



Area Based Development Research Journal

Official Translation of วารสารวิจัยเพื่อการพัฒนาเชิงพื้นที่
Thailand Research Fund

Vol. 1 No. 5 May – June 2009

E-ISSN 2408-1752

- | | |
|---|--------------------|
| Model for Air Pollution Management by Community the Case Study of Mae Hong Son Province
<i>Surasak Nummeesri</i> | Article No. 255215 |
| Communication Networks and Community Existence: An Analysis of Toongkwang Village, Pananikhom District, Chonburi Province
<i>Somsuk Hinviman</i> | Article No. 255216 |
| The Development of Germinated Brown Rice for Small Scale Rice Mill
<i>Khongsak Srikaew</i> | Article No. 255217 |
| The Development of the Indigenous Silk Producing for Promoting Small and Micro Community Enterprise in Chiang Rai Province
<i>Prayoon Huangnikhon</i> | Article No. 255218 |
| Knowledge Management for Quality's Teacher Development by Using English for Integrated Studies in Pra Apai-mani Secondary School, Klaeng District, Rayong Province
<i>Khompol Suwannakut</i> | Article No. 255219 |
| Application of Logistics Management System and Demand Chain for OTOP Cloth Producer Groups (Natural Dying Cloth), Udonthani
<i>Apichit Ratthanakomet</i> | Article No. 255220 |
| The Research on Model of Sustainable Tourism Management by the Community, Ban Pha Taak, Sob Perng Sub-district, Mae Taeng, Chiang Mai Province
<i>Dutsanee Chaowna</i> | Article No. 255221 |



Model for Air Pollution Management by Community the Case Study of Mae Hong Son Province

Surasak Nummeesri

Department of Environmental Science, Faculty of Science and Technology, Chiang Mai Rajabhat University, Muang, Chiang Mai 50300

E-mail duydui@hotmail.com

Abstract

The objective of this research is to construct the model for managing air pollution by community, through using participatory action research. This study found that air pollution in Ban Na Pra Jad area occurred by smoked, which mainly come from burning in agricultural area within forest. People's attitude towards managing air pollution problems is that this problem is the responsibility of governmental organization, not their own responsibility. Problem solving from the governmental sector for controlling forest fire in the area was to send governmental officers into that area. However, some of these fire controlled groups are outsiders, and do not have sufficient knowledge about geographical figures in the area. This could make fire controlling becomes more difficulty and delay, and forest fire could spread out more.

A model for air pollution management by community the case study of Mae Hong Son Province, Ban Na Pra Jad, comprises of the beginning of allowing community to realize their problems within the community, in order to change people's attitude. Then, people in the community participate in designing a model for solving problem, which contains the construction of fire preventing zone in several high risk spots that forest fire could occur, making community map and risk spots, in order to designate controlling area, gradually burning and igniting different spots for reducing smoke accumulation, and using agricultural bio-mass for making fertilizer for agricultural activities.

Keywords: -



Communication Networks and Community Existence: An Analysis of Toongkwang Village, Pananikhom District, Chonburi Province

Somsuk Hinviman

Faculty of Journalism and Mass Communication, Thammasat University, 2 Prachan Rd, Pha Nakhon, Bangkok 10200

E-mail acfb@hotmail.com

Abstract

This research project aims to explain how and why a communication network influences persistence and changes in Toongkwang village community politically, socially, culturally and economically. Adopting the concepts of communication network and local community existence, the project ethnographically examines Toongkwang villager's social life – using a participation observation technique, conducting interviews with key informants, doing an oral history of the village community, operating a focus group interview of rural inhabitants, and performing a field experiment in the village.

The research project begins to investigate a socio-cultural context of the Toongkwang community life. In relation to an exogenous factor, whilst the process of modernization has continued to invade rural dweller's way of life, these people attempt to sustain their village community geographically and economically. Nonetheless, as for the endogenous factor, despite certain political conflicts in the community, peasants adopt various mechanisms to lessen tensions between political groups or cliques. Historically, they generate shared and collective memory about the village community. Socially, kinship and a state of closed society bind together villagers and their social life. Culturally, rice farmers articulate values and meanings in everyday life and community rituals. And, importantly, these rural people use communication apparatuses to strengthen shared meanings and feelings, so that they can perpetuate their community's space, identity and power.

Exploring further Toongkwang 's communication practices, the research project found that an interconnection between the three networks of the local coffee shop, the bamboo craft women's group, and the village's Buddhist temple, functions to enhance an existence of the rural village community. With their long history and cultural roots from the past, the three networks provide a communication space for people with different gender, age and political cliques. The networks also work in both sacred and secular spaces, as well as at the regular, daily and occasional levels. These networks vary according to different patterns of communication – vertical and horizontal, active and passive, one-way and two-way, participatory, and so on.

With the variety of communication networks, rural villagers have various choices of social interaction in different conditions. Furthermore, the networks significantly function, at both the individual and community levels, to manage information flows within the village and from the outside world, to dilute social conflicts and tensions, to generate and strengthen social organic bonds, and to reproduce Toongkwang's identity and power. However, the research project reveals that although communication network practices influence the existence of the village community, they emphasize more social, cultural and political than economic aspects.

Keywords: -



The Development of Germinated Brown Rice for Small Scale Rice Mill

Khongsak Srikaew

Department of Food Science and Technology, Faculty of Agricultural Technology , Pibulsongkram Rajabhat University, Muang, Phitsanulok 65000

E-mail: khongsak@prsu.ac.th

Abstract

The community rice mills at Donthong sub-district, Muang district, Phitsanulok province experienced the problem of over capacity. Participatory approach was applied for this research. It was found that one of the strengths was the brown rice products. Brown rice has different market target from white rice which is usually produced by most commercial rice milling plants in Phitsanulok. Using brainstorming method, it was agreed that the community rice mills should increase the production of brown rice and add values to brown rice by developing the germinated brown rice products. Market survey was conducted by the research team. From 500 questionnaires, it was found that 75% were interested in germinated brown rice products. They suggested that the products should focus on nutritional values and should be packed in 2 kg. packages or less. The price should not be 20% more than that of white rice. The simple process for producing germinated brown rice, suitable for application in the community, was also established. It includes soaking new brown rice in clean water for 12 hr. covered with damp cloth for another 12hr. before sun drying for 2-3 days.

Keywords: -



The Development of the Indigenous Silk Producing for Promoting Small and Micro Community Enterprise in Chiang Rai Province

Prayoon Huangnikhon

Sericulture Center, Faculty of Science and Technology, Chiang Rai Rajabhat University, Phahonyothin Rd, Muang, Chiang Rai 57100

E-mail prayoon@cru.in.th

Abstract

The development of the indigenous silk producing for promoting small and micro community enterprise was conducted in Ban Pangloa, Tambon Maekhoatom, Muang and Ban Samarnmitr Tambon Donsila, Wiangchai, Chiang Rai province. The study was undertaken the experiment method and Participatory Action Research (PAR) during October, 2005 – September, 2008. The findings of the study revealed that the areas for mulberry cultivation and the use of Buriram 60 species have increased. The silkworm culture was based on the developed species “Rajabhat Chiang Rai” and the farmers received the reproduction species from Chiang Rai Rajabhat University Sericulture Center instead of producing the silkworm eggs by themselves. It also appeared that a number of silkworms in each season increased dramatically; the produced silk yarn quality was higher than in the past due to the use of silk reeling – Denchai 1. Additionally, there appeared a rise of number of silk cultivation agriculturalists and the silkworm culture groups were empowered and strengthened through training sessions. These groups were also registered as small and micro community enterprises.

Keywords: Sericulture, Small and micro community enterprises



Knowledge Management for Quality's Teacher Development by Using English for Integrated Studies in Pra Apai-mani Secondary School, Klaeng District, Rayong Province

Khompol Suwannakut

Research and Development Institute, Rambhai Barni Rajabhat University, Thachang, Muang, Chanthaburi 22000

Email: khompol@gmail.com

Abstract

This research was studied for developing the teacher, methods of knowledge management for developing the teacher, problems and obstacles including recommendations, according to the English for Integrated Studies Program (EISP) in Pra Apai-mani Secondary School, Klaeng District, Rayong Province. It is a qualitative research using documents, observation and in-depth interviews of 15 key-informants.

The research were found that: 1) The teacher development project recruited teachers who are competence in English, as type have been selected, i.e. sciences, mathematics, computer and English are the main target 2) To keeping the teachers in the Project welfare has to be provided properly with mentor for necessary consultation including proper training for proficiency in English; 3) For development of regular teachers consist of creating real situation appropriate to work, observation of foreign teachers' methods of teaching, training, study tour and self-development while teaching; 4) Creating bond between teachers and school is shown by close relationship between mentor, core teachers, school administration and the teacher involved; 5) Creation of teachers' spirit by reflecting the benefits students receive from the project with the emphasis on students or learners as the most important thing in this project.

Problems and obstacles in knowledge management are lack of self-confidence, misunderstanding between teachers and administrators, limitation in receiving knowledge, inadequate budget, and no motivation to work. Trends of needs are the change agents, the application of ICT in teaching and learning. The recommendations comprise the positive attitude toward the learning and teaching arrangement and the creation of change agents.

The researchers further recommended about knowledge management, i.e. the schools should use experienced teachers as mentor, concept training and observation of good practices including lowing appropriate environment for the learning and teaching, promotion of knowledge for the school's personal with explicit synthesis.

Keywords: -



Application of Logistics Management System and Demand Chain for OTOP Cloth Producer Groups (Natural Dying Cloth), Udonthani

Apichit Ratthanakomet

Department of Economics, Faculty of Management, Udonthani Rajabhat University, 64 Tahan Rd, Makkaeng, Muang, Udonthani

E-mail: apichit @udru.ac.th

Abstract

This research had introduced system of logistics management in planning for production process and developed demand chain of OTOP cloth product (natural dying cloth) in Udonthani province in order to increase production capacity and competition capacity. The study was implemented during October 2006 – September 2007. The research methodology included 1. Demand prediction model and 2. questionnaire for producers concerning income, cost of production and selling, stock management, problems of production, selling and distribution; questionnaire of distribution method, transportation, stocking, cost of stocking; questionnaire for consumer concerning satisfaction to the product in different aspects of distribution, product quality, purchasing method.

The sampling group of the research was 34 groups of OTOP cloth producer (natural dying cloth) by using specific random sampling. The results were found that 13 groups of producer could planned the stock management with could decrease the cost of production by using exact sale number of their own group. While 21 groups of producer used the predicted sale number. Due to number of clothes that were produced by each group at present still were not enough for the demand of the consumer, from the analysis of product stock, it was found that only 12 groups could meet the demand of the market. From comparing capital of the product stock in order to be used for stock management planning for the producers, it was found that group of Mud Mee (the tied thread cloth) in Ban Kok Kah could reduced 80% of capital of product stock and Ban Sam ka could reduced 75%. Most of the producers didn't have stock management planning, it made cost of the stock be higher than the suitable level, sale number and profit of the groups decreased consequently.

Keywords: -



The Research on Model of Sustainable Tourism Management by the Community, Ban Pha Taak, Sob Perng Sub-district, Mae Taeng, Chiang Mai Province

Dutsanee Chaowna

*Institute for Sufficiency Economy Research and Promotion (ISERP), Chiang Mai University, 226/56 Sirarom Village Nhongjom Sansai
Chiang Mai 50210*

E-mail: taydut@hotmail.com

Abstract

The research on model of Sustainable Tourism Management by the Community, Ban Pha Taak, Sob Perng Sub-district, Mae Taeng, Chiang Mai Province was research and development project by using community participatory research process. The research used different methods including participatory evaluation, discussion forum, small group meeting, action seminar, training, study tour, informal discussion and real implementation in order to solve the problems, improve and develop the executive managing method and tourism model that was suitable for the community.

The objectives of the research were 1. To study tourism situations of Pha Taak village and other villages in Chiang Mai province 2. To gather local wisdom and knowledges and capacity of the community in determining model of tourism that was suitable for the community and 3. To study management process tourism by Ban Pha Taak.

From the research, it concluded that at present situation and trend of tourism, Ban Pha Taak has high capacity and chances to attract the tourist to visit and learn way of life, local cultural wisdom of the Karen hill tribe in tourist model that has social responsibility and natural resource concern. This capacity of the community can compete in the world market. The research could make the community be confidence and proud of themselves. The research also could find set of knowledges of Karen hill tribe in Ban Pha Taak, model of sustainable tourism management by community participation including tourist information center, tourist activities and program, tourist calendar, laws and regulations of the community, structure of tourist community committee and income management.

Keywords: -