

Souvenir Product Development to Promote Tourism in Klong Rang Chorakhe, Thailand

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This article presents the processes of souvenir product development to promote tourism in Klong Rang Chorakhe, Thailand, which intends to become a new tourist attraction in this region. Based on the preliminary study, it was found that there are many pandan leaf plants around the village, which should be used as a primary material of souvenir product development. Therefore, the objectives of this research are: 1) to study the pandan plant and its beneficial properties, 2) to study the guidelines for the development of pandan as a souvenir to promote tourism, 3) to design and develop product prototypes, and 4) to examine the satisfaction with the products developed from the pandan leaves. The action research approach was applied with four steps, including plan, act, observe, and reflect. The population and target groups of this research were comprised of 300 Thai tourists, and 100 foreign tourists. Calculated with the confidence level of 95 to study the guidelines by using a questionnaire, ten village households were used for the focus group discussion, and 30 tourists were used to test the prototype products. From the results, it was found that the tourists recommended food souvenirs, which were made from pandan, and that tourists can pay a high price for unique, and good quality products. Thus, the pandan leaf tea was developed, and the type of tea that the tourists preferred was produced with a small amount of natural sweetener and added flowers, namely lotus or butterfly pea.

Keywords: *Pandan tea, Souvenir product development, Action research.*

Introduction

Many people claim that tourism is playing a vital role in the world (Jermsittiparsert, 2019; Jermsittiparsert & Chankoson, 2019; Aziz, Mihardjo, Sharif, & Jermsittiparsert, 2020). The situation is becoming clearer since the arrival of numerous issues, including a pandemic of the coronavirus 2019 (COVID-19) outbreak, wherein tourism countries have suffered direct impacts. The economic problem made many people died much more than getting effect by the hazard situation (OECD, 2020). Significantly, in tourist destination areas, when tourists cannot come, business cannot run as well. Thus, there has been a lack of money being distributed for at least three months in such destinations, leading to businesses decline and closure. Therefore, it can be said that if no this virus so we can't be sure how tourism having affected this world. An importantly which can be found during the difficulty only food product can be sole not only in tourist destination area but also in general. Therefore, helping host people in destinations to develop their souvenir products will be highly helpful and beneficial to the situation. A souvenir can create can impact not only om tourists. Wilkins (2011) found that souvenirs are an important component of the tourist experience, but also for the community experience. Lacher and Nepal (2011) mention that souvenirs are considered as a way for communities to obtain an economic benefit from tourism, especially in rural areas. Kusdiby (2015) also mentions that souvenir shopping can help small home industries to survive and develop, mostly in unique areas, such as tea plantations. Tea plantation, tea products, and tea drinking are often mentioned in souvenir development research studies as an attractive activity. The study by Chang (2015) mentioned that tea is the most consumed manufactured drink in the world, which means it has a large scale consumer potential. Moreover, drinking tea is about the sensation and experience more than for thirst, which is why the world of tea can be expanded.

Therefore, tea souvenir product development should be promoted for more mostly in potential area such as in this research. In the case study of Klong Rang Chorakhe in the Phra Nakhon Si Ayutthaya Province, an ancient city of Thailand, there are plenty of Pandan plantations which can produce tea, and subsequently, promote tourism in Klong Rang Chorakhe. As this destination is a new attraction, and it is not outstanding enough to engage direct tourist visits, it needs to share tourists with the main attractions nearby, such as those in the Phra Nakhon Si Ayutthaya Province, and Suphanburi Province, as it is located between them on the Route 4044, approximately an hour from Bangkok, the capital city of Thailand. The tourism promotion of Klong Rang Chorakhe to compete as a primary tourist attraction, in order to attract tourists, is unlikely. However, this destination can share tourists from both the neighbouring provinces, as a source of accommodation along the way, and a resting place for tourists who want to find a peaceful area. On the other hand, if this destination can produce their own souvenir products to attract tourists as a place of origin, it can therefore be another way to promote tourism more effectively. This situation, and the fact that pandan — a

tropical plant with fragrant leaves — is locally grown in this area, has led to this research. It aims at studying the pandan plant and its beneficial properties, the guidelines for the development of pandan as a souvenir to promote tourism, the design and development of product prototypes, and to examine the satisfaction with the products developed from the pandan leaves.

Literature Review

Souvenir Product Development to Promote Tourism

The development of tourist souvenirs must take into account the needs of the tourists, who have the power to make the decision to buy the products that are available, as well as the objectives of the souvenir products that will be developed for use in the community or for tourists to buy and take home (Makarewicz, 2013; Ministry of Tourism and Sports, 2017). The factors that influence the purchase of souvenir products by tourists include the following: 1) the quality of the product, including the materials, raw materials, production processes, and packaging; 2) the unique beauty and distinctive differences in the products, and the packaging; 3) the inexpensive or suitable cost of the products; 4) the presentation of the products, which is distinctive, unique, and different, in the right place for the product; and 5) the products are able to be transported easily, safely, and without deterioration (Manuratsada, Phoncharoen, & Boonthamchuay, 2013). Moreover, the products need to be beautiful, modern, and unique, as well as include a useful function, such as those that cultivate the awareness of Thai cultural values or promote the conservation of the natural environment, which will help tourists feel proud of buying more products (Priest, Carter, & Statt, 2013; Qi & Hong, 2011). Similarly, Srichongsaeng (2018) mentioned that souvenirs which can attract tourists must reflect the uniqueness of local arts, and crafts, be strong, durable, and modern, and provide a mental value, which was also supported by Jaikrajang et al. (2016). This is in line with Rolle and Enriquez (2017), who summarised the concept of souvenir product development in tourist destinations by stating that popular gift products must have the following characteristics: 1) authenticity, including having an original source that is unique or is not imitated from others, as today's tourists very much like the original products, and will not reject the products that are made by households; 2) keepsake value, which is the value of the souvenirs that should be tangible and memorable with regard to tourists' previous travel experiences; 3) easily transportable, including the ability to carry and pack souvenirs conveniently; 4) social value, including the strengthening of society, which means that when tourists buy such souvenirs, it will bring benefits to society through real income distribution; and 5) unique to the place, which reflects the uniqueness of the community through the souvenirs produced. In addition, Rolle and Enriquez (2017) added that food costs are the highest for tourists, with travelers paying significant attention to food health and safety, and now, more tourists are interested in healthier foods than those that are commonly eaten, which is considered a trend that is currently gaining more popularity.

Souvenir Buying Concepts

Tourists are considered a type of consumer that engages in a process to make a purchase, which is involved with tourism. Kioumars (2007) described the definition of the decision process as one of many alternatives that have been considered or assessed to achieve the objectives, and goals. Petro-poulos et al. (2003) stated that tourists' decisions can be divided into two phases based on time. One, is when people have to choose between travelling or staying at home. The decision in this phase depends on personal socioeconomic factors, and the consideration of the desired location. For the second phase, it is a step that is more complicated because it includes a decision-making process. In this phase, the influencing factors include personal preference, cost, and the quality of the service that will be received. Travel decisions are concerned with tourist attractions, and decisions about choosing tourist attractions, and transportation. Similarly, Dabpet (2016) included five phases of purchase decision-making: awareness of the problems, finding the information, evaluating the alternatives, making the decisions, and the post-buying behaviour. Moreover, Sae-heng (2011), and similarly, Sainaratchai and Kianwattana (2018), found that buying souvenir products in Thailand was mostly because of tourists' satisfaction, and the reasonable price.

Tea Tourism

Tea tourism has been accepted for an exceptionally long time, if compared with Assam's tea tourism. Tea, within a specific place, can present the uniqueness, which can be said to be considered as geotourism, as Yuliawati, Rofaida, Gautama, and Hadian (2018) have mentioned. Goowalla and Neog (2011) conducted a study on the tea tourism promotion for Assam in India. Tea tourism is one of the important economic activities of the modern era and, at present, is a budding industry that has a tremendous scope for expansion in Assam. Tea estate bungalows are often well-preserved relics of the colonial era, with large courtyards, swimming pools, century-old trees, and green lawns, which capture an old-world charm. The tea tourism in Assam is very interesting, and many research studies have been undertaken there. For example, Sharma (2016) mentioned that tea tourism is one of the important economic activities of the modern time, with tea tourism in Assam having significant potential. The 'heritage homestay at the tea garden' is one of several gardens in Darjeeling that are over 150 years old and were established in the eighteen hundreds during the British colonial period. The development of tea tourism, by nourishing the environment and preserving the heritage and culture, will benefit the State by creating employment opportunities, and boosting the rural economy. Thereby, alleviating the insurgency, and other socioeconomic problems. If tea tourism is highlighted with proper planning and effective prospects, it can help the Government increase revenue, and also create a new status for the region on the map of the world tourism sector.

The study of Koththagoda and Dissanayake (2017) indicated that tea tourism generates an impact, not only in Assam, but also has an impact on the cost of production (COP) in the Sri Lankan tea sector, which has increased dramatically over its competitors, thus making the tea industry less profitable. Therefore, Sri Lanka needs to change the traditional land, labour usage, and management models that are applicable to the regional plantation companies (RPCs), in order to enable them to solve the current crisis in the tea industry, especially due to the comparatively low yields that lead to low profitability. Additionally, China also has various types of tea, tea events, tea sets, and tea customs for visitors. There is a tea museum that is comprised of four groups of buildings, which display the history and development of tea in China. In Thailand, tea tourism is famous in the Northern region, such as in the provinces of Chiang Mai, and Chiang Rai. People like to visit the tea gardens, tea farms, and tea factories. Moreover, tea products are also popular with tourists. Therefore, there are many tea brands that are available for purchase on the market.

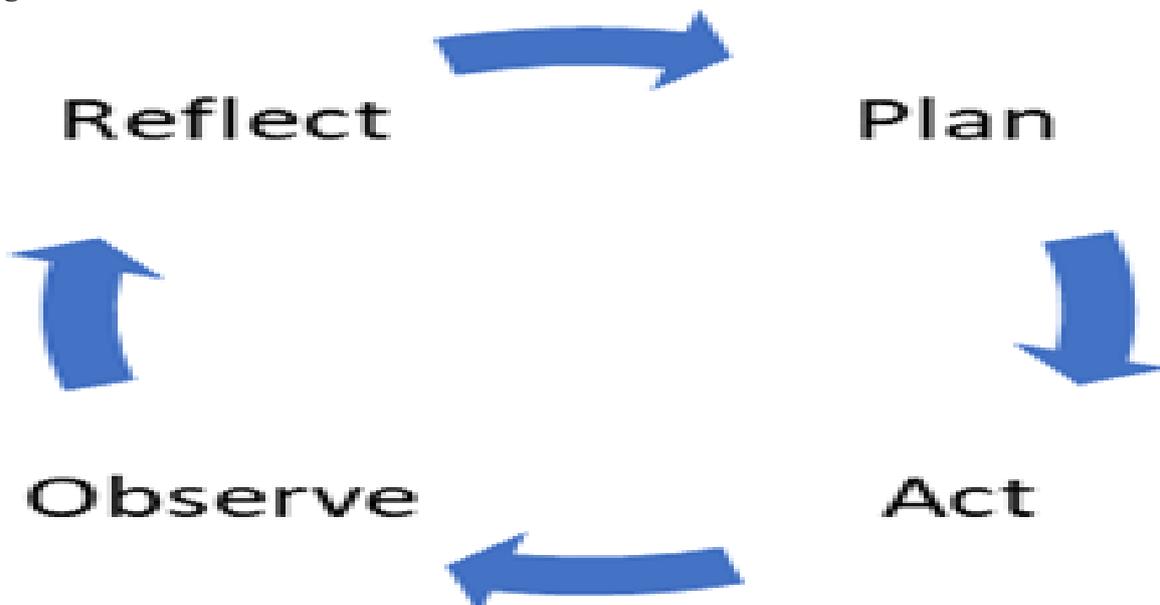
Tea Production

Thao-Kaenchan, Areesrisom, Tonalak, Sutton, and Areesrisom (2017) conducted a study related to the effects of the harvesting age, and the intensity of light on the number of phenolic compounds, and antioxidant activity of pandan leaves. They found that the quantity of phenolic compounds, and antioxidant activity in the leaves had the the highest value when harvested at the age of seven months, after planting under the intensity of light at 45,233 lux. Thirawanitkun et al. (2013) conducted a study on the drying of pandan leaves, and the production into herbal tea, with numerous types of heat sources. The results of the study found that the drying with a high heating temperature has a rate of drying that is faster than that of a low temperature, due to the rate of reduction of the moisture of lemon grass, and the pandan leaf being an exponential function of the drying time. Furthermore, it was also found that in order to control the specific energy consumption in the drying, infrared baking has the lowest rate. Wongarun (2017) conducted a study on the guidelines for the development of products made from aloe vera using pandan leaf juice as a base, which was conducted by identifying the needs of the community, and the design of the products. Following this, the quality was tested with sensory analysis before arranging the distribution for improving the income of farmers. Wiriwutkorn (2019) conducted a study of the effects of sweeteners on the production of herbal tea with lemon grass, and pandan leaf by conducting a comparison between the use of granulated sugar, and stevia. The findings of the study indicated that the results of the sensory analysis showed that the formula of lemon grass combined with pandan leaf, and dry stevia is suitable for the taste, and was considered to be the most acceptable.

Research Methods

This research employed an action research methodology, with the goal of studying the guidelines for solving the problems related to tourism for the Rang Chorakhe community. Action research is not pure research, but it is one part of identifying the guidelines, when solving the research problems with numerous data collection methods (Holloway, 2010). Regarding the process of conducting action research, Lê, Mshelia, and Mirzoev (2015) summarised the steps for employing action research, as composed of the stages of reflection on the problem, followed by planning, taking action, observation, and reflection on the problem, which is based upon further observations. As such, the concept of these steps was applied to this research. Moreover, Lê, Mshelia, and Mirzoev (2015) also stated that there must be the initiation of the project, the gaining of an understanding of the current situation, identification of the focus of the research, revision for reflecting back, and the gaining of an understanding of the final situation.

Figure 1. Action Research Process



Source: Applied from Lê, Mshelia, & Mirzoev (2015)

The population and target group in this study were composed firstly, of villagers that grow pandan leaf, comprising ten households. Secondly, tourists that travelled to the Phra Nakhon Si Ayutthaya Province for tourism, totalling 400 people divided into 300 Thai tourists, and 100 international tourists. These figures were calculated from the total amount of the population of 1,548,608 tourists in the year 2015, divided into Thai tourists (1,205,428 people), and international tourists (343,180 people) (National Statistical Office, 2016), by using the formula of Taro Yamane for the calculation to find the sample group size, which

identified the confidence ratio at the tolerance of 0.05 from the total amount of the population. Thirdly, tourists participating as product testers, totalling 30 people. The tools and data collection methods were divided into the steps composed of the first step of reflection on the problem, followed by the survey of the community to study the potential of the community in the promotion of tourism. Also, a meeting was arranged for a subgroup of people in the community, who are interested in developing products, with the meeting attendees totalling 11 people. Finally, there was a survey on the opinions, and the needs of tourists, with the questionnaire as a tool that was used with the Thai, and foreign tourists, totalling 400 people regarding the development of souvenir products from pandan leaf.

The step of planning followed the study of the data in the first step. The researchers applied the data to use as the basis for the planning, and developing of the prototype products, the testing of the products, and the training on the production of these souvenirs.

The step of taking action included the step of the development of the products. It followed the guidelines that were obtained from the steps of reflection on the problem by determining that the tourists, and villagers agreed that the development of products from pandan leaf should occur in the form of a beverage, in the category of tea. This would be achieved by using the steps of production, which must be able to be performed easily by using an uncomplicated process that allows people in the community to conduct it themselves. These processes include the methods of blanching and drying (Jamsai, 2013), the method that does not include blanching, the method of adding stevia, and the method of adding economic crops that are found in the community (Othong, Thong-Tan, & Limsuwan, 2015).

The step of observation included the tracking, and observation of the results from the development of the products. These observations were obtained from the testing of the products with tourists, totalling 30 people in tourist attractions, by allowing the tourists to taste and rate the prototype products using an interval scale, and the training to disseminate the development of the products to the community.

The analysis and summary of the results of the research were conducted based on the nature of the data, which were compiled from both the quantitative data collection conducted with the statistical process, and the collection of the qualitative data, which were summarised and analysed from the information that was obtained from the description of the situation.

Research Results

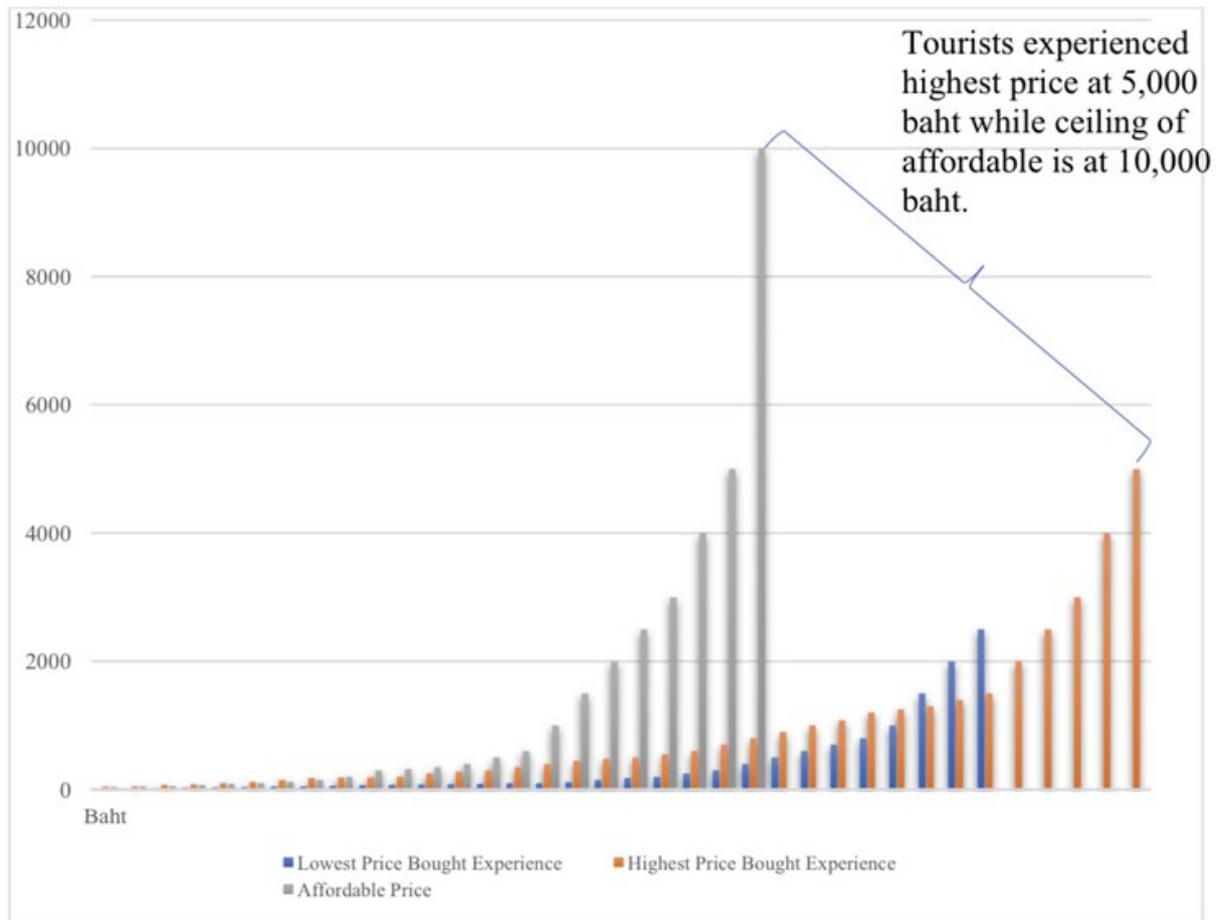
Results from the Reflection on the Problem

From the survey of the community, and the meeting for the subgroup, it was found that in the community, the tourism activities are divided into nine base activities composed of the

presentation and taste of Ayutthaya boat noodles, the lotus flowers house, the chilli paste house, the pandan leaf soap, the salted egg with pandan leaf, Thai dance activities, carp ponds, paddle boats, and clams and vegetable harvesting. In addition to this, it was also found that for the villagers in the community, general agriculture is the main activity, apart from rice farming, as well as lotus cultivation, and the planting of vegetables around their houses. There are many types of plants that are grown around the houses, the majority of which are common household vegetables, and pandan. From the survey, it was found that there is the planting of pandan in a total of ten households. The survey of the villagers found that there is the harvesting of pandan leaves to principally sell to the traders, and middlemen that receive and then distribute them to markets in Bangkok, and also the growing of pandan for general household consumption. Thus, the villagers must allow the development of tourism, and need to find the methods that will help all of the villagers to have an income from tourism. Moreover, the development of products for tourism is another method that the villagers here have employed with continuous effort, based on the testing of the products, and thus, many types of products can be seen, derived from the various base activities.

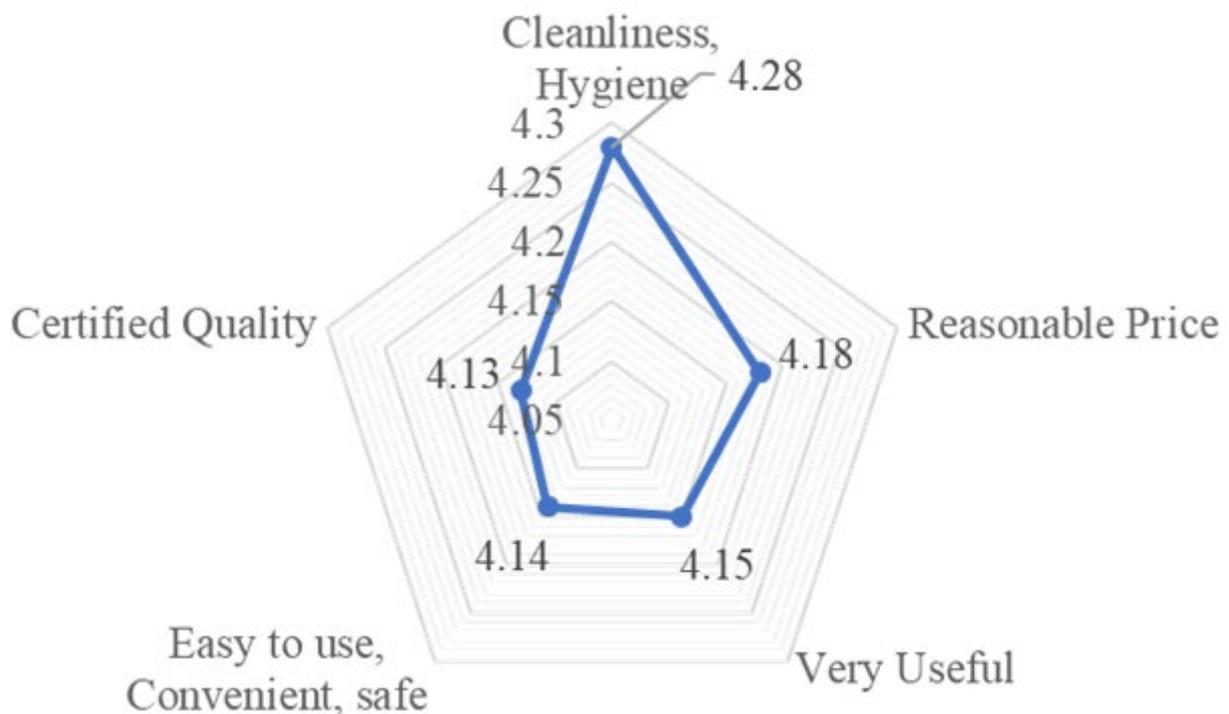
The survey findings showed that the tourists were divided into 205 males or 51.25 per cent of respondents, and 195 females or 48.75 per cent of respondents. The age of the majority of the tourists was in the range of 25–34 years, totalling 188 people at a rate of 47 per cent. It was followed by the age range of 35–44 years, totalling 100 people at a rate of 25 per cent; and the age range of 15–24 years, totaling 61 people at a rate of 15.3 per cent. Regarding education, it was found that the majority hold a bachelor's degree, at a rate of 59.8 per cent. In respect to occupation, the majority were found to be employees of private companies, at a rate of 56.8 per cent. This was followed by government groups or employees of State enterprises, calculated at a rate of 14 per cent. With regard to the average monthly income, 57.8 per cent have an income between 10,001–30,000 Thai baht, followed by 16 per cent having an income lower than or equal to 10,000 Thai baht. For the purchasing behaviour involving souvenirs, it was found that the value of the souvenirs that they have bought is 100–1,000 Thai baht, and the price range of the souvenirs that tourists feel satisfied with when making a purchase is a price between 200–500 Thai baht. As such, in order to help eliminate the obstacles in purchasing them, these purchases must be the essential items, at a rate of 34 per cent. It is followed by the amount of time for tourism is insufficient, and the souvenirs are not interesting, both calculated at rates of 28 per cent. The people who have the most influence on purchasing, include the family members, at a rate of 42 per cent, followed by loved ones at 21.8 per cent, and close friends at 17.8 per cent.

Figure 2. Tourists' Souvenir Buying Experience and the Ceiling of Affordability



Therefore, Figure 2 shows that in the tourist experiences of purchasing souvenirs, it was found that the lowest price that the tourists have ever paid is 10–2,500 Thai baht, and the highest price of the souvenirs that they have ever paid is 45–5,000 Thai baht. However, when asked about the highest price of souvenirs that they are willing to pay, the results were found to be from 40–10,000 Thai baht, with 500 Thai baht being the level that was chosen the most, calculated at a rate of 26 per cent, followed by 200 Thai baht at 15.8 per cent, and 300 Thai baht at 12.3 per cent. The reasons that motivate tourist decisions to buy souvenirs in Thailand, include: 1) an appearance of good quality, cleanliness, and being hygienic, with a mean score of 4.28; 2) having a price that is appropriate with regard to the quality of the goods, with a mean score of 4.18; 3) having significant benefits that are generally accepted, with a mean score of 4.15; 4) convenient and safe for use, with a mean score of 4.14; and 5) displaying a certification of quality, with a mean score of 4.13, as shown in Figure 3.

Figure 3. Characteristics of good souvenirs



If the development of souvenir products is to be improved, it is thought that there should be the most development in the following categories, as mentioned by the majority of the tourists: fresh and dried food, totalling 158 people at a rate of 39.5 per cent; followed in order by Thai desserts, totalling 93 people at 23.3 per cent; clothing, totalling 58 people at 14.5 per cent; traditional toys, totalling 45 people at 11.30 per cent; household wares and utensils, totalling 26 people at 6.5 per cent; and home decoraton, totalling 18 people at 4.5 per cent.

Most recently, regarding the problems of the souvenirs of the community, the majority of the tourists expressed that problems include: the lack of uniqueness, totalling 106 people and calculated at a rate of 26.5 per cent; followed in order by the expensive price, totalling 104 people at 26 per cent; not being very useful, totalling 82 people at 20.5 per cent; the appearance is not original or novel, totalling 59 people at 14.8 per cent; the item is unnecessary, totalling 35 people at 8.8 per cent; and the item is not easy to transport, totalling 12 people at 3 per cent.

For the products that should use pandan leaf in the development for the needs of tourists, it was found that the overall score is at a high level, with the mean at 3.55, and the standard deviation of 0.67. The highest ranked product being a beverage ingredient (herbal tea), followed by incense, local cakes, dry food, vegetables, herbs, herbal medicine, fresh food, wickerwork, home decorations, household wares and utensils, and toys.

Production Guidelines

The results from the study, proposing the guidelines for the development of souvenirs of the community, are composed of the following: 1) conduct the development of the souvenir products made from pandan leaf, which is a local herb that is commonly planted; 2) conduct the development of a type of dry pandan leaf tea, which is mixed with stevia, and local flowers, including butterfly pea flowers, and lotus pollen; and 3) conduct the development of products with the appearance of a good quality, cleanliness, and hygiene with the price that is suitable for the quality of the goods, and a focus on the generally accepted benefits, convenience, and ease of use, safety, and certified quality.

Results of Product Development

The type of production of pandan leaf tea that is considered suitable is the process conducted by producing pandan leaf tea without it being blanched before drying, which is carried out by selecting the conditions for baking at a temperature of 60°C and for a period of time of four hours. This time period was chosen due to the analysis showing no difference for the aw value compared to a time of six hours, and it also conserves resources. The baking conditions of pandan leaf with a temperature at 60°C, and at a time of four hours, results in an effective process for the development of pandan leaf tea products which are combined with herbs for health.

Table 1: Pandan Leaf Tea Production

| Production | Baking time | | |
|---------------------------------------------|-------------------------|-------------------------|--------------------------|
| | 2 hours | 4 hours | 6 hours |
| Pandan being blanched before drying | 6.76 ^a ±0.66 | 6.13 ^b ±0.16 | 6.06 ^{bc} ±0.53 |
| Pandan without being blanched before drying | 5.01 ^a ±0.12 | 3.12 ^b ±0.23 | 3.08 ^{bc} ±0.27 |

Note: a, b, and c horizontal characters are significantly different (P <0.05)

From a study of the quantity of the stevia powder with three different levels, which were 0.05, 0.075, and 0.1 grams in the pandan leaf tea products, it was found that the quantity of stevia powder that is appropriate for the production of pandan leaf tea is 0.075 grams, as the participants that performed the taste test gave it the highest approval rating. Following this, the pandan leaf tea products were combined with two kinds of flowers, and the quality was tested in various sensory aspects, from which it was found that the pandan leaf tea combined with lotus (lotus petals and pollen) was given the highest score by the taste testers, and in terms of the smell of the herbs, the taste, the overall feeling after consumption, and the overall appreciation. This is at a higher level of liking than the original pandan leaf tea, and the pandan leaf tea combined with butterfly pea flowers.

From the analysis of the physical quality of the pandan leaf tea products combined with three kinds of herbs, which are the original pandan leaf tea, the pandan leaf tea combined with butterfly pea flowers, and the pandan leaf tea combined with lotus flower petals and pollen, it was found that the level of moisture is equal to 3.21 per cent, 3.16 per cent, and 3.14 per cent, respectively. Thus, the pandan leaf tea products combined with three kinds of herbs have a value of less than seven per cent, which complies with the standard weight value of local dry herbs products (Department of Industrial Works, 735/2005).

Observation

From the results of the survey regarding the level of satisfaction with the products comprising four kinds of tea — including pandan leaf tea, pandan leaf tea with stevia, pandan leaf tea with butterfly pea flowers and stevia, and pandan leaf tea with lotus pollen and stevia — with the products supplemented with stevia using the same ratio, the findings of a study with 30 tourists indicated that pandan leaf tea with lotus pollen and stevia received the highest interest with the highlighted taste, overall appearance, and smell. It was followed by the pandan leaf tea with butterfly pea flowers and stevia, due to the overall good appearance with a focus on the colour of the tea beverage, and the taste being considered as important.

Discussion of the Results

In respect to geotourism, and from the results of a study of Yuliawati, Rofaida, Gautama, and Hadian (2018), it was stated that the promotion of geotourism should focus on promoting the production of souvenirs that are in accordance with the geography of the local area. Which, in this study, was found by the survey of the community to be lowland rice, and lotus fields, along with the cultivation of pandan leaf for distribution to markets outside the community, with the application of pandan leaf to enhance products. The community must therefore play a part, which is in accordance with this research work, in terms of the types of products that are provided being dependent upon the interests, and the purchasing needs of tourists. Moreover, the results of the study indicated that, according to the tourists, there are many important related issues.

Makarewicz (2013) stated that consumer behaviour has an influence on the development of goods. Thus, identification of the behaviour of the consumers is an important part in the development of new products. This is similar to this research, in which a study of the behaviour of tourists in the Phra Nakhon Si Ayutthaya Province was conducted for the application, as a basis in the development of souvenirs made from pandan leaf. Subsequently, the tourists — including both Thai, and foreign tourists, with a higher ratio of Thai people at 75 per cent — were asked about their behaviour that is related with the tourism combining travel with souvenir purchasing behaviour in general, and their opinions, and

recommendations for the products that are produced from pandan leaf. This is in accordance with the concepts of Priest, Carter, and Statt (2013), who stated that the behaviour of consumers includes the activities that are involved with the decisions related to the emotional, and physical needs of the people participating in the selection of the products available to buy.

With regard to the tourist purchasing decision behaviour concerned with the decisions to purchase goods, it was found that the price is one factor that has a direct influence on tourists. Sae-heng (2011) concluded that the minimum purchase price is six Thai baht, which is nearly the same as the results of this study, which found that the base price in the purchasing step is at ten Thai baht. Also, the results of a study by Sainaratchai and Kianwattana (2018) summarised that the overall spending of tourists for the purchase of souvenirs is approximately 100–150 USD (3,000–4,500 Thai baht), which is in nearly the same spending range as 5,000 Thai baht, which was identified in this research.

Regarding the goods that are related with pandan leaf, it was found that the majority of tourists often come to visit this province in order to buy souvenirs in the category of dry food, and always take them back to the people at home. Thus, it is recommended that there should mostly be the production of goods to distribute in the form of dried herbal tea. As such, these products must have distinctive characteristics that are different from those of other places, so that they will be interesting. This is in accordance with the concept of Srichongsaeng (2018), who stated that for souvenirs to receive interest from tourists, they must have important characteristics, including: 1) they must be able to reflect the uniqueness of the local arts, and crafts; 2) the products must be strong and durable; and 3) in terms of the values of art, and beauty, the styles must be modern, and must also take into consideration the consumers' mental values. Furthermore, care must be taken with regard to the unique products that are distributed, in terms of the inconvenience when purchasing them because this may make it difficult for the customers to accept the products (Jaikrajang et al., 2016). Moreover, for the consideration of the results involving the environmental impacts, Qi and Hong (2011) recommended that effective and beneficial products, and packaging must also protect the environment.

With regard to the promotion of marketing by surveying tourists with the concept of the 4Ps, the results of the study found that that the research findings that were obtained are in accordance with the concepts of Sainaratchai and Kianwattana (2018), who suggest that the development of a logo for the goods that matches the distinctive characteristics of the area is of major importance. As such, this is relevant to the design of the branding of the goods, as well.

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