Title	The Development of Biking Routes for Healthy,Tourism and Community Development around BansomdejChaopraya Rajabhat University
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Academic Year	2015

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The objectives of this research are 1) To survey of bike routes in the health information, historical monuments, ancient remains, antiques, handicraft with in the community of Thonburi district. and 2) To develop packaging in the Kanlaya sub-district, Thonburi district, Bangkok for the unique and customers satisfaction. The scope of the research is surveying bike routes in the health information, historical monuments, ancient remains, antiques, handicraft with in the community of Thonburi district and testing packaging design for Kanom Farang Kudeejeen. The operation consist of exploratory research, determining for suitable bike route for tourism, surveying for packaging design and making Kanom Farang Kudeejeen packaging. The research tool are questionnaire for targets group that are cyclists and customers of Kanom Farang Kudeejeen. The research

resulted in customer satisfaction of tourism to the bike route in Thonburi district with 5 consecutive satisfaction by ordering from highest to lowest scores thus; The beautiful of tourist attraction with the average ($\bar{x}$ = 4.80) at very good level. The number of tourist attraction in the routes with the average (= 4.67) at very good level. The atmospheric side of cycling with the average ($\bar{x}$ = 4.40) at good level. The diversity of tourist attraction with the average (= 4.33) at good level. The amusement of cycling in bike route with the average (= 4.13) at good level. The designing of Kanom Farang Kudeejeen packaging. The customer satisfaction of producers, buyers with 6 consecutive satisfaction the most thus; 1) The designing of packaging's shape that were particularities in the community and difference from others and 2) The explanations that indicated community identity with the averages ($\bar{x}$ = 4.13) at good level together. 3) The symbol reflected identity of Kanom Farang Kudeejeen with the averages (= 4.03) at good level. 4) The image reflected identity of Kanom Farang Kudeejeen with the averages (= 4.13) at good level. 5) The functional of packaging that considered products within the packaging with the averages (= 3.45) at good level and 6) The marketing that showed identity of local with the averages ($\bar{x}$ = 4.70) at very good level ,significantly.

However, the management of suitable bike routes for tourism. The overall of customer satisfaction were good level, but there were also something that improve in the area to safety. It could appreciate tourist attraction accessibly and safely. The overall of customer satisfaction were good level of the designing of Kanom Farang Kudeejeen packaging, but it found that also the producers of the areas that commonly used plastic packaging because it was easy and economical cost. So, we should promote the development of friendly and economical of packaging that added value for the products of the community.

Keywords: bike routes/ tourism/ community development/ packaging design/ Kanom Farang Kudeejeen