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## Development of Community Enterprises and Networks for Health Tourism in Khanom District, Nakhon Si Thammarat Province

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### Abstract

This research aimed to study the potential and readiness of community enterprises located in Khanom district, Nakhon Si Thammarat province in accommodating health tourism, as well as to encourage their development. Nine community enterprises were asked to participate in the workshop to identify and address the issues, develop local health tourism, and investigate their potential. The methodologies consisted of 1) the data collection, processing, and analysis; 2) the study, analysis, and preparation of the management and development model; 3) the connection and expansion of online distribution channels; 4) the potential development activities; 5) the layout design to accommodate health tourism; and 6) the design of health establishments. The results contribute to 3 major positive changes: 1) the potential development of the community enterprises in respect of knowledge and registration of health establishments; 2) the site development and layout design to accommodate health tourism for both community enterprises and establishments; and 3) the integration to strengthen the community by establishing a health entrepreneur club for various members, including community enterprises, massage establishments, accommodations, and local masseuses, as well as establishing health tourism networks, which led to the income generation to the community, with 30% increase in product sales, together with the knowledge dissemination within the community and the community sustainability.

**Keywords:** Nakhon Si Thammarat province, Khanom district, Health tourism, Community enterprises, Tourism products



## Design and Development of Local Woven Fabrics to Promote Local Identity and Add Value to Cultural Products in Chiang Saen Community, Chiang Rai Province

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### Abstract

The cluster of Chiang Saen local woven fabrics of Wat Phra That Pha Ngao, Wiang Chiang Saen district, Chiang Rai province is an important learning center and selling headquarter of Chiang Saen woven fabrics. The fabrics have their identity with distinctive patterns but somewhat are unable to attract the target group of customers. This research aims to develop community products based on values and appraisal based on history, culture, and local identity through a participatory research approach. The processes include 1) conceptualization, design, and development of new bag products; 2) design and reinvention of bag products made of Chiang Saen woven fabrics; 3) creating sewing patterns and prototyping with a white cloth; 4) prototype production; and 5) promoting a variety of product processing skills which increase the value of Chiang Saen woven cloth. The project aims at launching new types of bag products with a higher value. The outcome is expected to penetrate the market and to attract contemporary target groups. Ultimately, the local products will promote Chiang Saen cultural tourism. The cluster of Chiang Saen local woven fabrics from Wat Phra That Pha Ngao take part in prototype selection and attend training sessions to enhance their bag-making skills in producing Chiang Saen woven fabrics products for sale. One piece of Chiang Saen woven fabrics can be processed into one collection of 5 bags, which increases the value of woven products by 70 percent. In conclusion, Chiang Saen woven fabric bag products have been new cultural items that support cultural tourism in Wiang Chiang Saen district, Chiang Rai province.

**Keywords:** Chiang Rai province, Chiang Saen community, Local woven fabrics, Bags, Cultural products



## Agricultural Product Development for Agricultural Tourism of Ban Khlong Khuean Community, Chachoengsao Province

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### Abstract

Ban Khlong Khuean community, located in Tambon Khlong Khuean, Khlong Khuean district, Chachoengsao province, has various mango species as its community resources. The major types include Nam Dok Mai and Dawei which are sold as fresh mango and processed mango products, namely mango sheets. This research aims to develop agricultural tourism products as well as enhance community dynamics and potential in promoting creative local tourism. This involved operational research work among researchers, community representatives, and network partners. The implementation included 1) the participation process of the networking parties; 2) the development of tourism products and local souvenirs; and 3) the development of human potential. Processed product development includes Nam Dok Mai mango-flavored sweetened condensed milk and mango in light syrup (mango Loikaw) whereas local souvenirs reflecting the community's identity are t-shirts and cloth bags from Dee Khlong Khuean. The organized training courses, public relations, and expansion of marketing channels result in improved tourism potential. For instance, the community is known to a broader public, attracting external media to film programs for broadcasting, which in return will draw more public interest. The locals can sell products and generate an income of 3,000 - 3,500 baht per month on average. In summary, people in the community have become skilled in local product processing while publicity and distribution channels for community products have been addressed, leading to local development and an increase in community income.

**Keywords:** Chachoengsao province, Ban Khlong Khuean community, Mango products, Agricultural tourism, Souvenir



## Development of Creative Products from Nipa Palm Forest Resources to Promote Tourism of Khanab Nak Community, Nakhon Si Thammarat Province

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### Abstract

This study aims to develop creative products from Nipa palm (*Nipa fruticans*) forest resources to add values to the local products and to develop product association patterns to propel tourism in Khanab Nak sub-district, Pak Phanang district, Nakhon Si Thammarat province. The study employs the participatory action research approach and substantially relied upon the community cooperation on various aspects throughout the process. This research implementation includes several stages: 1) Development process for creative recipe and product, consisting of conceptualizing, standardizing recipes, nutrition evaluation, package design, and market research; 2) Synthesis of the association pattern of the local products to promote Khanab Nak community's tourism as "ALAP MODEL", comprising 1) attraction tourism (A), 2) local community (L), 3) activity tourism (A), and 4) public relation (P); and 3) Knowledge transfer to the community for tourism promotion and development of creative products. The acquired knowledge involves ways to standardize the production process, developing products reflecting a local identity that leads to learning activities. The unique creative products of the community are recognized by tourists. The project results in three clusters of farmers and community enterprises to develop products that promote tourism in the Khanab Nak community. Therefore, the three new creations launched to the market are, Nipa palm sugar-glazed popcorn, Nipa palm caramel-glazed popcorn, and an all-purpose dipping sauce made from Nipa palm syrup-based vinegar products. The local employability and income have increased to over 16,500 baht per month. Moreover, the community has implemented the knowledge of creative tourism management as a guideline for community development, leading to local stability, a prosperous and sustainable economy, and society.

**Keywords:** Nakhon Si Thammarat province, Khanab Nak community, Food recipe, Nipa palm forest, Nipa palm sugar



## Community Participation of Native Plant Conservation and Restoration Ban Khao Wang Head Watershed Community, Nakhon Si Thammarat Province

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### Abstract

The objectives of this research were to develop community participation models for native plant conservation and restoration and suggest guidelines for the learning process scheme in alignment with the community's context while raising awareness of the native plants' value. The target group was community officials, community leaders, and youths. This participatory action research (PAR) is directed toward establishing a participatory learning process between the research team and the community. The community activities were simultaneously conducted along with data collection, focus group discussion, in-depth interview, survey, and workshops. The results revealed that the community participation model in the conservation and restoration of native plants was well-suited for the community's context. Activities included restoring the ecosystem around the community's head watershed, determining and declaring the conservation area of plants and aquatic animals, conserving plants on the creek, planting in integrated gardens, issuing rules to regulate the use and study of nature in the community's forest area, propagating native plants and adding value. Guidelines of the learning process to build conscience and raise awareness of native plants' value included the community's collaboration in creating the native plants' database, effectively maximizing the native plants' value, developing a learning area on native plants, and local wisdom in using them, and organizing activities to promote community's learning process and participation. As a result, the community has become more aware of the value of native plants, participate in community ecosystem conservation and restoration activities, develop learning areas on native plants and local wisdom, process value-added products, and extending Suan Som Rom integrated gardens.

**Keywords:** Nakhon Si Thammarat province, Ban Khao Wang community, Community participation, Suan Som Rom, Native plants