority of the respondent purchase community products for souvenirs with 67%, for self-consuming with 25.75%, for food ingredients with 7.25%. As for packing design, majority of the respondents were chosen appropriate packaging size for consumption and carry with 74.0 %, convenience to use and storage with 64.5%, package is easy to open and close with 61.25%, package which can see product inside and beautiful label with 51.5% and contains all important information with 45.0%. The most purchasing products as souvenirs were food (42.25 percent), beverage (25.75 percent), herbal as non-food (17.0 percent), souvenir items (9.5 percent) and clothes / costume (5.5 percent) respectively.

Tourists' requirement		**Frequency**	**Valid Percent**
1. community product' logo development should have identity of the community	Agreed	360	90.0
	Neutral	40	10.0
	Non agreed	0	0
	Total	400	100.0
2. As for the logo's design and format that should be applied on the community product	The community and local wisdom	180	45.0
	Thai Contemporary	102	25.5
	Cosmopolitan	78	19.5
	Modern	10	2.5
	Thai traditional	34	8.5
	Total	400	100
3. As for the logo's color tone	Hot Tone	13	3.25
	Cool Tone	39	9.75
	Natural Tone	348	87.0
	Total	400	100
4. As for tourists' requirement for developing community products needed to be emphasis	Beautiful	39	9.75
	Easy to Use	91	22.75
	Promoting Tourism	135	33.75
	Promoting the Identity of Local Wisdom were Equally	135	33.75
	Total	400	100
5. As for material used of packaging	Paper	322	80.5
	Glass	9	2.25
	Plasitic	44	11
	Metal	25	6.25
	Total	400	100
6. The respondent purchase community products for…	For self-Consuming	103	25.75
	For Souvenirs	268	67
	For Food Ingredients	29	7.25
	Total	400	100
7. As for packing design (Can Answer More Than One)	Package is easy to open and close	245	61.25
	Chosen appropriate packaging size for consumption and carry	296	74.0
	Convenience to use and storage	258	64.5
	Package which can see product inside and beautiful	206	51.5

Tourists' requirement		Frequency	Valid Percent
	label		
	Contains all important information	180	45.0
	Total	400	100
8.The most purchasing products as souvenirs	Food	169	42.25
	Beverage	103	25.75
	Herbal as non-food	68	17.0
	Clothes / costume	22	5.5
	Souvenir items	38	9.5
	Total	400	100

CONCLUSION

The study focused on tourists' requirement for developing community products as souvenirs in Ranong Province, Thailand. This study employed an accidental sampling which is a form of non-probability sampling. The questionnaires packages were through randomly distributed to 400 Thai tourists who were traveling in Ranong province, Thailand at 5 districts as follows: Mueang Ranong District, Kra buri District, La-un District, Suk Samran District and Kapoe District.

The survey results shows that the tourists' overall opinions about requirement for developing community products as souvenirs in Ranong Province, Thailand most were agreed that community product' logo development should have identity of the community and the logo's design and format should be applied on the community product, the respondents that identity of the community and local wisdom with Thai contemporary design. As for the logo's color tone were natural tone. As for tourists' requirement for developing community products needed to be emphasis on both of promoting tourism and promoting the identity of local wisdom were at equally percentage, package design were easy to use and beautiful. As for material used of packaging, most of respondents preferred package made of paper. Most of the tourists visiting Ranong province, Thailand purchase community products for souvenirs. They required appropriate packaging size for consumption and carry with and convenience to use and storage and also package must be easy to open and close. Package which can see product inside and beautiful label and contains all important information. The most purchasing products as souvenirs were food, beverage, herbal as non-food product, clothes / costume and souvenir items. The key to expanding and attracting people to purchase the products begins with first understanding your customer – the visitors who are now coming to your community.

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