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Designing Innovative Products in Ranong Province Using Local Knowledge and Cultural Dimensions of Thinking Skills and Creativity

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Abstract

To Designing innovative products in Ranong Province using local knowledge and cultural dimensions of thinking skills and creativity, the research's goal is to examine the group's identity, to research how unique items are designed and created in Ranong Province using local knowledge and culture. This study employed a mixed-methods approach utilizing a qualitative analysis (descriptive analysis) and a quantitative research method to assess the product design for creative tourism based on the local knowledge and culture of Ranong Province. To gather information, research community and customer requirements, and assess the product design using a quantitative approach. by 3 designers and 5 groups of artisan vendors; 263 travelers were specifically chosen as customers. a group of shoppers who like visiting shops selling handmade goods. research resources Field investigations and formal interviews Group interview with in-depth interview According to the study's findings, local knowledge is used to build goods that encourage creative tourism. and culture in Ranong Province, three products were evaluated by three design experts, who chose one prototype product. The results of the product prototype evaluation (bags) were at the highest level, with a mean ($\bar{x} = 5.00$) and standard deviation ($SD = 0.00$). Results of the bag product design evaluation in the beauty the mean ($\bar{x} = 4.73$) and standard deviation ($SD = 0.38$) showed the most complete picture. The pattern had cohesion and identity. was at the highest point, with a mean of ($\bar{x} = 5.00$) and an SD of 0.00. With a mean ($\bar{x} = 4.67$) and a standard deviation ($SD = 0.47$), production was at its peak. promotion and distribution at its best, the total image had a mean ($\bar{x} = 5.00$) and standard deviation ($SD = 0.01$). Results of product design bags' (handicraft sellers') aesthetic evaluation Overall, the mean ($\bar{x} = 4.64$) and standard deviation ($SD = 0.5$) were at the highest possible level. The greatest level was seen generally in manufacturing, with a mean (\bar{x}) of 4.76 and a standard deviation (SD) of 0.34. Promotion and Distribution The average ($\bar{x} = 4.56$) and standard deviation ($SD = 0.64$) showed the best possible overall picture.

Keywords: *product development, creative tourism, local wisdom, Ranong culture*

1. Introduction

Creativity refers to the ability to generate original and innovative ideas, solutions, or concepts. It involves thinking beyond traditional boundaries, exploring new perspectives, and producing something that is novel, valuable, and often has practical applications. Creativity can manifest in various forms, including artistic expression, problem-solving, design, invention, and

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imaginative thinking. Entrepreneurs should have a creative foundation to lead the design and creation of community products that meet the needs of consumers. And, to present the culture of the province through product design.

Indeed, Ranong is a province in Thailand. It is in the southern part of the country, near the border with Myanmar (Burma). Ranong is known for its natural beauty, including lush forests, hot springs, and picturesque coastal areas along the Andaman Sea. The province's strategic location has historically made it an important trading and transportation hub. One of the notable features of Ranong is its diverse ethnic makeup and cultural heritage. The province is home to various ethnic groups, and this cultural richness adds to its uniqueness. Additionally, the province has been increasingly recognized as a gateway for eco-tourism and adventure activities, attracting tourists interested in exploring its natural wonders. Ranong's hot springs, such as the Raksawarin and Ngao, are popular attractions, known for their relaxing and therapeutic qualities. The province's islands, such as Koh Phayam and Koh Chang, offer beautiful beaches and opportunities for snorkeling, diving, and enjoying a more laid-back atmosphere compared to some of the more crowded tourist destinations. The regional culture, local cuisine, and the way of life of the people in Ranong also contribute to its charm. As with many provinces in Thailand, Ranong has its own festivals, traditions, and unique local products, which can make for memorable experiences for travelers. Ranong Province is emerging as a health tourism destination, however Because it is a small province, it is less well-known and less appealing to tourists than the provinces along the Andaman Sea. In the setting of a community that has strengths in natural resources, wisdom, the arts, and culture, but has not been pushed in many areas, such as building a distinctive and attractive tourism activity route to attract tourists. Create and build product potential that tourists will accept and remember. Tourism-related products and services and in keeping with the current way of life of residents and visitors. prototype product creation through the process of creative spa tourism based on Ranong Province's local expertise and culture.

Development based on the demands of target audiences and stakeholder's consumer manufacturer The prototype produced may be used in commercial competition and can add value to Ranong Spa Group items until consumers are pleased, resulting in greater sales and a 10% rise in income. Following that, knowledge is removed, and technology gained from the research process is transferred to the target group and those involved in the area and surrounding areas to provide ideas and ways to increase competitiveness through revenue growth. long-term self-sufficiency

As a result, this study highlights a crucial requirement. that will concentrate on researching product innovation and creative tourism processes based on local wisdom and culture in Ranong Province by concentrating on the study of Ranong Province's wisdom and cultural capital applied in the design and development of prototype product innovation to promote tourism products and services to solve problems in spatial areas, thereby assisting community tourism operators Goods and services entrepreneurs handicraft association There are excellent items that can be used to develop selling points. have a positive image, are competitive, and self-sufficient. This time, the process of creative tourism based on Ranong Province's indigenous expertise and culture would solve the problem. and fill gaps or weaknesses in the community. And raise the potential development of personnel, communities, and raise public awareness. capable of reaching the intended audience There are new items on the market. make an attractive identity Stimulate the community economy to raise the community's revenue in a sustainable manner.

2. Research Objectives

1. To investigate the group's identity to provide inspiration for product design based on the local wisdom and culture of Ranong Province.
2. To investigate the process of planning and producing product innovation based on local knowledge and experience.
3. To assess the product design based on Ranong Province's local wisdom and culture.

3. Literature Review

Product design is the process of creating new products or improving existing ones with the aim of meeting the needs and desires of customers while also considering functionality, aesthetics, manufacturability, and other relevant factors. Effective product design involves a combination of creativity, engineering, market research, and problem-solving skills. It encompasses a wide range of activities from conceptualization to the final production and distribution of the product. Here are some key aspects of product design:

1. **Idea Generation:** Generating innovative ideas for new products or enhancements to existing products. This often involves brainstorming, market research, and identifying opportunities.
2. **Concept Development:** Refining the initial ideas into viable product concepts. This includes considering the target audience, product features, benefits, and how the product will stand out in the market.
3. **Prototyping:** Creating physical or digital prototypes of the product to test its design, functionality, and usability. Prototypes allow designers to identify potential issues and make improvements.
4. **Design Iteration:** Continuously refining the design based on feedback from prototypes and testing. This iterative process helps optimize the product's performance and user experience.
5. **Materials and Manufacturing:** Selecting appropriate materials, production methods, and manufacturing processes that align with the product's design, cost, and quality requirements.
6. **Aesthetics and User Experience:** Focusing on the visual appeal of the product and ensuring that it provides a positive user experience. This includes considerations of ergonomics, usability, and user interfaces.
7. **Engineering and Technical Details:** Addressing engineering challenges, structural integrity, durability, and ensuring that the product can be manufactured at scale.
8. **Sustainability:** Considering the environmental impact of the product, including materials, energy consumption, and end-of-life disposal or recycling.
9. **Market Validation:** Assessing the product's potential in the market through surveys, focus groups, and pilot testing. Ensuring that the product aligns with customer needs and preferences.
10. **Production and Launch:** Preparing for mass production, quality control, packaging, and distribution. Launching the product in the market and promoting it to the target audience.

Successful product design requires collaboration between designers, engineers, marketers, and other stakeholders to create a product that not only meets functional requirements but also resonates with customers and aligns with the business goals of the organization.

Ranong Province, located in southern Thailand, is rich in local knowledge and culture that can be harnessed to promote sustainable development, preserve heritage, and enhance the quality of life for its residents. Leveraging these cultural assets can also attract tourism and create economic opportunities. Here are some ways Ranong can use its local knowledge and culture:

1. **Community-Based Tourism:** Ranong can develop community-based tourism initiatives that showcase its unique local culture. This might include homestays, cultural tours, and workshops where visitors can learn about traditional crafts, music, dance, and cuisine. By involving local communities, this approach generates income while preserving and celebrating local traditions.
2. **Cultural Festivals:** Organize and promote cultural festivals that celebrate Ranong's traditions. These festivals can showcase local music, dance, art, and cuisine, attracting both local and international visitors. It's a great way to foster a sense of pride among residents and share the beauty of Ranong's culture with the world.
3. **Heritage Preservation:** Protect and restore historical sites, temples, and landmarks. Establish heritage conservation projects that involve the community, providing opportunities for education and employment in the process. These preserved sites can become cultural attractions, drawing visitors interested in history and heritage.
4. **Local Artisanal Products:** Encourage the production of local handicrafts and artisanal products. These unique items can be sold to tourists, supporting local artisans and promoting traditional skills. Markets and shops dedicated to these products can be established in key tourist areas.
5. **Traditional Medicine and Healing:** If there are traditional healing practices or herbal knowledge in the region, consider creating wellness retreats or promoting local herbal products. This can attract visitors seeking alternative therapies and natural remedies.
6. **Cultural Education:** Integrate local culture and knowledge into the education system. Teach students about the history, traditions, and importance of preserving local culture. This ensures that the next generation values and continues to celebrate their heritage.
7. **Cultural Exchange Programs:** Establish exchange programs with other regions or countries to share cultural practices. This can foster mutual understanding and provide opportunities for cultural enrichment.
8. **Local Cuisine:** Promote and preserve traditional local recipes and cuisine. Encourage restaurants to use local ingredients and offer traditional dishes. Culinary tourism can be a significant draw for visitors.
9. **Eco-Tourism with Cultural Elements:** Integrate cultural elements into eco-tourism initiatives, such as guided nature walks led by local experts who share knowledge about the local flora, fauna, and indigenous practices.

By valuing and promoting its local knowledge and culture, Ranong can create a sustainable and vibrant future that benefits both residents and visitors while preserving its unique identity. local knowledge Thailand has evolved into an open country that values knowledge and technology. Many foreigners arrived. Making Thailand a technologically advanced country for the country and the community, recognizing the value of folk wisdom and good local technology. For a long time, that was inherited. Most traditional Thai ways of life are still practiced in the countryside or in remote areas today. which is significant because folk wisdom and local technology are still being traced as a result, studying our folk knowledge helps to preserve arts, culture, and ways of life. Those locals' lives as well. It also disseminates local expertise to individuals who are interested in learning about and sharing pride with locals. local knowledge. (Prawet Wasri, 1993)

Ranong is one of Thailand's oldest and most important ancient cities, particularly on the Andaman coast. Ranong Province is in Thailand. It currently encroaches on the old ancient city. Ranong has never been abandoned, according to historical and archeological data. It is an old city that grew up in an ideal geographical setting. Until it became a factor that has made the city important in economics, politics, culture, and religion throughout its history. It is possible to say that Ranong Province is the birthplace of a civilization that has thrived for many generations. The Ranong people's predecessors left remains of a simple and tranquil way of life as a legacy to their children, which no one can stop or take away. That is "heritage wisdom" to support and develop community capital, particularly wisdom capital, which is an ancestor's inheritance. These funds are crucial for community development and community strength. allow the community to employ local wisdom by reverting to a sufficiency economic system in their livelihoods and occupation resource management People and Nature Community Relationship Management, where these things develop from knowledge. (Community Development Department, 1998)

Developing a new product for the community requires a thoughtful and inclusive process that considers the needs, aspirations, and values of the community members. Here's a step-by-step new product development process tailored to the community context:

1. Community Needs Assessment: Engage with community members to understand their needs, challenges, and aspirations.
 - 1.1 Conduct surveys, focus groups, and interviews to gather insights about the specific problems or opportunities that the new product could address.
 - 1.2 Identify key stakeholders and involve them in the assessment process.
 - 1.3 Idea Generation and Concept Development:
2. Organize brainstorming sessions with community members to generate ideas for the new product.
 - 2.1 Encourage creative thinking and consider diverse perspectives.
 - 2.2 Develop concept sketches or prototypes based on the identified needs and ideas.
3. Community Co-Creation:
 - 3.1 Involve the community in the product design and development process.
Host workshops or design charrettes where community members can provide feedback on the initial concepts.
 - 3.2 Incorporate community input to refine the product features, design, and functionality.
4. Prototype Development:
 - 4.1 Create prototypes of the product based on the refined concepts.
 - 4.2 Test the prototypes within the community to gather real-world feedback.
 - 4.3 Pay attention to usability, accessibility, and any adjustments needed based on community preferences.
5. Iterative Refinement:
 - 5.1 Continuously refine the product based on feedback received during prototype testing.
 - 5.2 Consider factors such as affordability, sustainability, and scalability.
 - 5.3 Involve the community in making decisions about trade-offs and adjustments.

6. Pilot Testing:

- 6.1 Conduct a pilot test of the refined product within the community.
- 6.2 Monitor how the product is used, gather user feedback, and identify any issues that need to be addressed before full-scale implementation.

7. Community Engagement and Promotion:

- 7.1 Develop a community engagement plan to create awareness and excitement about the new product.
- 7.2 Use community events, workshops, and social media to promote the product and gather additional feedback.

8. Scale-Up and Sustainability:

- 8.1 Based on the pilot test results and community feedback, finalize the product design and plan for full-scale implementation.
- 8.2 Explore funding options, partnerships, or grants to ensure the product's long-term sustainability.
- 8.3 Consider how the product can be integrated into the community's daily life and routines.

9. Monitoring and Evaluation:

- 9.1 Regularly monitor the product's impact on the community.
- 9.2 Gather data on how the product addresses the identified needs and whether it has positive social, economic, or environmental effects.

10. Continuous Improvement:

- 10.1 Use the insights gained from monitoring and evaluation to make continuous improvements to the product.
- 10.2 Stay connected with the community to adapt to changing needs and ensure the product remains relevant over time.

By involving the community throughout the new product development process, you not only create a product that meets their needs but also foster a sense of ownership and empowerment within the community. Songpol Upachitkul et al. (2006). Enhancement of possibilities for the growth of tourism souvenir production in the upper northeastern area. The goals are to research and pick varieties, styles, and materials for making nice keepsakes. Then, using locally available materials, design and develop souvenirs. Manufacturers and sellers of gifts, as well as visitors visiting the northeastern area, place equal emphasis on the issue. Souvenir goods should be distinctive to the place, of high quality, and reasonably priced. Local knowledge should be reflected. There is lovely packaging that is lightweight and portable. Made with readily available local materials. should bring local character and distinct local elements. Souvenirs are designed using local traditions. Today's community life

Thinking skills and creativity encompass a wide range of cognitive processes and abilities. Different models and frameworks may categorize these dimensions slightly differently, but the following dimensions capture the key aspects:

1. Critical Thinking

- 1.1 Analysis: The ability to break down complex information or problems into smaller components, examine their relationships, and identify patterns or trends.

Evaluation: The skill to assess the quality, relevance, and credibility of information, arguments, or solutions. This includes considering multiple perspectives and making informed judgments.

2. Problem-Solving

2.1 Creative Problem-Solving: The capacity to approach problems with innovative and original solutions, thinking outside the box, and using unconventional methods.

2.2 Logical Problem-Solving: The application of structured and systematic approaches to solve problems, often involving a series of steps, data analysis, and deduction.

3. Creativity

3.1 Ideation: The ability to generate a diverse range of ideas, concepts, or solutions. This includes brainstorming, free association, and lateral thinking.

3.2 Originality: The inclination to develop novel and unique ideas, products, or perspectives. Originality often involves combining existing concepts in innovative ways.

4. Lateral Thinking

4.1 Making Connections: The skill to identify connections and relationships between seemingly unrelated concepts or ideas, leading to new insights or solutions.

4.2 Metaphorical Thinking: The use of metaphors and analogies to understand complex concepts or to view problems from different angles.

5. Decision-Making

5.1 Problem Framing: The ability to define problems clearly and accurately, ensuring that the decision-making process is focused on the right issues.

5.2 Risk Assessment: The skill to evaluate potential risks and benefits associated with different options and make informed decisions considering uncertainties.

6. Synthesis

6.1 Integration: The capacity to combine information or ideas from various sources to create a coherent and comprehensive understanding or solution.

6.2 Innovation: Going beyond mere analysis or recombination, innovation involves creating new concepts, processes, or products that have a meaningful impact.

7. Adaptability and Flexibility

7.1 Open-Mindedness: Willingness to consider new ideas, perspectives, and approaches, even when they challenge one's existing beliefs.

7.2 Adaptability: The ability to adjust one's thinking or approach in response to changing circumstances, new information, or unexpected challenges.

8. Communication and Expression

8.1 Clarity: The skill to express ideas, solutions, or concepts clearly and concisely, both verbally and in written form.

8.2 Storytelling: The art of presenting ideas or concepts in a compelling and engaging manner, often involving narratives, visuals, or emotional connections.

These dimensions of thinking skills and creativity are interconnected and can be developed and refined through practice, exposure to diverse experiences, and a willingness to embrace new challenges.

4. Research Methodology

This research focuses on product design and development in Ranong Province. A comprehensive study is being conducted on the professional development and quality of life of low-income individuals to alleviate inequality through wisdom and creativity. To assess the data, researchers employ qualitative, descriptive, and quantitative research methodologies. Researchers have established rules, techniques, and methodologies to examine the needs of communities and consumers and to evaluate product design. Below.

Step 1: Conduct qualitative research The researcher undertook the following to examine the group's identity to provide inspiration in product design for creative tourism based on local wisdom and culture in Ranong Province:

1. Field Study Location: Orange Beach House, Muang Ranong District, Ranong Province
2. Investigating collective identity to inspire design.
 - 2.1 Documentary Investigation Researching and studying material from books, textbooks, academic publications, journal articles, and the Internet. By studying the theory and associated research, the researcher has utilized part of the information to put it to use, be aware of potential difficulties, and collect research data to contribute to the product design process.
 - 2.2 Investigate the physical features of the Ban Hat Som Paen village. Mueang Ranong District, Ranong Province, focuses on local identity, culture, and wisdom research.
 - 2.3 Research the Baan Som Paen Beach product design details. Mueang Ranong District, Ranong Province, both historically and currently
 - 2.4 Research the handicraft and manufacturing processes of the goods from Ban Hat Som Paen, Ranong Province.
 - 2.5 Research information about handicrafts in Ranong Province based on interviews with three design specialists as well as observations, notes, and pictures.
3. Data gathering from in-depth interviews (in-depth interviews) and small group talks (group interviews) in the domains of culture, meaning, belief, wisdom, and associated traditions (interview technique).
 - 3.1 Data gathering
 - 3.1.1 Documentary Investigation Investigate and research information from books, textbooks, academic publications, journal articles, and material from the Internet. through researching theory and related research, gathering and evaluating data, and applying it to create goods in Ranong Province.
 - 3.1.2 A research of product design information in Ranong Province through meetings with three design professionals to locate acceptable items, styles, and local distinctiveness, as well as to transmit the cultural dimension
4. Data examination
 - 4.1 Data analysis from documentary information study, researching information from books, textbooks, various academic documents, journal articles, and information from the Internet, by studying theory and related research relating to physical characteristics, community way of life, style, and wisdom
 - 4.2 Ranong Province data analysis generated from the design and development of goods for creative tourism based on local wisdom and culture

Step 2: Conduct Approximate Research The researcher carried out the following activities in Ranong Province to create and produce unique goods for creative tourism based on local wisdom and culture:

1. The demographic was characterized by the researcher as three design specialists and five handcraft sales groups and persons. tourist
2. The research instruments were classified into two groups as follows: 263 participants participated in a product demand survey for creative tourism based on local expertise and culture in Ranong Province.
 - 2.2 Product design appraisal by three product design experts Ranong province, 5 people,
 - 2.3 Product design assessment form for creative tourism based on local wisdom and culture.
3. Data gathering the researcher gathers information. To collect information that meets the study objectives, consult research materials and publications. The following are the data collection methods:
 - 3.1 Data collection in Ranong Province to analyze perspectives on the design of unique tourist goods based on local expertise and culture.
 - 3.2 Marketing data collection To evaluate comments influencing product design for creative spa tourism based on local wisdom and culture, Ranong Province, from the creation and design of 263 individuals, who are a group of people and visitors who choose to buy handicrafts.
 - 3.3 Three Design Experts Collect Data and Evaluate Designs
 - 3.4 Collecting data from the design evaluation from the five-person handcraft sales group
4. Data examination the information collected from the design was utilized by the researcher to enquire about and assess the design findings. The percentage, mean, and standard deviation were used to assess the data. Ranong Province is engaged in data processing to provide goods and is moving forward with the development of product prototypes for creative tourism based on local wisdom and culture. The researcher provided a product model and carried out knowledge transfer and the technology transfer procedure to the target group.
5. Research conclusion: The researchers presented the product model and carried out the knowledge and technology transfer procedure for the target group.

Tools for data collecting and study unstructured interview framework the following tools were developed by the researcher:

1. Make use of the structured interview format. In-depth interviews and group interviews with design specialists are sources of knowledge.
2. Make use of closed-ended surveys. Ranong Province obtained information and opinions on Ranong Province's uniqueness to apply in the design of patterns and creative product forms, product demand information to be used in the design, and open-ended questionnaires to obtain suggestions of information to be adapted with creative products by asking consumers.
3. Using a simulated image on a questionnaire Product shape that are creative to express design concepts to manufacturers and specialists. Understanding in a developed form, resulting in the ability to voice ideas and provide correct information, as well as receiving appropriate pieces of work in line with the study objectives.

Results

1. The findings of a research on group identity to inspire product design for creative tourism based on local wisdom and culture, Ranong Province 1.1 In research work, study basic information from documents, textbooks, books, and related research. Academic publications, research articles, and community information are all available. Both in terms of history and the environment, the way of life of the community, and the way of culture to access community goods based on Ranong Province's local wisdom and culture.

Ranong is a more than 100-year-old city with a rich cultural heritage. Outstanding natural resources such as historical capital, social capital, and cultural capital in Thailand, Burma, China, and Ranong It also serves as a seed financing for innovative enterprises. On the private side, there is a civic society that employs the notion of innovation. as well as the growth of the creative economy Ranong Province is still physically located on the southern peninsula adjacent to Burma, making it a mixed community. Mangrove forests abound in Ranong province. as well as natural resources Agriculture is emphasized in Ranong Province. Mineral towns are significant. It is a province populated by business-minded elites. and has a long history in the mountainous environment The mountain range accounts for around 86 percent of the province's communal way of life region. Another province with a varied tourism identity and cultural heritage is Ranong. Ranong province, a city full of lush environment, fog and rain that is usually moist, is combined with a style of life in the manufacture of local products.

There are also important resources, such as several hot springs with mineral grade that ranks among the best in Thailand, and Ranong province's terrain, which is dominated by mountains and plains between mountains. For a long time, villagers in this area have been involved in mining. However, discovering minerals, or what the locals refer to as "ore panning," is today considered a rare way of life. However, there is one village that has preserved the mineral panning culture for future generations to learn. I had similar experiences personally thanks to tourist activities organized by the Ban Hat Som Paen Community in Muang District, Ranong Province. For more than a century, the peasants in this area have been ore panning. They are also well-known for its clay meat. As a result, the organization Baan Som Paen Ceramics believes that white clay has several advantages. It is a place where visitors may sculpt their own pottery. Made of high-quality clay, the completed sculpture will be white and smooth. When coated with natural color extracts.

2. Findings from Research of Design and Product Innovation Development Processes For Creative Tourism In Ranong Province, Based on Local Wisdom and Culture

1: A product design that creative people will purchase because they feel it will increase the value of commodities or products. They are also interested in the diversity of individuals or cultures that are varied yet coexist in urban society to develop new things in urban society, picking items that are unique and one-of-a-kind, as well as products that have a story to tell. Exceptionally amazing Batik cloth, also known as batik fabric, is a form of fabric manufactured by utilizing candles to cover the portions that do not want to be colored and the coloring procedure or dye in the areas that do. Some batik fabrics may go through hundreds of shutting candles, tinting, coloring, and dying processes. The simplest method is to write or print a candle. and then colored to the appropriate hue. The term batik, or batik, was originally a Javanese word for

cloth with a dotted pattern. notwithstanding the fact that however, one of the distinguishing features of batik is that it must be produced using candles to cover the sections that do not want to be colored or cover the portions that do not want to be colored repeatedly.

2.2 A questionnaire was administered by the researcher during the process of creating and developing product innovation for creative tourism in Ranong Province based on local wisdom and culture. specialist in design Along with sketching product ideas (Sketch Design) to build product prototypes, a minimum of three items are required, as well as soliciting feedback on products for creative tourism based on local wisdom and culture. Province of Ranong

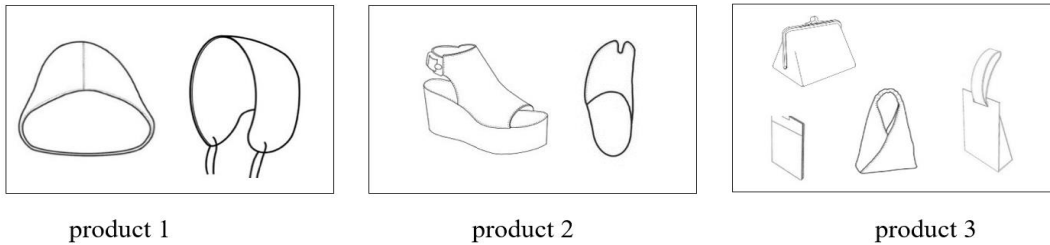



Figure 2: Sketch Design for Three Creative Tourism Products Based on Local Wisdom and Culture in Ranong Province.

Product prototypes for creative tourism in Ranong Province based on local wisdom and culture were made by bringing product designs (sketch design) to three design professionals for review. To choose a product, the quantity of one product, and make adjustments according to design experts' instructions, and then evaluate the model in order to summarize the mean, SD value, and interpretation of the assessment findings.



Figure 3: Three prototypes of unique tourist goods based on local expertise and culture, Ranong Province.

Table 1: Product prototype evaluation findings for creative tourism based on local wisdom and culture, Ranong Province

The Master.	Master Image	The Name of The Product Prototype	\bar{X}	S.D.	Level
1		Hat	4.33	0.94	More

2		shoes	4.33	0.94	More
3		bags	5.00	0.00	Most

The findings of the examination of product prototypes for creative spa tourism were discovered in Table 1. Ranong province evaluated three products by three design experts based on local wisdom and culture, with the results of the product prototype evaluation (bags) at the best level, mean ($x = 5.00$), standard deviation ($SD = 0.00$), and the original product (hats, shoes) at a very good level, mean ($x = 4.33$), standard deviation ($SD = 0.94$).

Table 2: Evaluation Results of Bag Product Design N = 3 (Design Experts)

Numbered	Thorough list.
1	 <p data-bbox="768 1393 911 1417">Item: bags</p>
1. attractiveness	\bar{X} S.D. level
1. Pattern unity and identity	5.00 0.00 Most
2. The stuff is wonderful and lovely.	4.67 0.47 Most
3. The colors used in the design are constant throughout the product.	4.67 0.47 Most
4. The form, color, and pattern are suitably blended.	5.00 0.00 Most
5. There is a general fit between patterns.	4.33 0.94 More


Include.	4.73	0.38	Most
2. Manufacturing	\bar{X}	S.D.	level
1. The product model is appropriate for application.	5.00	0.00	Most
2. The product is powerful, long-lasting, and difficult to break.	4.67	0.47	Most
3. The product's shape is user-friendly.	5.00	0.00	Most
4. Material and raw material quality in manufacturing	4.33	0.94	More
5. Exquisite and lovely in execution	4.33	0.94	More
Include.	4.67	0.47	Most
3. Distribution and Marketing	\bar{X}	S.D.	level
1. Tourist attraction product sales	5.00	0.00	Most
2. Product sales at the OTOP Exhibition Center	5.00	0.00	Most
3. Product sales at Department Store	5.00	0.00	Most
4. Promotion of a product	5.00	0.00	Most
5. Identifying distribution routes in the public and private sectors	5.00	0.00	Most
Include.	5.00	0.00	Most

The overall rating of baggage product design (by design professionals) is the highest, according to Table 2. The mean ($\bar{X} = 4.73$) standard deviation (S.D.) pattern has the best uniformity and originality. The product has the most polished and visually attractive average ($\bar{X} = 4.67$ standard deviation) and standard deviation (S.D. = 0.00). (S.D.=0.47) The product's design features color consistency. At the highest level, the standard deviation of the average ($\bar{X} = 4.67$; S.D. = 0.47) is the optimal form, color, and pattern combination. Mean ($\bar{x} = 5.00$) The standard deviation (S.D.) is 0.00. The overall pattern applicability is good. The greatest overall level is the average ($\bar{X} = 4.33$) production standard deviation (S.D. = 0.94). ($\bar{X} = 4.67$) Standard deviation (S.D.= 0.47)

The product form is appropriate for usage. It is optimal: mean ($\bar{X} = 5.00$), standard deviation (SD = 0.00). The product is sturdy, long-lasting, and difficult to break. The mean ($\bar{x} = 4.67$), standard deviation (SD = 0.47), and product form are all easy to use. It was at the greatest level of raw material quality in manufacturing, with a mean ($\bar{X} = 5.00$) and a standard deviation (SD = 0.00). It was produced at a high degree of mean ($\bar{X} = 4.33$), standard deviation (SD = 0.94), elegance, and attractiveness. The mean ($\bar{X} = 4.33$), standard deviation (SD = 0.94), distribution, and promotion were all at a high level. Overall, the image was excellent: mean ($\bar{x} = 5.00$), standard deviation (SD = 0.00).

Tourist attractions are the most widely available. Mean ($\bar{X} = 5.00$) The standard deviation (S.D.) is 0.00. The most products are available in the exposition center (OTOP). The standard deviation (S.D. = 0.00) and average ($\bar{X} = 5.00$) Department Store has the greatest level of product sales. The mean ($\bar{X} = 5.00$) S.D. (standard deviation) = 0.00 Average maximum product promotion ($\bar{X} = 5.00$) S.D. (standard deviation) = 0.00 The degree of identifying distribution channels is higher in both the public and private sectors. The average standard deviation (S.D. = 0.00) ($\bar{x} = 5.00$)

Table 3: Bag Design Evaluation Result N = 5 (Handicraft Supplier)

Numbered	Thorough list.			
1.	 <p data-bbox="779 704 919 731" style="text-align: center;">Item: bags</p>			
	1. attractiveness	\bar{X}	S.D.	level
	1. Pattern unity and identity	4.40	0.80	More
	2. The stuff is wonderful and lovely.	4.80	0.40	Most
	3. The colors used in the design are constant throughout the product.	4.60	0.49	Most
	4. The form, color, and pattern are suitably blended.	4.40	0.80	More
	5. There is a general fit between patterns.	5.00	0.00	Most
	Include.	4.64	0.50	Most
	2. Manufacturing	\bar{X}	S.D.	level
	1. The product model is appropriate for application.	5.00	0.00	Most
	2. The product is powerful, long-lasting, and difficult to break.	4.80	0.40	Most
	3. The product's shape is user-friendly.	4.60	0.49	Most
	4. Material and raw material quality in manufacturing	4.40	0.80	More
	5. Exquisite and lovely in execution	5.00	0.00	Most
	Include.	4.76	0.34	Most
	3. Distribution and Marketing	\bar{X}	S.D.	level
	1. Tourist attraction product sales	4.80	0.40	Most
	2. Product sales at the OTOP Exhibition Center	4.80	0.40	Most
	3. Product sales at Department Store	4.40	0.80	Most
	4. Promotion of a product	4.40	0.80	Most
	5. Identifying distribution routes in the public and private sectors	4.40	0.80	Most
	Include.	4.56	0.64	Most

Conclusion

Conclusion Developing products that meet the needs of the community, manufacturers, and consumers requires a comprehensive and collaborative approach. This approach ensures that the products are not only viable from a business perspective but also align with the values and preferences of the community while providing value to consumers. Here's a step-by-step process to achieve this goal:

1. Identify Community Needs and Values

- 1.1 Engage with the community through surveys, focus groups, or town hall meetings to understand their specific needs, challenges, and aspirations.
- 1.2 Consider the cultural, social, and environmental factors that are important to the community.

2. Market Research

- 2.1 Conduct thorough market research to identify consumer trends, preferences, and pain points.
- 2.2 Analyze the competitive landscape to see what products are already available and where there might be gaps.

3. Collaborative Product Ideation

- 3.1 Bring together researchers, manufacturers, community representatives, and consumer advocates to brainstorm product ideas that address both community needs and consumer demands.
- 3.2 Encourage cross-functional collaboration and creative thinking during this phase.

4. Prototype Development

- 4.1 Create prototypes of the selected product concepts based on the input gathered from the community, manufacturers, and consumer research.
- 4.2 Test these prototypes with the target audience to gather feedback and identify areas for improvement.

5. Iterative Refinement

- 5.1 Continuously refine the product based on the feedback received during prototype testing.
- 5.2 Ensure that the product design aligns with the community's values and addresses consumer preferences.

6. Manufacturability and Scalability

- 6.1 Collaborate closely with manufacturers to ensure that the product can be manufactured efficiently and cost-effectively.
- 6.2 Consider factors such as materials, production processes, and scalability.

7. Value Proposition

- 7.1 Define a clear value proposition for the product that highlights how it addresses community needs, provides value to consumers, and is attractive to manufacturers in terms of production and profitability.

8. Sustainability and Ethics

8.1 Ensure that the product development process considers environmental sustainability and ethical considerations.

8.2 Use materials and production methods that minimize the product's ecological footprint.

9. Community Engagement

9.1 Keep the community informed and involved throughout the product development process.

9.2 Seek their input on design decisions, branding, and marketing strategies.

10. Launch and Marketing

10.1 Introduce the product to the market with a strong marketing campaign that highlights its community-oriented features and consumer benefits.

10.2 Monitor the product's performance and gather feedback for further improvements. By following this collaborative and community-centric approach, researchers, manufacturers, and consumers can work together to create products that not only satisfy commercial goals but also contribute positively to the community and provide value to consumers. Absolutely, having a creative foundation is crucial for entrepreneurs who want to lead the design and creation of community products that meet the needs of consumers while showcasing the culture of the province. Here's why creativity is essential in this context:

1. **Innovation:** Creativity drives innovation. Entrepreneurs with a creative mindset are more likely to come up with unique and innovative product ideas that stand out in the market. They can create products that solve problems in novel ways, providing value to consumers.
2. **Understanding Consumer Needs:** Creative entrepreneurs are adept at understanding consumer needs and preferences. They can empathize with the target audience, gather insights, and design products that truly resonate with consumers, leading to higher satisfaction and brand loyalty.
3. **Cultural Sensitivity:** Creativity allows entrepreneurs to showcase the culture of the province in product design while respecting local traditions and values. This cultural sensitivity helps create products that are authentic and appealing to both locals and tourists.
4. **Differentiation:** In a competitive market, creativity enables entrepreneurs to differentiate their products from the competition. By infusing unique cultural elements into the product design, they create a distinct identity that sets their products apart.
5. **Community Engagement:** Creative entrepreneurs can engage the community effectively. They can collaborate with local artisans, craftsmen, and cultural experts to ensure that the products capture the essence of the province's culture and traditions.
6. **Storytelling:** Creative entrepreneurs can use storytelling to convey the cultural significance of their products. This not only adds value to the products but also helps consumers connect on a deeper level, fostering a sense of appreciation for the province's culture.
7. **Adaptability:** Creativity allows entrepreneurs to adapt to changing market dynamics and consumer preferences. They can evolve their product offerings based on feedback, trends, and emerging needs.
8. **Passion and Resilience:** Creative entrepreneurs often have a strong passion for what they do, which fuels their resilience in the face of challenges. This determination is essential for successfully bringing community-focused products to the market.

By combining creativity with an understanding of consumer needs and a commitment to representing the culture of the province, entrepreneurs can create products that are not only commercially successful but also contribute positively to the community and its cultural heritage.

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