

ABSTRACT

Project Code : RDG48O0017

Project Title : Guidelines for Marketing Development of OTOP Products toward Tourism Industry in Chiang Rai Province

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This study aims to seek out the guidelines in developing the marketing for OTOP Products toward tourism industry in Chiang Rai Province.

This study indicates a qualitative study, using questionnaires, in-depth interview on the basis of stratified random sampling method in collecting data. The samplings of this study are composed of 100 Key informants and 415 entrepreneurs. The descriptive analysis is used as an analytical tool in this study.

Research findings are summarized as follows: 1. There are totally 811 OTOP Products are being traded in Chiang Rai Province, 2. The determination of pricing is based on the net cost of each OTOP product, 3. Places for distribution OTOP products are the community shops, 4. The promotion is done by personal selling or the members in the community and participating in the trade shows, 5. The problems for most entrepreneurs indicate the use of insufficient capital and the products distribution, and 6. Both Thais and foreign buyers satisfied with the OTOP products, but they found the difficulty in finding the place to purchase the OTOP products.

This research is beneficial to the end user in two aspects as follows: 1. The finding of this research can be applied for the academic lessons and determine as for developing the marketing of OTOP products toward tourism industry in Chiang Rai Province. 2. It

contribute to conduct a marketing training to the entrepreneurs and transmit the technology of manufacturing the OTOP products.

Keyword: Marketing Development, OTOP Products, Tourism Industry