

<b>Research Title</b>	Local Product Development for Community Based Tourism Potential Bueng Khong Long, Nong Khai.
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### ABSTRACT

The objectives of this research were (1) To study background and present status of community tourism product at Bueng Khong Long, Nong Khai including problems and needs of product development, (2) To establish method for product development, solve problem, and develop knowledge for community business, and (3) to evaluate effectiveness of knowledge development and skill in community product, and the administration capacity of community organisation. And(4) To increase latency of community traveling by using community product.

This research is a qualitative study using research and development method technique and participatory action research method (PAR). We enrolled 141 members of community product producers including group of Pha Sa-Bai, Pla Som, Pha-Home, and Pha-Mhai in Bueng Khong Long district, Nong Khai province. There were 4 steps in our study; studied basic data of community product group, established method for product development, applied the developed strategies to practice, and assess the effectiveness of the product development.

#### Research results

1. The target groups were lack of knowledge and skill for product development. In addition, the community product producers had limited budget and ineffective administration process.
2. The suggested strategies were study trip, workshop and conferences, product development by group members, improve administrative process, and reinforcement from researchers.

3. After the strategies implementation, group members of community product producer were able to improve their product qualities and had more product designs and better useful products.
4. The community product producer groups also had better administrative process regarding database of product production and sale. The other aspects of the administrative process were not changed much due to small sample size.
5. All participants were satisfied to take part in the study and had better attitudes to their occupations.

**Keywords :** Local Product, Community Based Tourism Potential

