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Invited Article: Area-Based Collaborative Research: A Novel Strategy to Challenge a Research Paradigm of Thailand

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Abstract

Information and knowledge managements are the integral parts of the country development. Since 2006, Thailand Research Fund have nurtured the research strategy called Area-Based Collaborative Research for Development (ABC Research) to fuel the local growth by information and knowledge from the research. The conceptual framework is as follows. The functional unit is designated as the province and provincial cluster in order to provide effective structures and mechanisms for the inclusive growth. Secondly, the research problems must stem from the needs and opportunities in the provincial areas and clusters, affecting a large number of local stakeholders. Finally, the process encourages the participation of community networks and public sectors to initiate the mechanism for area-based development. This new research strategy therefore requires a unique management which challenges a traditional research paradigm. It also emphasizes on the research outcome that truly fulfill the balanced growth of the area.

Keywords: Area-based collaborative research, Thailand Research Fund, Participation process, Community network, Provincial cluster



Sustainable Development of Crispy Rice Production for Commercial Food Production Standards by Community Participation

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Abstract

Crispy rice is a product from glutinous rice food processing as a snack for all the household. There are a large number of locals in Nakhon Ratchasima producing crispy rice as a part-time occupation. However, the production processes in the community do not meet the standard in the food production for a value-added commercial product. This research is aimed to 1) study and develop crispy rice production for good quality and high standards of food production based on sanitation standard, and 2) develop crispy rice production equipment and packaging based on a sanitation standard with participatory action research at Huay-yang Village, Huaytalaeng District, Nakhon Ratchasima from June 2015 to May 2016. The research started with survey and selection of target area, study the traditional crispy rice production, monitor the beginning and final production process and packaging, and transfer the technology for the community. The findings showed that crispy rice group producer from Huay-yang Village, Huaytalaeng District, Nakhon Ratchasima was able to use the knowledge from the research to develop high quality and standard crispy rice production process through equipment and packaging. The local producer gained the higher income and received the academic knowledge and technology, building and equipment which resulted in high quality rice crispy production process with unique characteristics. This product was well known and able to be upgraded as a commercial product. The local producer gained the higher income from recording income statement in 1 year period from 100,000 to 170,000 Baht of the sales volumes after the development.

Keywords: Nakhon Ratchasima, Participatory action research, Crispy rice, Community product



Marketing Strategy Development of Community-Based Tourism Looping System in Chumphon Province

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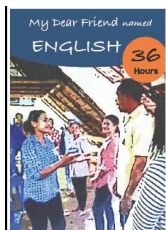
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Abstract

This research aimed to study tourist's opinions and needs on types of community-based tourism (CBT) and to initiate suitable marketing strategies for Chumphon CBT network. It was participatory action research. Data was collected by using survey, workshops, analyzed tourist attraction status and SWOT analysis. The instruments used for this research were an evaluation of nature-based-tourism site potential (ENTSP), an application of recreation opportunity spectrum (ROS) and questionnaires. Descriptive content analysis and evaluation were used to determine suitable marketing strategies. The results of this research found that most of tourists were motivated to travel because of learning and natural touch (64.0%), photography (54.2%) and natural trail (34.4%). The majority of tourists had positive perception towards Chumphon's overall tourism image, friendly people (mean = 4.89) and believe in Prince of Chumphon (mean = 4.80). Tourists were interested in coastal and cultural tourism routes (30.2%) and interested the most in CBT sites in Meuang-Sawee-Thungtago-Langsuan and Lamae district (49.3%). Moreover, the potentials of CBT sites, most of the CBT sites were natural attractions (16 sites) and 4 of the CBT sites had high potential which were Phitak Island, Chumphon Cabana Resort, Nong Yai Sufficiency Economy Learning Center and Klong Ruea community (2.80, 2.80, 2.60 and 2.52, respectively). Additionally, the suitable marketing strategies for Chumphon CBT network consisted of 7 strategies which were 1) organizing Southern CBT workshops 2) concept development of CBT 3) developing human resources 4) initiating Chumphon CBT network and connecting areas 5) developing CBT network 6) improving media for public relations and 7) developing southern region and nationwide network.

Keywords: Chumphon province, Marketing strategy, Community-based tourism, Tourism looping system



Curriculum Development in English Communication Course for Community-Based Tourism in Chumphon Province

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Abstract

This research and development integrated the quantitative with qualitative research. The purposes were to study the basic requirements for developing the training curriculum of English communication course for community-based tourism in Chumphon province and to develop the training curriculum as well as to initiate an English communication learning model for community-based tourism. This study was conducted in 13 community-based tourism sites with 2 sample groups which were as the following: 80 people were selected for need assessment and 23 people from the Sufficiency Economy Learning Center of His Majesty the King, Muang district and Phitak Island, Langsuan district, Chumphon province were selected to participate and evaluate the training curriculum. The 5 steps were 1) studying the basic requirements and need assessment for developing the training curriculum, 2) developing the training curriculum, 3) evaluating the training curriculum, 4) implementing the training curriculum with the sample groups for 36 hours and 5) evaluating the training curriculum in order to find out curriculum efficiency. The study revealed that after the experiment, the participants had enriched their knowledge and increased their understanding ability about English communication for community-based tourism at a significant level, which was below 0.05. However, the participants were very satisfied with the training course. The English communication learning model for community-based tourism consists of 3 parts which are: 1) basic information of a person as well as need, readiness and goal, 2) learning process divided into 2 parts: learning through the training course (10 percent) and self-study (90 percent), and 3) learning output (achievement).

Keywords: Communicative english, Community-based tourism, Chumphon Province



Participatory Design Process for Improving Pedestrian Environment and Traffic Sign System: A Case Study of Anuban Ranong School

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Abstract

Road accidents in Thailand tend to increase every year; increasing from 50,867 cases in 2006 to 67,977 cases in 2015. Nowadays, schools are the significant risk areas because most road users are students, they are less careful on the road and do not understand traffic signs. Several researches showed that the factor of the pedestrian environment affected to safety of people. This problem became more severe in the community with heavy traffic and incomplete infrastructure. The objective of this paper is to design the improved pedestrian environment and traffic signs with the participatory process with Anuban Ranong School as the studied area, three steps of the participatory design process were 1) focus groups with brainstorming methods composing of the conceptual design step, 2) design development step and 3) the implementation step. The samples of the study were 1) teachers and students, 2) local community and public organizations, 3) groups of academic lectures and independent scholars and 4) private companies. The recommendations from this study were brought to identify the "Promotion of Pedestrian Safety Zone" and design the improvement of kiss & ride and parking lots. The important finding was the establishment "Brave Walk Unit" (students walk from home to school without parents), the volunteer students who were driven mechanism to identify physical problems through the involvement of the agency with the authority to allocate or push forward the budget, which are the sign of possible achievement. Moreover, the participation process can be applied in other areas in order to get the design according to the user's behavior and the local community's need and possibilities for future research.

Keywords: Participatory design, Pedestrian environment, Traffic sign system