

Product Development Process to Obtain Community Standard Product Certificate: A Case of Bangkhonthi, Samut Songkhram, Thailand

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Abstract : The objectives of this research were to study the product development process to obtain a community standard product certificate and to set a guideline for the product development process to obtain the community product certificate. Focus group discussion was conducted with many experts in the field, local government officials, and representatives from local producers in Bangkondee district. The findings revealed that there were eight important processes to obtain the community product certificate: 1) prepare document, 2) submit the document, 3) set up an appointment for onsite inspection, 4) onsite inspection and sample collections, 5) evaluate samples, 6) obtain test result, and 7) obtain certificate.

Keywords : perceived values, tourist destination, visiting, product development

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