

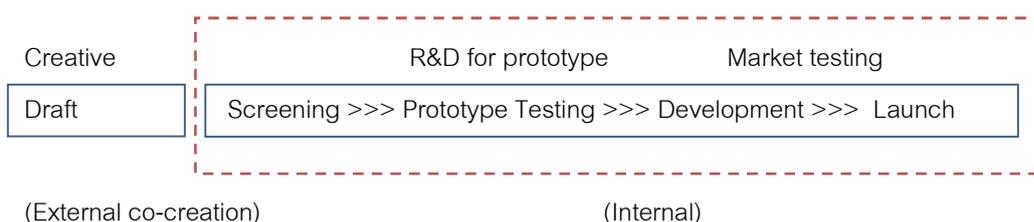
ABSTRACT

A research on “Enhancing the related tourism product based on resources view for sustainable community” is the applied research and located at Mayo subdistrict municipality, Mueang districts Chiang Rai using the theory and concept of New Product Development with community collaboration. The first stage, study the tourists’ need by questionnaire, observe and interview the tourists, tour guide and local entrepreneurs during December – March 2010

This research has found that most foreign tourist is come from State of Israel, France, USA, Japan and English respectively which normally travel in group aiming to experience a cultural tourism such as sightseeing the ethnic village and elephant tour. Most of tourists would like to participate in any local product activities, especially the product that emphasize the tribe’s identity as well as the product quality and value. This study found that there is no sign and any price tax because there is no standard on price and quality. There is another tourist perception that many products able to find at any Nightbraza market in Chiangrai, Chiangmai and Bangkok. Another important key factor is the tour guide or tour manager who provides the information about the unique and its’ value. The tourism potential products are 3 groups:

- 1) Souvenir sector such as tribal textile from Baan Ruammitr village (Karen Skor, Ahka, Mien), tribal costume and garments, natural processing and care, elephant pee paper and gift, and handicraft.
- 2) Food sector that focus on packaging
- 3) Service sector such as Elephant camp, sightseeing the ethnic cultural village and natural, and tracking

The approach of the development process is to open up the opportunity for co-creation among the stakeholder and customer as the following



The benefits of the development the ethnic and local people souvenirs are gaining the quality of life and customer’s satisfaction, the process support the community to enhance outlet redesign, start up new channel.