



Developing and Enhancing the Marketing Promotion of OTOP Products with Geography Identities (GI) by Integrating the Complete Community-based Tourism Promotion

Bancha Bhutwanakul¹, Warit Rasri², Nutjaree Chaipranop³, Nipaporn Jongwuttiwes⁴, Anucha Lawong⁵,
Kulrisa Khumsing⁶ and Jeeranan Senajak⁷

^{1,2,3,4} Faculty of Humanities and Social Sciences Rajabhat Mahasarakham University, Thailand

⁵ Faculty of Political Science and Public Administration Rajabhat Mahasarakham University, Thailand

⁶ Faculty of Management Sciences, Rajabhat Mahasarakham University, Thailand

⁷ Faculty of Education, Rajabhat Mahasarakham University, Thailand

¹E-mail: bchkul@yahoo.com, ORCID ID: <https://orcid.org/0000-0003-0205-1226>

²Corresponding Author E-mail: sanowa_cmu@hotmail.com, ORCID ID: <https://orcid.org/0000-0003-0648-6489>

³E-mail: Nutjaree.soc@gmail.com, ORCID ID: <https://orcid.org/0000-0002-0162-4021>

⁴E-mail: Nipapornjong@gmail.com, ORCID ID: <https://orcid.org/0000-0002-7319-6652>

⁵E-mail: anucha@rmu.ac.th, ORCID ID: <https://orcid.org/0000-0002-7011-9643>

⁶E-mail: newkae99@hotmail.com, ORCID ID: <https://orcid.org/0000-0001-6021-3698>

⁷E-mail: JSenajak@gmail.com, ORCID ID: <https://orcid.org/0009-0007-0209-4900>

Received 22/07/2023

Revised 05/08/2023

Accepted 10/08/2023

Abstract

Background and Aims: OTOP (One Tambon One Product) was established in 2001 under the economic threat by applying local wisdom to produce and create unique products, as well as creating jobs and income for the community, which encourages the community to be self-reliant. In addition, the global tourism industry tends to grow all the time and is the driving force of the global economy to develop continuously, which contributes to the increase of potential tourists in tourism. If the integration of community tourism management combined with the marketing promotion of community products will create enormous potential. Therefore, this research has the objectives (1) to study the information and potential of the community, (2) to study and explore community products, (3) To develop and upgrade OTOP products with Geography Identities (GI) in line with the integrated integration of community-based tourism promotion, and (4) to promote the sale of OTOP products with Geography Identities (GI) in parallel with the integration of comprehensive community-based tourism promotion.

Materials and Methods: The research tools were semi-structured interviews, observational forms, and recordings with a target population of 50 people, and using content analysis.

Results: The research results showed that (1) Non-Buri Subdistrict had a total of 11 villages, with a total population of 5,760 people, and 1,330 households, being a community with the potential of both OTOP products, and beautiful natural attractions in the area such as the Sirindhorn Dinosaur Museum (Dinosaur skeleton), Wat Phu Sing located on the top of the mountain has a beautiful view, and Thepsuda Bridge over Lam Pao Dam, etc. (2) There are a lot of community products, such as products from hand-woven fabrics that are transformed into dinosaur-shaped keychains, hand-woven fabric with dinosaur pattern, dinosaur shirt, home decoration flags, Hand-woven cotton fabric with dinosaur pattern, A wicker hat woven with bamboo, Bags made from hand-woven cloth with dinosaur patterns. Products made from Kaentawan herbs such as shampoo, and soap. And products from fish such as Fermented fish paste, dried fish, fermented fish, and Chaew Bong made from fermented fish, etc. (3) The community needs to expand the results into the development of a prototype product with a local identity, namely "Phu Kum Khao dinosaur-patterned hand-woven fabric product". And (4) promoting the promotion of OTOP products with community Geography Identities (GI) in parallel with the integration of comprehensive community-based tourism promotion by creating marketing channels or finding a market/promotion of buying-selling, Phu Kum Khao dinosaur hand-woven fabric product is "Smart Agi Shop", An intelligent community market where this system will be a sales channel between buyers-sellers meet to negotiate a deal, have a purchase order system, order reservations.

Conclusion: the local government should be further developed by including it as a local ordinance to develop and support the budget for expansion to other areas. And development, upgrade, and promotion of OTOP products with Geography Identities (GI).

Keywords: Elevation Development; Sales Promotion; OTOP Products with Local Identity





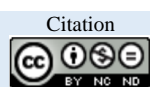
Introduction

The Asian economic crisis in 1997 resulted in Thailand having to face socio-economic problems in both urban and rural areas as can be seen from the following indexes of impacts on communities and households such as during the first 3 years of the 8th Economic and Social Development Plan (1997-1999), Thailand's economic growth rate is negative of -2.6%. Thailand had 6.8 million poor people in 1996, which increased to 15.9% or 9.9 million in 2016. 2542, or an increase of 3.1 million people, and there are 1.4 million more people unemployed than before the onset of the economic crisis (Sukhothai Thammathirat, 2023) As a result, the government under the leadership of Pol. Lt. Col. Dr. Thaksin Shinawatra, Prime Minister at that time, initiated the "One Tambon One Product" or OTOP (One Tambon One Product) project in the year 2001 under threat. economically by bringing local wisdom to be adapted for production and creating unique products, as well as creating jobs and income for the community, which encourages the community to be self-reliant. The government will provide assistance and support in terms of technology, management, marketing, advertising, and public relations to promote the introduction of products to domestic and international markets (Jaiborisudhi, W., 2020)

The formation of the study of local identity extends and builds on the knowledge developed from the term identity in social sciences and the theory of place concepts (Place), which is the study of the relationship between places. With human beings, the word "Place" in Thai means "place" or "location". In this regard, the study of identity will help understand the identity of the place that is created and deeply rooted in memory under the context of the dynamic, inheritance, and repeat, continuous, until it is accepted in society until it becomes the spirit of the place. From the study, two approaches can be used as a conceptual framework for research: phenomenological studies and positivism studies. However, the tools used do not have a fixed format but are adjusted according to the context of the environment of the area, with a combination of both research methods (Hiranteeyakul, M., & Thungsakul, N., 2021). Geographical indications are nowadays a very important factor in consumers' shopping choices due to the special nature and quality of geographical indications, which is a type of intellectual property that can be compared to a trademark in terms of reputation and quality of the product. This allows consumers to choose the product they want to buy by considering the trademark that appears on that product (Hemaratchata, 2005). Because goods with trademarks or geographical indications tend to be well-known and have high commercial value.

In addition, geographical indications are related and linked to trademarks, geographical indications are also related and linked to local knowledge (Traditional Knowledge). That is to say, the process of producing Geographical Indication products arises from the knowledge that arises from people's life experiences through studying, observing, and analyzing, until wisdom is crystallized into a body of knowledge that is made up of. Much specific knowledge of the people in the community producing Geographical Indication products. Therefore, it can be said that such knowledge is unique to any particular locality (Santasombat, 1999) Make geographical indication products produced in that area have special properties that are different from the same type of product produced in other places (Sukrungruangrong, R., & Lambert, W., 2021)

The global tourism industry tends to grow all the time and is a factor driving the global economy to develop continuously, which in turn contributes to the increase in potential tourists. Coupled with the growth of the transportation business, which helps reduce travel costs and increase access to main and secondary tourist destinations, the number of tourists around the world has increased and the growth of an aging population which is a group with high spending ability, This has helped support the growth in the number of tourists worldwide, with the number of travelers expected to increase in 2018-2030 including those traveling for essential activities (Obligation Meters), such as Business travelers who want convenience from information sources (Simplicity Searchers), Groups that bring environmental and ethical factors into travel planning (Ethical Travelers), Groups that reward themselves for their hard work (Reward Hunters), Groups that seek to explore new cultures that are different from the familiar (Cultural Purists), and groups that share their travel experiences through social media to gain recognition (Social Capital Seekers). These six groups are mainly influenced by psychological and technological factors. In addition, the development of tourism must go hand in hand with the development of technology both as an important source of information and as a tool to facilitate tourism. This will lead to continued global economic development (Khumpad, P., & Thammabut, P., 2021).



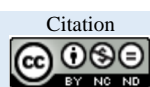


Support for international tourism activities should include the development of infrastructure, facilities, and tourist sites. Developing tourism image and form of community-based tourism activities with participatory management mechanisms for balance and sustainability, and developing personnel potential, product quality, and tourism service standards (Janmoean, P., 2022).

The related research studies such Thongkaem, K., & Phaengsoi, K., (2019) found that Product problem condition OTOP, in selling OTOP products on the online market, it is found that OTOP product operators have given more attention to selling products online by looking at the training statistics organized by the government sector Selling products online Both advantages and disadvantages can be seen from customer complaints and customer comments on online media. Although it is very profitable, it is important to know sufficiency. Satisfied, not struggling too much Until causing him difficulty in living, can be summarized as follows: (1) Lack of knowledge in marketing analysis Online communication skills Photography skills Only the knowledge of production has been inherited. (2) Have some understanding of the use of online marketing tools Unable to sell products on the online market. (3) Lack of awareness and motivation to sell products on the online market. Due to the sales process and online communication, it is difficult for today's OTOP entrepreneurs who are elderly. Including the attitude that their products can be sold in today's market. However, Narin, N., Sukiam, K., & Theerasorn, S., (2021) found that the marketing mix for Kamphaeng Saen products was moderate and did not receive proper attention from tourists. The products were found to be prominent from the service marketing. The price was within reach. The staff lacked a good understanding of service delivery. The entrepreneurs were advised to focus their attention on OTOP Nawatviti tourists and improve their service marketing skills. Buakhao, S., (2019) found the development of the marketing potential of OTOP products showed that government agencies should promote marketing, product design, and packaging promotion. Supply more channels to distribute products. Capital should support low-interest loans. To purchase equipment and machinery for modern production. Knowledge management and information. Enhance knowledge in production, product development, packaging, and branding. Price setting is more appropriate for product quality.

However, from going to the area to develop the research problem, it was found that at present, Non-Buri Subdistrict, Sahatsakhan District, Kalasin Province has a total of 11 communities or villages with a total population of 5,760 people and 1,330 households. Physical, biological, social, cultural, economic, etc. In addition, non-Buri has both OTOP products and beautiful natural attractions, as well as important attractions, Sirindhorn Dinosaur Museum (Dinosaur skeleton), Wat Phu Sing is a temple located on the top of a mountain with beautiful scenery and is also the venue for Kalasin's annual Tak Bat Devo Festival and a place to visit the Lam Pao Dam water source, etc. (Nonburi Municipality, 2022). In addition, he was also aware of the needs, problems, and necessities. Most people in the area are still not receiving benefits or generating income from tourists thoroughly, such as (1) Most tourists visit the Sirindhorn Dinosaur Museum only. Tourists do not travel to the community and therefore cannot sell or sell products to tourists. (2) There is no channel to distribute products in primary markets or sales channels that reach tourists. (3) The product has not been developed and upgraded according to the market demand. (4) The community still lacks community-based tourism management or transferring tourists to the community. (5) The community still lacks the creation of attractions or incentives for tourists to visit the community, and as well as the community of the non-Buri sub-district has not yet developed, promoted, or created community products that are their own local identity to support sales to tourists, etc.

Therefore, from the potential community information, the community needs information, the problem information, and the importance of the findings, it is a good opportunity for researchers and faculty as academicians and researchers to participate in driving local development through the process of researching, developing, upgrading and promoting OTOP products with the Geography Identities (GI) of the community, along with the integration of community-based tourism in a comprehensive way. The research has used a participatory research process at all stages with target groups in the community and will conduct integrated research with relevant agencies in the area, both public and private sectors, such as sub-district municipalities, district government agencies, and entrepreneur groups.





Objectives

The objectives of this research were (1) to study the information and potential of the community, (2) to study and explore community products, (3) To develop and upgrade OTOP products with Geography Identities (GI) in line with the integrated integration of community-based tourism promotion, and (4) to promote the sale of OTOP products with Geography Identities (GI) along with the integration of community-based tourism in a comprehensive manner.

Literature Review

1. Promoting local communities and society under Thailand 4.0 policy

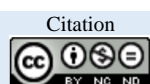
The national development paradigm under "Thailand 4.0" is another policy that lays the foundation for long-term national development as a starting point to drive toward a prosperous, stable, and sustainable country by the government's vision. which has pushed for economic structural reforms research and development reform and education reform at the same time. research and development and personnel both at home and on a global scale. Thailand 4.0 is an economic model that will lead Thailand out of the trap of middle-income countries and the inequality trap. and imbalance traps, along with changing Thailand to a country in the first world with stability, wealth, and sustainability in the context of the world of the Fourth Industrial Revolution in a concrete way according to the 20-year National Strategic Plan.

2. National strategy (2017-2037)

The 20-year national strategy aims to develop the country, which is "a stable nation. happy people Continuously developed economy, a fair society based on sustainable natural resources" by upgrading the country's potential in various dimensions, developing people in all dimensions and in all ages to be good, talented and qualified people, creating opportunities and social equality. Create growth in the quality of life that is friendly to the environment. And there is a public sector of the people for the people and the common good. The assessment of development according to the national strategy consists of (1) the well-being of Thai people and Thai society; (2) competitiveness. economic development and income distribution; (3) human resource development of the country; (4) equality and social equality; (5) biodiversity. environmental quality and sustainability of natural resources. (6) management efficiency and access to government services. so that Thailand can raise the level of development to achieve the vision "Thailand is stable, prosperous, sustainable, being a developed country. with development according to the philosophy of sufficiency economy" and the above national development goals Therefore, it is necessary to formulate a long-term national development strategy that will ensure Thailand's stability in independence and sovereignty, and resilient to changes from internal and external factors in all dimensions, forms and levels. And the country's service sector has been upgraded to use technology and innovation to create added value and develop important mechanisms to drive the new economy that will build and increase the country's competitiveness. To raise the income base of the people as a whole and distribute benefits to different sectors appropriately. Thai people have been developed to be good, talented, disciplined, and considerate of common interests. and can think analytically, be able to continuously "know, accept, adapt" new technologies can access the basic services welfare system and the justice process equally with the no one left behind national development during the period of the national strategy It will focus on creating a balance between security, economic, social and environmental development. with the participation of all sectors in the form of "Pracharat" consisting of 6 strategies, namely 1) the national strategy on security 2) the national strategy on building Competitiveness 3) National Strategy for Human Resource Development and Empowerment 4) National Strategy for Opportunity and Social Equality 5) National Strategy for Building Growth on the quality of life that is friendly to the environment and 6) the national strategy on balancing and developing the public administration system. Each strategy has a society.

Research Conceptual Framework

The research Title "Developing and Enhancing the Marketing Promotion of OTOP Products with Geography Identities (GI) by Integrating the Complete Community-based Tourism Promotion", it was designed as follow;



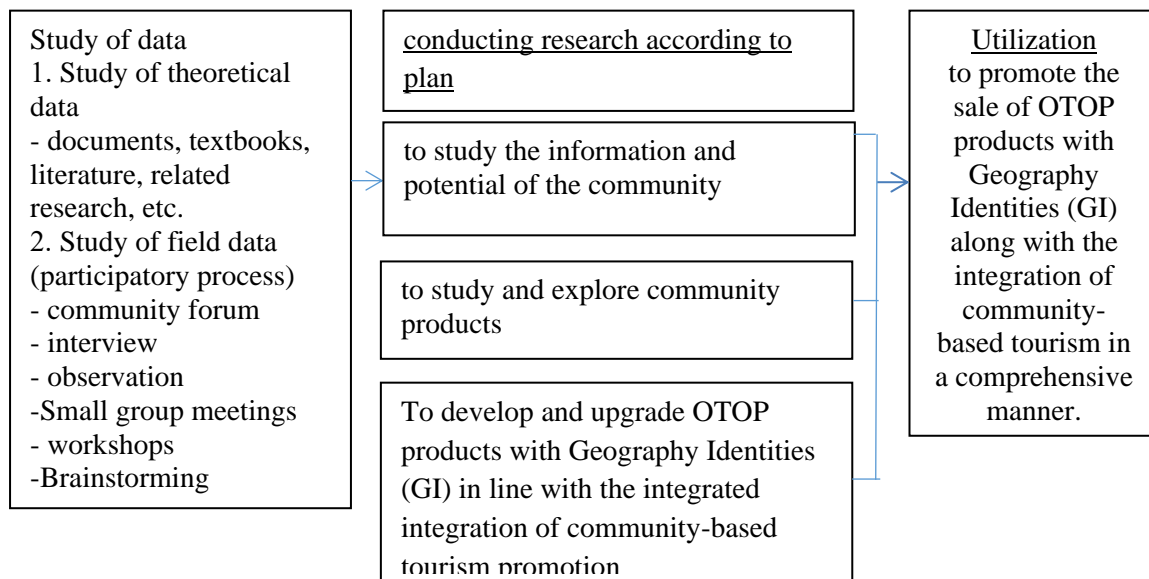


Figure 1 Research Conceptual Framework

Methodology

This research is qualitative with the following research methods.

1. The research area is Non-Buri Sub-District Community, Sahatsakhan District, Kalasin Province, Thailand.

2. The target group in the research includes a total of 50 people consisting of (1) 10 community entrepreneurs, 1 local administrator, 20 people, and 19 stakeholders with selective sampling.

3. Research tools include an interview (Interview), consisting of 3 parts: Part 1 Personal information of the interviewee. Part 2 is (1) to study information and potential of the community, 2) to explore community products, 3) To develop and upgrade OTOP products with the Geography Identities (GI) of the community along with the integration of comprehensive community-based tourism promotion, 4) To promote the sale of OTOP products with the Geography Identities (GI) of the community along with the integration of community-based tourism in a complete way. And part 3, other opinions and suggestions are open-ended.

4. Data collection includes the collection of information from; 1) Primary Data is information obtained from in-depth interviews with target groups. And 2) secondary data (Secondary Data) is the data obtained from the collection of various documents (Document Research) such as books, textbooks, academic papers, research papers, and related electronic media, etc.

5. Data analysis, including qualitative data analysis by bringing data obtained from in-depth interviews with target groups and collecting various document data for content analysis (Content Analysis).



Results

In this research, the researcher can classify the research results as follows:

1. Study of community information and potential

The community has a long history, being established as a contemporary community with the founding of Kalasin City named "Ban Pan Lam". In 1867, during the reign of King Rama IV, Phraya Chai Sunthon (Thao King), Kalasin Governor asked to set up Ban Lamphan as a Sahatsakhan City directly connected to Kalasin City. Later in 1882, the city of Sahatsakhan requested to join the city of Kamalasai (Kamalasai). In 1888 B.E. appointed Bua from Kamalasai as Phra Prachon Ban (Bua) to be the governor of Sahatsakhan and moved the political office to "Ban Khok". Subsequently, the people of Sahatsakhan complained to Krom Luang Prachaksinlapakhom accusing Phra Prachaban Ban (Bua) of the position of Sahatsakhan governor, and appointing Rajabutr Sahat to protect the Sahatsakhan governor. Later, in the year 1890, Thao Khatiyawongsa was appointed as the provincial governor of Sahatsakhan to directly report to Kamalasai (Wiphakpojjanakij, T., 2014). Later, there was an improvement in the government during the reign of King Rama V in 1909, allowing Kalasin and Kamalasai to be part of Roi Et Province. Later, Roi Et County was dissolved and joined with Nakhon Ratchasima County. After that, Kalasin was dissolved into Lub District directly connected to Maha Sarakham Province. Until 1947, when Kalasin was upgraded to a province, Kamalasai, and Sahatsakhan became districts of Kalasin Province. And in the year 1967 Sahatsakhan District moved the office again due to the construction of the Lampao Dam by moving from Non Sila Subdistrict to Phu Sing Subdistrict at present. In summary, in the year 1867, Thao Saen took his followers to emigrate from Kalasin City to settle at Ban Khok Pan Lam and asked for royal permission to establish a city, please raise Ban Khok Phan Lam to be Sahatsakhan City by separating from Kalasin City because, in 1866, the royal family (Ket) had conflicts with Phraya Chai Sunthon (King), the governor of Kalasin, therefore, bowed to the King to request that the city be separated to be located in the area of Ban Sra Bua, on the west bank of the Pao River (Mueang Kamalasai), and requesting that the city of Sahatsakhan be established at the Thousand Lam House, together with Thao Saen to be the governor of Sahatsakhan. Later, in the year 1890, Thao Saen was appointed as the governor of Sahatsakhan, directly subordinate to the city of Kamalasai.

Currently, Non-Buri Subdistrict, Sahatsakhan District, Kalasin Province has a total of 11 villages, with a total population of 5,760 people, and 1,330 households, it is a community with potential for both OTOP products and beautiful natural attractions such as products from hand-woven fabrics, hand-woven fabrics with dinosaur patterns, dinosaur-patterned shirts, dinosaur key chains, Thung hand-woven cotton fabric, dinosaur cotton sabai. Products made from Kaentawan herbs such as shampoo, and soap. And products from fish such as Fermented fish paste, dried fish, fermented fish, Chaew Bong, etc. As well as the physical potential in the community is outstanding and is a tourist attraction that attracts tourists to visit the area such as the Sirindhorn Dinosaur Museum (Dinosaur skeleton), Wat Phu Sing located on the top of the mountain has a beautiful view, Thepsuda Bridge over Lampao Dam, etc.

2. Survey of community products

The results of the research revealed that community products of Non-Buri Sub-district, Sahatsakhan District, Kalasin Province had a large number of products, such as hand-woven fabric products that were processed into dinosaur-shaped keychains, hand-woven fabric with dinosaur patterns, dinosaur shirt, Ornamental ornaments for home decoration, Hand-woven cotton fabric with dinosaur pattern, A wicker hat woven with bamboo, Bags made from hand-woven cloth with dinosaur patterns. Products made from Core Tawan herbs such as shampoo, and soap. Products from fish such as Fermented fish paste, Dried fish, fermented fish, and Chaew Bong are made from fermented fish, etc.

3. Developing and upgrading OTOP products with Geography Identities (GI) by integrating the promotion of comprehensive community-based tourism.

The results of the research showed that the community of Non-Buri Subdistrict, Sahatsakhan District, Kalasin Province had 3 outstanding products: (1) Processed fish (Pla Som, Chaew Bong, Glass Dried Fish, Pickled Fish, Fermented Fish), (2) Jujube 3 flavors (planted in Laem Non-Wiset area), and (3) hand-woven cloth with dinosaur patterns, etc. The 3 products of the community above have been selected to develop as prototype products with local identities of the Nonburi Sub-district. Therefore, 1 product is obtained "Phu Kum Khao dinosaur hand-woven fabric products", and when getting a prototype of a community product with a local identity in conjunction with community-based tourism.

And there is a fabric pattern design to lead to weaving according to the next step until the result is “Phu Kum Khao dinosaur hand-woven fabric products”, as this illustration;



Photo1 Phu Kum Khao dinosaur hand-woven fabric products



Photo2 Hand-woven fabric products with Phu Kum Khao dinosaur pattern



Photo3 Phu Kum Khao dinosaur hand-woven fabric products

4. Promotion of OTOP products with Geography Identities (GI) coupled with the integration of comprehensive community-based tourism promotion.

The research results show that the promotion of OTOP products with the community's Geography Identities (GI) coupled with the integration of community-based tourism in a comprehensive manner, has created a marketing channel or finding a market / buying-selling promotion to promote the sale of hand-woven fabric products with Phu Kum Khao dinosaur pattern, namely “Smart Agi Shop” smart community marketplace, which this system will be a sales channel between buyers-sellers meet to negotiate a deal, there are a purchase order system, order reservations as follows

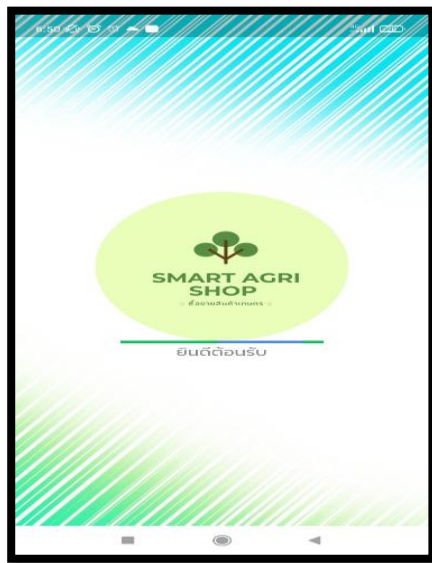


Photo 3: The page loads into the application.

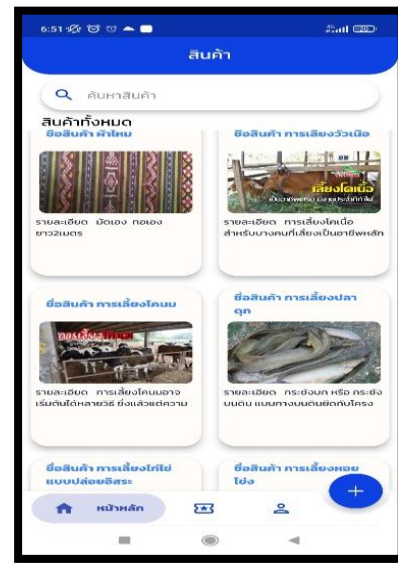


Photo 4: Show product details

Discussion

From the results of the research, it was found that the community has the potential with the wisdom of the community that exists in the locality because it is valuable and has its own local identity. The community of the Nonburi sub-district has brought local wisdom to develop further into hand-woven fabric products with Phu Kum Khao dinosaur patterns. Consistent with Na Thalung, E., (1997: 11), said Local wisdom refers to the knowledge, abilities, ideas, beliefs, and clarity that the people have accumulated from their experiences in adapting and living in the ecosystem, or the natural environment and social environment, the culture that has been developed and inherited to further develop the prototype product that has a local identity of Non-Buri Subdistrict, namely “Phu Kum Khao dinosaur hand-woven fabric products”. And Rasri, W., (2017) has explained that local wisdom is the inheritance of ideas and knowledge of people who have accumulated through trial and error from experience, or a system of knowledge arising from the valuable experiences of local people for problem-solving, management, and adaptation to changing social contexts, it is creative knowledge that is accepted by the general public. Or it can be said that it is a body of knowledge of the villagers that are thought up by the intellect in a particular locality to solve problems and be a guideline for living following the changing social conditions in each era. each era, so that people can live together in peace, which is the accumulation of intellectual capital, which is considered social capital. Or the intellectual process that people in the local community think up from learning, passing on from their ancestors from both direct and indirect experiences for adaptation and living concerning the natural environment, society, and culture, by using trial and error, observing, accumulating, inheriting, filtering, improving, developing and selecting for a long time from one generation to another until it is the identity of that local community. It also corresponds to Phrakhruphrapatsutadham (2017) found that this knowledge was selected, filtered, and accumulated from the experience of the previous generations, including the beliefs, customs, and practices of the villagers. Not to work. If there is a funeral in the village, it may be a mechanism to help each other when there is sadness. It is a good thing that children should hold some beliefs and change according to social change. Therefore, the guidelines for preserving and developing wisdom can be done by; (1) Creation of incentives to inherit silk weaving to generate income and be a career suitable for the villagers, which will lead to the improvement of the quality of life of the villagers. (2) Inheritance by descendants or family members experience continuous weaving intentionally and unintentionally through natural means of family relations. This is a process of socialization by using silk as a tool for women to be complete as expected by society.



Recommendation

1. Policy recommendations: Nonburi Municipality, Kalasin Province should be further developed by including it as a local ordinance to develop and support the budget for expansion to other areas.

2. Academic recommendations: There should be further research, development, upgrade, and promotion of OTOP products with Geography Identities (GI) to other communities.

3. Further research recommendations: When collecting data with the target group each time, the researcher must explain to create a clear understanding and strictly control the data collection because sometimes the target group may not cooperate in filling out the actual information, which may prevent the researcher from receiving genuine research data. There should be continued support for spatial research because it will promptly know the situation, problems, conditions, and needs of the area, etc.



References

- Buakhao, S., (2019). The Marketing Efficiency Development of Local Souvenirs One Tambon One Product of Nonthaburi Province. *Phetchabun Rajabhat Journal*. 21 (1), 33-40.
- Hemaratchata, C. (2005). *Characteristics of Intellectual Property Law*. 4th edition. Bangkok: Nititham.
- Hiranteeyakul, M., & Thungsakul, N., (2021). The Study of Place Identity in Built Environment. *Journal of Architectural/Planning Research and Studies*. 19 (1), 99-113, DOI: 10.14456/jars.2022.6
- Jaiborisudhi, W., (2014). A Study on One Tambon One Product (OTOP) Project and the Product Discourse. *Thai Journal of East Asian Studies*, 20(2), 1-10. Retrieved from <https://so02.tci-thaijo.org/index.php/easttu/article/view/82708>.
- Janmoean, P., (2022). The Integration of Social and Cultural Ecotourism Plan in Thai-Laos Mekong Basin from Nakhon Phanom to Ubon Ratchathani and from Khammouane to Champasak Province. *Journal of Humanity and Social Science Nakorn Phanom University*. 12 (1), 82-95.
- Khumpad, P., & Thammabut, P., (2021). Approaches for Sustainable Integrated Tourism Development in Phitsanulok Province, Thailand. *The Journal of Development Administration Research*. 11 (1), 187-199.
- Na Thalang, E., (1997). *The four sectors of wisdom, way of life, and learning process of Thai villagers*. Nonthaburi: Sukhothai Thammathirat Open University.
- Narin, N., Sukiam, K., & Theerasorn, S., (2021). Service Marketing MIX Development for OTOP Nawaviti Products in Kampaeng Saen. *Journal of Lawasri*. 5 (2), 92-103.
- Nonburi Municipality. (2022). *Community background information*. Social Welfare Division, Nonburi Subdistrict Municipality, Kalasin Province. Kalasin: Nonburi Municipality
- Phrakhruphrapatsutadham. (2017). *Conservation and Development of Silk Weaving Wisdom of Bandunanongphai Silk Weaving Group, Na Nong Phai Sub-district, Chumphonburi District, Surin Province*. Master of Arts Thesis (Social Development): Mahachulalongkornrajavidyalaya University.
- Rasri, W., (2017). *local knowledge management*. Faculty of Humanities and Social Sciences, Rajabhat Maha Sarakham University
- Santasombat, Y. (1999). *Biodiversity and Local Wisdom for Sustainable Development*. Chiang Mai: Nopburee.
- Sukhothai Thammathirat. (2023). *The Impact of the 1997 Economic Crisis*. Retrieved on January 5, 2023, from: <https://www.stou.ac.th/stouonline/LOM/data/sec/Lom6/03-02.html>
- Sukrungruangrong, R., & Lamert, W., (2021). Protection of Geographical Indications in the Case of Migration of People in the Community. *Rajapark Journal*. 15 (41), 61-74.
- Thongkaem, K., & Phaengsoi, K., (2019). THE PROBLEMS AND GUIDELINES FOR PROMOTING OTOP PRODUCTS ON THE BUDDHIST ONLINE MARKET IN UDON THANI PROVINCE. *Journal of MCU Nakhondhat*. 6 (9), 4627-4644.
- Wiphakpojjanakij, T., (2014). *Isaan history*. 5th edition. Bangkok: Thammasat University Press.