

ABSTRACT

The objective of this research is to 1) study the model of product management that supports the tourism strategy of Chaingmai province 2) study the strategies implemented by the relevant public bodies to promote and support the community entrepreneurs in product management 3) study the opinions and needs of the community entrepreneurs and the public officers in involving the process of developing the body of knowledge in management in order to use the obtained information to craft an operating plan which emphasis on managing local products in the way that support the province's tourism strategy 4) proposed the suggestions that can be set up as a development path for the community enterprise in sustainable support the tourism strategy of Chiangmai province.

The population in this study which is in Wou-Lia community includes producers, public officers, local tourists and foreign tourists. The purposive sampling and five categories of questionnaire were used as the tools for collecting the data. The obtained information was then analyzed by the statistical software to get the relevant statistic following Likert and Kotler methods. The result suggests that mostly the enterprise in Wou-Lai community operates as a family business with single owner who inherited from the previous generation. The problems that were ranked at the highest level for producers are product, place and personal while the promotion was classified at the medium level. The public officers and the leaders of the community claimed that the public sectors should inject the capital to develop the landscape surrounding the community and the capability of the producers in producing community products and also seeking for the market channels. For tourists, both local and foreign, who buy the silverwares for their own usages mostly satisfy with product and personnel at the highest level. The price and promotion were ranked at the high level and the place was in the medium level.

The conclusions and suggestions which are discovered from this research are the public sector should participate in improving the environment of the community, developing the worker's skills, providing adequate tools and equipments, developing the various products with unique and identity of community and also establishing the exhibition centre. The history of the community should be communicated through well-prepared documentations. The pricing strategy and management system should be set at the same standard by conserve the original to attract the visitors.

For further research recommendations, the other forms of community enterprises besides those who produces silverware, lacquer ware and emboss in other regions should be studied. An in-depth study on the member's life in the community which local intellectual has become the main factors of production should be carried out. In addition, a researcher might develop the plan for managing the landscape or environment surrounding the target community where the province expects to be the area that supports the tourism strategy.