



Area Based Development Research Journal

Official Translation of วารสารวิจัยเพื่อการพัฒนาเชิงพื้นที่
Thailand Research Fund

Vol. 8 No. 3 July – September 2016

E-ISSN 2408-1752

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From the Panel Discussion “Dusting Off Local Wisdom Finding the Origin of Chiang Rak Noi” To the “3-3-9 Creative Space Project ... Cycling for Preservation, Sharing Knowledge”

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Abstract

This article is part of the program of the social academic service and art and culture maintenance of the School of Communication Arts, Bangkok University. The objectives are 1) to study the context and local wisdom of the people in Chiang Rak Noi sub-district, Sam Khok district, Pathum Thani province; 2) to study communication processes and its effect of the community engagement activities through the social academic service of Bangkok University. The mixed research methodologies including quantitative and qualitative methods are used in this study. The lessons obtained from the study will be used in the future.

The study finds that the context of Chiang Rak Noi community is a combination of Thai and Mon people. Each group has its own local wisdom: costumes, ways of life, traditions, cultures, food, and religions. Depending on circumstances of each village, its people make a living through agriculture, trade, labor, or in an industrial factory. In addition, the students in this project have an opportunity to see and experience new things in different dimensions. Those include, for example, tradition and culture, religion, community economy, ways of living together in community. The data base of the contexts of this community comes from four working processes including studying, preparing, executing, and evaluating. The activities within the processes are ice-breaking, mind mapping, and seminar. The information gained from these activities leads to the “3-3-9 Creative Space Project ... Cycling for Preservation, Sharing Knowledge.” The evaluation has been made among the students and the community members who participated in the project. Research-based activities allowed the students to think and act through real activities and projects. Teachers are able to integrate the knowledge gained from this project to produce research, academic and creative work. The community and students are both developed through the project which is consistent with the commitment and identity of Bangkok University.

Keywords: Dust off local wisdom, Chiang Rak Noi, 3-3-9 Creative Space Project ... Cycling for Preservation and Sharing Knowledge



Development of Marketing Potential to Enhance the Sustainable Tourism of Ban Nadee-Sangbong Community, Pha sook, Kumpawapee, Udonthani

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Abstract

The purposes of this research were; 1) to study context and style of marketing operations 2) to create guidelines for enhancing the marketing potential and 3) to assess tourists' opinions and satisfaction with the operation of tourist activities. The subjects in this study were 1) 17 key informants, 2) 86 samples participated in research activities, 3) 95 purposive samples joined the trial village tour, and 4) 322 Nadee-Sangbong villagers randomly selected by proportion and accidental sampling. The data were collected by the community forum, small group meeting, interview, observe activities, SWOT analysis, workshop, touring experiment, result assessment, lesson summarizing, and returning results to the community. The result showed that the community has tourism potential, but over the past years, the community did not yet launch systematically tourist activities. Therefore, tourist activities did not meet the needs of tourists. The result of creating guidelines to enhance the marketing potential was that five projects were launched to develop the marketing potential of tourist attractions in the community. Developing marketing potential resulted people to be proud of, to love and to cherish their community. The result of villagers' participation in the operation enabled the community to provide services to tourists, to conserve the beauty of environment, to create the unique souvenirs, and the effective communication of information-giving for tourists was developed. The assessment showed that the participants' opinions on the overall operation were at an agree level (mean = 3.53) and tourists' satisfaction on the overall operation were at a high level (mean = 4.01).

Keywords: Marketing potential and tourism



Learning Outside the Classroom: The Integrated Learning Process of Vernacular Architecture Study

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Abstract

Vernacular architecture is a product of the cultural heritage which is suitable to be used as a base for learning of project; the integrated program of teaching, research, academic service and preservation of art and culture of program in architectural technology, Faculty of Industrial Technology, Buriram Rajabhat University. That were an integrated program of teaching and the mission of the university and for applying research methods to create mutual learning outside of classroom of university students group from different academic years and cooperative learning with the community. That new type of learning can help students gaining knowledge, and can propose the knowledge of conserving vernacular buildings and the proper use of the buildings. This learning process affected the students to engage in the learning process more than the old teaching method. The people in the community had the satisfaction of overall works and realized the importance of the vernacular architectures. Consequently, they were inspired to conserve the vernacular architectures in order to maintain its local identity through globalization.

Keywords: Architecture, Vernacular architecture, Conservation, Integrated learning, Cooperative learning



Reduction Costs of Animal Rations for Cattle Farmers by Participatory Action Research (PAR) in Tumbon Tandeaw, Aumphor Kangkoy, Saraburi Province

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Abstract

The objective of this study was to analyze factors which reduced costs of animal rations in Tumbon Tandeaw, Aumphor Kangkoy, Saraburi Province, Thailand during January 2014 - May 2016 by Participatory Action Research, PAR. A bottom-up approach was used to develop cattle system for farmers in Tumbon Tandeaw community. This was a supply chain of cattle farmers to beef consumers. The cattle were fed in grassland and cheap carbohydrate to develop muscle and body frame before selling to feedlot. The members in the farmers' families were used as labor. According to traditional farm management, the serious problems were costs of productions, quality of rations, and marketing.

The study found the economic and social of smallholders who had maximum 50 cattle in a farm. According to traditional agricultural management, farmers would not record costs of production. The farmers were not interested in accountant. Farmers always ordered ingredients for the rations individually. This caused high costs of productions and they could not produce animal rations for their farms because they did not have plan. The first step of the study found the community had leaders who could deliver knowledge and information to the farmer community. Second, this agricultural concept was surveyed. Third, knowledge and practice was extension to farmers. Forth, farmers in the community participated and practiced the cattle management. Farmers' practices were evaluated and the model of cattle' farm was created for community sustainability in the community.

The results showed the extension service could reduce costs of the production was below traditional system 8.10-5.33%, which depended upon season. Also, the insufficient forage crops supply for cattle was serious problems. Thus, the extension to increasing forage crops using in own farms and group participation were necessary. This model would be sources of knowledge and of healthy community relationship.

Keywords: Animal rations, Supply chain of cattle, Cost of production, Smallholder



Increasing Efficient of Cow-Calve for Solving Shortage of Beef Cattle

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Abstract

The important aims of raising cows for producing calves are that; cows are successfully inseminated before 2 years old and annually giving birth. Unfortunately, Thai farmer could not archive that goals which might due to raising system that dependent too much only on natural resource and lack of important management on reproduction system. Currently, domestic demand of high quality beef and for export is highly increased. Therefore, raising cows for producing calves system has to be highly more effective.

This research was conducted on two groups of farmer; 1) fattening beef group (Nong Nare, Yasothorn district) 2) natural beef group Ubonratchathani district. Both groups have been encountered a shortage of cattle to expand the herd and for meat production. There were eight farmers from each group selected to participate in the project. Each farmer took part in selecting and perching 3 cows with 48 cows in total to run the project. The farmers were educated in nutrition, reproduction and body score judging as a tool for feeding management. Fermented cassava pulp or concentrate were supplemented during pre-partum and post-partum. Cows were artificial inseminated in estrous period after post-partum. The objectives were that cows could annually produced calves and developed raising pattern that is suitable for groups. Meeting with farmers was held continually to provide experience from experts and to assess knowledge that farmers had been educated.

From this study, the learning of farmers were as follow; they learned when to determine suitable time for breeding cows. Within 48 cows, only 3 cows that were unfertile because of individual problem; one was skinny and unappetite, one with long period of estrus (7d) and one without estrus appearance. In addition, farmers realized the importance of feeding supplementation to induce cows ready for pregnant, time they must spend to observe sign of estrus both in the morning and evening so they wouldn't miss the breeding time. Best practices from this study depended on the following factors; the strength of farmer groups, high leadership of leader, trust and respect from farmers to researchers. Researchers need to be able to clarify the principle of the project, recommend and resolve problems in a timely manner. Successful examples from this research induced an interest and being a role model for other farmers to follow.

The program has expanded to other members of the two farmer groups. Knowledge of management cows and networking raisers had been occurred to more than 300 farmers. The finding from this project also was presented to the governor of Ubonratchathani and Livestock Office to carry out the project for developing farmer's career in lower north-east provinces of the country.

Keywords: Management system, Cow-calve supply chain, Shortage of cattle



Strengthen the Production Cost Management of Rice Planting, the Ontai Rice Seed Center Community Enterprise in Sankamphaeng District, Chiang Mai

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Abstract

The participatory action research aimed to strengthen the cost management of rice planting. The population included 28 farmers of the Ontai Rice Seed Center Community Enterprise in Sankamphaeng district, Chiang Mai. The interview form was the research tool for collecting data and the arrangement of community forums was the tool for development. Qualitative data were analyzed by checking the completeness of data which is complied with the objectives of research.

This study found that the members of the Ontai rice seed center community enterprise computed the production cost structure of rice planting incorrectly. They could explain the meaning and could analyze the production cost structure of rice planting only in some item. After attending the community forums, the members could compute the production cost and profit/loss of rice planting correctly and completely. That action enhanced their ability of cost management and consequently led to the reduction of production costs. Moreover, the members could use these data for planning to strengthen the rice planting management by focusing on self-reliance, instead of employing the others, and using good quality of rice seed, as well as consulting academics of agriculture in order to learn the proper method of rice field management.

Keywords: Strengthen, Capital management, Rice cultivation, Rice Seed Center Community Enterprise



The Potential Development of Youth Leaders in Teenager Pregnancy Protection According to Healthy City in Nongbualamphu

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Abstract

The purposes of this Participatory Action Research were 1) to analyze the desirable characteristics of youth leaders in teenager pregnancy protection according to healthy city in Nongbualamphu 2) to develop a model of potential development of youth leaders in teenager pregnancy protection. The target groups were 1) 30 of youth leaders, parents, local academic officers and Nongbualamphu working group officers and, 2) 40 participants of youth leaders. The instruments were in-depth interview schedules, focus group discussion guides, participant observation forms, workshop guides and the evaluation forms. Methodological and data triangulations were applied for data checking. Data was analyzed by content analysis.

The results were as follows:

1). The desirable characteristics of youth leaders in teenager pregnancy protection according to healthy city in Nongbualamphu signified 3 aspects as follows; 1) on attitude aspect comprised of the positive sex attitude, responsibility, friend love, volunteering mind, sacrifice, self-value and others 2) on knowledge aspect comprised of the knowledge of teenager pregnancy problems and causes, family planning, sex communication for teenager pregnancy protection and 3) on skill aspect comprised of assertion of teenager pregnancy protection, teenager pregnancy analysis, team work, compatibility and understanding in media use.

2). The model of potential development of youth leaders in teenager pregnancy protection stated the ideas of Peer Group Learning based on collaborative learning, empowerment and designating youth as the major roles. The main activities as 3 models, namely, 1) the potential development of youth leaders through research process, 2) potential development of youth leaders through training curriculum, and 3) potential development of youth leaders through networking of targeted areas. The evaluation results of the potential development of youth leaders stated that the youth leaders who participated in the continuous activities had the highest improvement on attitude aspect while the latter was knowledge and skill aspects respectively.

Keywords: Potential development of youth leaders, Teenager pregnancy, Healthy city in Nongbualamphu



Model of Community Potential Development of Solar Home System Case Study: Mae Salong Nai Community, Chiang Rai Province

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Abstract

This paper presents model of community potential development of solar home system, case study: Mae Salong Nai community, Chiang Rai province. The data were collected by using participatory action research, qualitative, quantitative and operations research methodology. The basic solution analysis using descriptive statistic and analytic hierarchy process is made and training document set is used as tool for knowledge transferring to the community.

This study result was found that the main problem was SHS usage of community, especially the decreased efficiency of SHS operation because of the deteriorated electrical equipment and battery. The experts indicated that sustainability factor in terms of community's SHS technical/knowledge could help develop community's potential by using training method on system operation and maintenance. The training document set is made through five processes as follows: study of SHS operation, problem-based learning of SHS, community knowledge transfer, knowledge development for community and evaluation and conclusion of trainee. After training, the results showed that the participant's knowledge about SHS usage increased significantly at 0.05 and training program had the efficiency value at E1/E2 equal to 47.50/80.83. This study can be used to apply with other renewable energy projects with consideration in terms of social context, geography and time of model application.

Keywords: Mae Salong Nai, Solar energy, Renewable energy, Training set