

Guidelines for the Operation of the New Royal Property OTOP Product Display and Distribution Center, Nong Khai Province, Thailand

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Abstract: This qualitative research aims to: 1) study the policy concepts of royal property development and royal property management that have been implemented and will be implemented in the future by the government. 2) Study the concepts of building management in the private sector. and 3) To develop a plan for the development of royal property, the OTOP product exhibition and sales center in Nong Khai province, to maximize the benefits of the government and the private sector in Nong Khai. Data were collected by in-depth interviews with 1) the person in charge of the OTOP product exhibition and sales center in Nong Khai province from the Nong Khai Provincial Community Development Office. 2) The person in charge of the OTOP product exhibition and sales center in Nong Khai province from the Nong Khai Area Treasury Office. 3) Entrepreneurs within the OTOP product exhibition and sales center in Nong Khai province. and 4) the president of the Nong Khai Chamber of Commerce. The research found that the main reasons for the stagnation of the OTOP product exhibition and sales center in Nong Khai province are as follows: 1) Many areas of usable space that have been auctioned off by the private sector are closed and not being used. This has resulted in the overall image of the OTOP Product Exhibition and Sales Center in Nong Khai Province looking stagnant. When there is no use and no contact with the space owner, the government cannot collect the full maintenance fee, resulting in inefficient maintenance. And 2) With the relevant laws and regulations, both the Nong Khai Provincial Community Development Office and the Nong Khai Area Treasury Office, which are the relevant government agencies, cannot take any action to maintain the OTOP Product Exhibition and Sales Center in Nong Khai Province conveniently. For example, the government cannot easily amend contracts to revoke the rights of private companies that have won bids but have not been used. The government cannot easily request additional funding to cover the cost of maintenance. The government cannot easily allocate fees or rent collected as maintenance costs.

Keywords: Guidelines for the Operation, Operation, Qualitative research

1. Introduction

The OTOP Product Exhibition and Sales Center in Nong Khai Province is a royal property building located on royal property plot number 57. It is located before entering the Mueang Nong Khai municipality, on Mittraphap Road between Nong Khai and Udon Thani. It is surrounded by schools and government offices. The location is spacious and has ample parking, activity areas, and complete utilities (Luksanasee & Bubphamala, 2022). However, this prime location is currently abandoned, with only 2-3 businesses remaining in operation. Despite the government's efforts to revitalize the center, such as organizing meetings of the OTOP Product Exhibition and Sales Center in Nong Khai Province Steering Committee and holding promotional events, it remains stagnant and is not of interest to the public (Pinchai, 2013).

The reasons for the neglect of the OTOP Product Exhibition and Sales Center in Nong Khai Province are as follows: First, OTOP products are not in as high demand as other products on the market today. Even though some OTOP products are still in demand, the current commercial landscape offers online sales channels, so entrepreneurs do not need to pay rent and transportation costs to bring their products to the OTOP Product

Exhibition and Sales Center in Nong Khai Province. Second, the current OTOP product sales format at the OTOP Product Exhibition and Sales Center in Nong Khai Province does not meet the needs of consumers. Consumers want a variety of OTOP products that are high-quality and affordable. However, the OTOP Product Exhibition and Sales Center in Nong Khai Province currently does not have a wide enough variety of OTOP products, the quality of the products is inconsistent, and the prices are relatively high (Luksanasee & Bubphamala, 2022; Pinchai, 2013).

To address the problem of the abandoned OTOP Product Exhibition and Sales Center in Nong Khai Province, it is necessary to change the operation of this facility. The following factors should be considered: 1) Sales format: The OTOP product sales format should be changed to better meet the needs of consumers. For example, OTOP products could be sold in a community OTOP market format to increase opportunities for small businesses in Nong Khai Province to sell their 2) OTOP products: A wide variety of high-quality OTOP products at affordable prices should be offered to incentivize consumers to use the facility. 3) Tourism promotion: Tourism promotion activities should be held in conjunction with OTOP product sales to attract tourists to the OTOP product exhibition and sales center in Nong Khai Province (Luksanasee & Bubphamala, 2022).

Collaboration between the public and private sectors is essential to changing the operation of the OTOP Product Exhibition and Sales Center in Nong Khai Province. The government should provide the venue and facilities, while the private sector should be responsible for sourcing OTOP products and organizing tourism promotion activities. Collaboration between the public and private sectors will increase the chances of success in changing the operation of the OTOP Product Exhibition and Sales Center in Nong Khai Province.

2. Research objectives

2.1 To study the government's policies and practices for developing royal property, with a focus on the OTOP product exhibition and sales center in Nong Khai province.

2.2 To study the concepts of building management, with a focus on how they can be applied to the OTOP product exhibition and sales center in Nong Khai province.

2.3 To develop recommendations for the development of the OTOP product exhibition and sales center in Nong Khai province that will maximize the benefits of the government and the private sector.

3. Data collection methods

In this study to propose guidelines for the development of the royal property, OTOP product exhibition, and sales center in Nong Khai province, the researcher used three data collection methods:

3.1 Documentary research

The researcher will first collect data, documents, laws, regulations, and other relevant information, such as the use of royal property, the use of royal property buildings, and the utilization of the OTOP product exhibition and sales center in Nong Khai province, from the internet. If any information cannot be found on the internet, the researcher will write a letter requesting assistance from relevant government agencies.

3.2 Non-participant observation

The researcher will visit the OTOP product exhibition and sales center in Nong Khai province to obtain overall physical information about the location, including the number of floors, the number of occupied rooms, the number of unoccupied rooms, the number of utilities, the number of parking spaces by type, and the overall condition of the building.

3.3 In-depth interviews (IDIs)

The researcher will visit the location to interview key informants, including: 3.1) The official responsible for the OTOP product exhibition and sales center in Nong Khai province from the Nong Khai Provincial Community Development Office, 3.2) The official responsible for the OTOP product exhibition and sales center in Nong

Khai province from the Nong Khai Area Treasury Office, 3.3) Entrepreneurs within the OTOP product exhibition and sales center in Nong Khai province, And 3.4) The President of the Nong Khai Chamber of Commerce.

4. Tools and equipment

The tools and equipment used to collect data include: 1) Audio recorder 2) Notebook 3) Pen 4) Camera

5. Research Methodology

The researcher used the qualitative case study research method developed by Chaiwijindakant (2018) in the article, as follows:

Step 1: Research planning

1) Site selection

Location: The researcher selected the royal property, the OTOP product exhibition and sales center in Nong Khai province, as a case study because it is a prime location with government support, but it is still in a state of neglect. This is contrary to expectations, and it is a public space where the researcher can collect data freely.

Data providers: The researcher defined the data providers as individuals from both the public and private sectors to obtain a variety of perspectives. Public sector data providers must be agencies and officials involved in the OTOP product exhibition and sales center in Nong Khai province. Private sector data providers must be knowledgeable and experienced in running a successful business that meets the needs of consumers.

2) Tactical field

The researcher used an overt approach, which is a role-playing approach, as an outsider. The researcher requested permission to collect data openly in order to observe and record the environment of the location, as well as to talk to other data providers in addition to the main data providers.

3) Building relationships in the field

The researcher will use formal language when going to the field to collect data to build trust with the data providers.

4) Data collection in the field

During the interview, the researcher will observe the tone of voice and behavior of the data provider to use as a supplement to the interview transcript.

5) Field termination

The researcher will spend no more than 1 hour interviewing each data provider to obtain comprehensive, concise, and to-the-point information. However, the researcher will ask for additional information from the data provider after the interview is complete if the researcher has any additional questions later. This may be done by requesting additional information by phone or other means that the data provider is comfortable with.

Step 2: Collecting qualitative data.

In this study to propose guidelines for the development of the royal property, OTOP product exhibition, and sales center in Nong Khai province, the researcher used three data collection methods:

Documentary data: In the preliminary stage, the researcher will collect data, documents, laws, regulations, and other relevant information, such as the use of royal property, the use of royal property buildings, and the utilization of the OTOP product exhibition and sales center in Nong Khai province, from the internet. If any information cannot be found on the internet, the researcher will write a letter requesting assistance from relevant government agencies.

Observation: The researcher will use non-participant observation by visiting the OTOP product exhibition and sales center in Nong Khai province to obtain overall physical information about the location, including the number of floors, the number of occupied rooms, the number of unoccupied rooms, the number of utilities, the number of parking spaces by type, and the overall condition of the building.

Interview: The researcher will use formal interviews or structured interviews with prepared questions, including both questions that require specific answers and questions that can be answered as desired.

Step 3: Analyzing qualitative data.

Data consistency check: The researcher will use data triangulation to verify the accuracy of the data from different sources. This involves considering different sources of time, location, and individuals to determine whether data from different times is the same, whether data from different locations is the same, and whether the data remains the same when the data provider changes.

Qualitative data analysis method: The researcher will use conclusion interpreting, an inductive analysis format, by summarizing the interview transcripts of each data provider into answer points for each question.

Step 4: Writing qualitative research report

When the researcher has obtained all the information from all the data providers who have reached data saturation, the researcher will analyze and compile the report into the research findings in Topic Result. The report must be accurate, concise, clear, harmonious, and continuous. It must emphasize the importance of formal language for the reliability of the data. This will allow users of the data to obtain factual, to-the-point information that can be used as a reference for consideration in any matter.

6. Result

Based on the researcher's use of a qualitative case study research approach as a guideline for the study, the researcher has obtained the following results of the study according to each process step:

Step 1: Research Planning

-1- Site Selection

Location: The researcher selected the Royal Property, OTOP Product Exhibition and Sales Center, Nong Khai Province, as the case study because it is a prime location, located before entering Nong Khai Municipality, on Mittraphap Road, Nong Khai-Udon Thani, surrounded by schools and government centers. The place is spacious, equipped with a parking lot, an activity area, and a building with complete utilities. There are government agencies that provide continuous care and support, but this place is stagnant, with underutilized space. Many areas within the building are abandoned, which should not be the case. In addition, it is an open public place where the researcher can collect data freely.

Data Sources: The researcher defined the data sources as individuals from both the public and private sectors to obtain a variety of perspectives. The data sources from the public sector must be agencies and officials related to the OTOP Product Exhibition and Sales Center, Nong Khai Province. The data sources from the private sector must be individuals related to the OTOP Product Exhibition and Sales Center, Nong Khai Province, and have knowledge and expertise in running a successful business that meets the needs of consumers. The researcher received the assistance of 10 data sources, including:

Data Sources 1. Officials responsible for the OTOP Product Exhibition and Sales Center, Nong Khai Province, from the Nong Khai Provincial Community Development Office, with the following objectives:

- (1.1) To understand the criteria and conditions for using the space of the OTOP Product Exhibition and Sales Center, Nong Khai Province, for both the public and private sectors.
- (1.2) To understand whether the Nong Khai Provincial Community Development Office, as the owner of the space, has any post-occupancy supervision.
- (1.3) To understand what the Nong Khai Provincial Community Development Office has done since the establishment of the OTOP Product Exhibition and Sales Center, Nong Khai Province, to encourage the use of space to the fullest extent.
- (1.4) To understand why the OTOP Product Exhibition and Sales Center, Nong Khai Province, has not yet been fully utilized, from the perspective of the Nong Khai Provincial Community Development Office as the owner of the space, Does the Nong Khai Provincial Community Development Office have any solutions?
- (1.5) To understand if the Nong Khai Provincial Community Development Office has any long-term plans for the management of the OTOP Product Exhibition and Sales Center, Nong Khai Province.

Data Sources 2. Officials responsible for the OTOP Product Exhibition and Sales Center, Nong Khai Province, from the Nong Khai Regional Treasury Office, with the following objectives:

- (2.1) To understand the criteria and conditions for using the OTOP Product Exhibition and Sales Center, Nong Khai Province, both by the public and private sectors.
- (2.2) To understand whether the Nong Khai Regional Treasury Office, as the guardian of maintenance, use, utilization, legal affairs, and other matters relating to state property under the State Property Act, has any post-occupancy supervision.
- (2.3) To understand if the OTOP Product Exhibition and Sales Center, Nong Khai Province, can be changed in terms of both tangible and intangible operations.

Data Sources 3. Entrepreneurs within the OTOP Product Exhibition and Sales Center, Nong Khai Province, a total of 7 stores, who have been operating their businesses within the OTOP Product Exhibition and Sales Center, Nong Khai Province, on a regular basis, including: 1) Brown House 2) Mae Jodd 3) Farm Station 4) Agricultural Bank of Thailand, Nong Khai OTOP Product Exhibition and Sales Center Branch 5) Nana Beauty 6) Krom Dyeing Shop, and 7) Bunjong Tour, With the following objectives:

- (3.1) To understand how long each establishment has been operating and why they chose to operate this type of business.
- (3.2) To understand why each entrepreneur chose the OTOP Product Exhibition and Sales Center, Nong Khai Province, as the location of their establishment.
- (3.3) To know the process of requesting space that each entrepreneur has undertaken, including what they are and what the criteria and conditions are.
- (3.4) To know the current opinions of each entrepreneur about the OTOP Product Exhibition and Sales Center, Nong Khai Province.
- (3.5) To know the needs of each entrepreneur, how long they expect to operate their businesses within the OTOP Product Exhibition and Sales Center, Nong Khai Province, and why.

Data Sources 4. President of the Nong Khai Chamber of Commerce, with the following objectives:

- (4.1) To know the term of office as president of the Nong Khai Chamber of Commerce.
- (4.2) To know a brief work history.
- (4.3) To know the current opinion about the OTOP Product Exhibition and Sales Center, Nong Khai Province.

In addition to the objectives according to the context of each informant, the researcher also wants to know the policy concept. If the informant has absolute power in the management of the OTOP Product Exhibition and Sales Center, Nong Khai Province, how will the informant proceed to make the most of this space? And I want to know suggestions and additional comments (if any).

-2- Tactical Field

Before identifying the informants, the researcher used an overt tactic, playing the role of an outsider. The researcher openly disclosed his or her status as a student from Khon Kaen University, Nong Khai Campus, who was currently collecting data for an independent study on the new royal property operation model, the OTOP Product Exhibition and Sales Center, Nong Khai Province. The researcher observed and took pictures of the environment of the site, both in areas that had been used and in areas that were still abandoned.

Based on the observations, the researcher identified the informants who operated businesses within the OTOP Product Exhibition and Sales Center, Nong Khai Province, based on the consistency of their business operations. No matter what day or time the researcher visited the site, he or she still found these informants open for business. After identifying the informants, the researcher began by verbally contacting them to inquire about basic information such as the informant's name, date, time, location where the informant was available to provide information, and telephone number. Once the informant verbally agreed, the researcher prepared a letter requesting assistance in collecting data for the independent study and presented it to the informant to request assistance in the form of a formal interview, along with an interview form to allow the informant to know the interview guidelines in advance. The date, time, and location of the interview were at the discretion of the informant.

-3- Rapport

Before the interview began, the researcher began by greeting, introducing himself or herself, and explaining the interview guidelines to the informant in general terms using formal language and dressing in a formal traditional costume to build credibility with the informant. Moreover, during the interview, the researcher-maintained eye contact with the informant at all times, did not interrupt the informant while they were being interviewed, even if some of the content was outside the scope of the questions, and did not detain the informant, even if the interview was taking place during the informant's business hours and the informant would occasionally be busy.

-4- Field Data Collection

During the interview, the researcher took notes on the informant's personal information to prevent misspellings, including the informant's name and phone number. The researcher also used a voice recorder to record the interview throughout the interview, having obtained permission through the letter of assistance and before the interview began.

-5- Leaving the Field

The researcher spent no more than 30 minutes interviewing each informant to obtain complete, concise, but relevant information and not disturb the informant's business time too much. The researcher also requested additional information from the informant after the interview was completed if the researcher had additional questions later. This could be done by requesting additional information by phone or other means that the informant is comfortable with. When the interview was finished, the informant gave a souvenir to each informant as a thank you.

Step 2: Collecting Qualitative Data

In this study to propose guidelines for the development of the OTOP Product Exhibition and Sales Center in Nong Khai Province, the researcher used three methods of data collection:

-1- Document Analysis

The researcher obtained document data about the OTOP Product Exhibition and Sales Center in Nong Khai Province from the Nong Khai Provincial Community Development Office. The data included the following information:

The OTOP Product Exhibition and Sales Center in Nong Khai Province was originally a royal property building located on land plot number 57. It is located just before the Nong Khai Municipality, on Mittraphap Road between Nong Khai and Udon Thani. It is surrounded by schools and government offices. The site is spacious and has a parking lot, an activity area, and a fully equipped building with utilities.

The OTOP Product Exhibition and Sales Center in Nong Khai Province was built in cooperation between the Nong Khai Province, the Department of Community Development, and the Nong Khai Regional Treasury Office. It was created to be a place to exhibit and sell OTOP products from Nong Khai Province, as well as a tourist information center and a resting place for Thai and foreign tourists visiting Nong Khai Province.

The OTOP Product Exhibition and Sales Center in Nong Khai Province is operated by the Nong Khai Provincial Community Development Office. OTOP entrepreneurs from all districts of Nong Khai Province are selected to sell their products on a daily basis. Entrepreneurs must pay rent to Nong Khai Province for the space they use. In addition, the OTOP Product Exhibition and Sales Center in Nong Khai Province also organizes tourism promotion events in conjunction with the sale of OTOP products, such as the Nong Khai OTOP Product Exhibition and Sales Festival, the OTOP Product Festival, and traditional cultural performances.

-2- Observation

The researcher used non-participant observation to collect data about the physical characteristics of the OTOP Product Exhibition and Sales Center in Nong Khai Province. The researcher observed the following: (1) The center is a two-story Thai contemporary building with a brick structure. (2) It is located on a large, well-maintained site with ample parking, an activity area, and a fully equipped building with utilities. (3) The interior of the building is divided into stalls. (4) There is an activity area in the central hall and outside the building. (5) There are separate male and female restrooms. (6) There is an elevator for the disabled or for transporting goods. (7) The center is used by both the public and private sectors in some areas.

Despite its good location and contemporary Thai design, the center is in a state of disrepair. Many of the stalls are closed, and the overall atmosphere is quiet and neglected. The businesses inside the center are only busy during lunch time, when workers from the Nong Khai Provincial Employment Center come down from the second floor to eat. However, even though there are hundreds of workers coming to the center each day, only dozens actually use the businesses inside the OTOP Product Exhibition and Sales Center in Nong Khai Province.

-4- Interview

The researcher conducted formal interviews with relevant stakeholders to collect data about the OTOP Product Exhibition and Sales Center in Nong Khai Province. The following are the key findings from the interviews with the officials from the Nong Khai Provincial Community Development Office:

4.1 Problems

- The toilets are dirty and poorly maintained.
- The building and facilities are dirty and in disrepair.
- Many spaces are not being used to their full potential.
- Rent and common area fees are collected, but the money is not used for repairs and maintenance.
- The relevant government agencies are not actively managing the center.
- There are limitations on how the space can be managed. Private businesses cannot independently manage areas that are still in need of improvement.

4.2 Recommendations

- The relevant government agencies should use the rental fees or request additional funding to renovate and repair the OTOP Center. This includes painting the building, improving the interior and exterior landscaping, repairing damaged areas (broken tiles, leaks, and burnt-out lights), hiring more cleaning and security staff, and having staff regularly monitor the center.

- The relevant government agencies should have clear and strict measures for cleaning staff, security staff (if applicable), tenants, and the public using the center regarding cleanliness and parking
- The relevant government agencies should have measures for tenants who have won the bid to rent space. These measures should require tenants to use their space to ensure that the OTOP Center is fully utilized and does not appear to be abandoned.
- The relevant government agencies should hold meetings with relevant stakeholders, both government and private, at least once a month. These meetings should provide an opportunity for tenants, users, and those who are aware of the actual problems to provide feedback and work together to find solutions.
- The relevant government agencies should amend laws, regulations, and rules that are not conducive to private management. For example, the researcher suggested that the center could charge for bathroom use to generate revenue to improve cleaning.
- Based on the results of the current management, the relevant government agencies should open up opportunities for private businesses to manage the center to maximize the use of the space.

Step 4: Writing a Qualitative Research Report

In this section, the fourth step of the research method, the writing of a qualitative research report, will be explained based on the procedures carried out in steps 1 to 3.

The OTOP Product Exhibition and Sales Center in Nong Khai Province is a building located on land plot number N.K. 57, which is currently under the care of the Nong Khai Provincial Community Development Office. From the outside, it is a two-story contemporary Thai-style building with a brick structure that looks strong and durable. It is located before the municipal area of Nong Khai, on Mittraphap Road, Nong Khai-Udon Thani, surrounded by schools and government offices. The location is spacious and has a parking lot, an activity area, and a building with complete utilities. Inside the building, the space is divided into lockers. There is an activity area in the center of the building and outside the building. There are separate men's and women's restrooms, and an elevator for the disabled or for transporting goods. The center is used by both the public and private sectors in some areas.

Although the building is physically located in a good location and has a beautiful contemporary Thai design, it is actually in a state of decline. The building is damaged and dirty. Many lockers are closed, which adds to the feeling of desolation. The businesses in the center are only busy during lunchtime, when workers from the Nong Khai Employment Reception Center and End of Employment come down from the second floor to have lunch. However, this is only for a short period of time, about 1-2 hours each day. Even though there are hundreds of workers coming to the center each day, only dozens of them actually use the businesses in the OTOP Product Exhibition and Sales Center in Nong Khai Province.

Based on the study, the researcher found that the main causes of the decline of the OTOP Product Exhibition and Sales Center in Nong Khai Province are as follows: (1) Many lockers that were auctioned off by private businesses are closed and not being used. This has resulted in a general decline in the image of the center. When the lockers are not being used and there is no contact with the owners, the government is unable to collect the full maintenance fee. This has led to a decrease in the efficiency of maintenance. (2) The relevant laws and regulations have made it difficult for the Nong Khai Provincial Community Development Office and the Nong Khai Area Treasury Office, which are the relevant government agencies, to take any action to maintain the OTOP Product Exhibition and Sales Center in Nong Khai Province. For example, it is difficult to amend contracts to revoke the rights of private businesses that have won the auction but are not using the lockers, to request additional funding, or to request that the fees or rent collected be used for maintenance. In conclusion, it is highly unlikely that the OTOP Product Exhibition and Sales Center in Nong Khai Province can be transformed into something else, such as a rest stop for tourists with a food court and souvenir shops, a shopping mall, or a new landmark. This is because the land is government property under the jurisdiction of government agencies, which are subject to laws, regulations, and rules that do not allow for immediate changes. Additionally, there is a lack of funding to support such development.

7. Conclusion

The OTOP Product Exhibition and Sales Center in Nong Khai Province is a building located on land plot number N.K. 57, which is currently under the care of the Nong Khai Provincial Community Development Office. The building is a two-story contemporary Thai-style building located before the municipal area of Nong Khai, on Mittraphap Road, Nong Khai-Udon Thani.

The study found that the main reasons for the decline of the OTOP Product Exhibition and Sales Center in Nong Khai Province are as follows:

- (1) Many areas of the building that were auctioned off by private businesses are closed and not being used, which has resulted in a general decline in the image of the center.
- (2) The relevant laws and regulations have made it difficult for the relevant government agencies to take any action to maintain the center.

The initial solution to address the problems at the OTOP Product Exhibition and Sales Center in Nong Khai Province is to have the immigration office open at the center. This would attract people to use the center, which would also attract businesses to operate there. Once the center is seen as successful, it is more likely that additional funding will be available for renovation and development.

In addition to the initial solution, there are other recommendations:

- (1) The relevant government agencies should amend the relevant laws and regulations to make it easier to take action to maintain the center.
- (2) The relevant government agencies should have a long-term development plan for the center so that it can be developed into a center for OTOP products and an important tourist destination in Nong Khai Province.

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