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- | | |
|--|--------------------|
| Empowerment Marketing Performance for Supporting Thailand 4.0
Policy of Nadee-Sangbong Tourist Attractions, Udon Thani Province
<i>Watchirachai Wetchaninnart</i> | Article No. 256024 |
| Participatory Mechanism of Community in Public Area Management
of Had Hae, the Mekong River Central Island
<i>Kotchakorn Dechakhumphu and Thippaporn Homdee</i> | Article No. 256025 |
| Community Management for Lifestyle Modification to Alternate
Agricultural Production Systems of Huay Sai Suksawat Community,
Lamphun Province
<i>Nathdanai Pratuangboriboon and Nunta Bootnoi</i> | Article No. 256026 |
| Ecological Monitoring and Community Forest Management in Rong
Bon Community, Chiang Rai Province
<i>Ranida Pingmoung, Pensri Malithong, Sutti Malithong, Sawing Khuntasa and
Rawee Thaworn</i> | Article No. 256027 |
| Capability and Readiness of Tourism Services in Kwan Phayao,
Phayao Province
<i>Warunya Chaitarin and Ariya Phaokhrueang</i> | Article No. 256028 |
| Participatory Process to Preserve and Continue the Full Moon
Bathing Culture in the Sam Ruan Community, Phra Nakorn Sri
Ayutthaya Province
<i>Nattee Phechtburi and Boonsomying Polamuangdee</i> | Article No. 256029 |



Empowerment Marketing Performance for Supporting Thailand 4.0 Policy of Nadee-Sangbong Tourist Attractions, Udon Thani Province

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Abstract

The purposes of this research are 1) to review the marketing models for tourist attractions, 2) to empower the marketing performance to support the Thailand 4.0 policy, and 3) to evaluate the attitudes toward the marketing performance and the satisfactions of the training project at the Nadee-Sangbong tourist attractions, Phasook sub-district, Kumpawapee district, Udon Thani province. The study samples include the group of 98 participants in the original research activities and the group of 143 participants in the extended research activities. They were randomly selected according to the purposive sampling method. The data were collected in the community forum, small group meeting, and workshop, and in the processes of project selection, performance evaluation, project reflection, and community reporting. The results of empowering marketing performance at the Nadee - Sangbong tourist attractions led to the creation of activities related to creative tourism and to the increased value of such tourism activities through the participation of stakeholders. The community became more self-reliant. They could create more income and reduce expenses and inequality through workshop and environment improvement project. This project also linked this community with other nearby communities and tourist attraction sites in a network of cooperation. The assessment showed that the members of the community agree with the overall tourism operations ($x = 4.05$), and the participants in the project satisfied with the tourism training program at high level ($x = 4.08$). The members will continue to develop their tourist sites into “stable, prosperous, and sustainable” tourist attractions.

Keywords: Udon Thani province, Nadee-Sangbong, Empowerment, Thailand 4.0 Marketing



Participatory Mechanism of Community in Public Area Management of Had Hae, the Mekong River Central Island

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Abstract

This article research proposes the participatory mechanism of community in the public area management at Had Hae, located between Ban Nam Ngum, Nam Ngum sub-district, That Phanom district, Nakhon Phanom province, Thailand and Ban ThaKhor, Kham Muan province, Lao PDR, using the Participatory Action Research (PAR) methodology. The research methods used in data collection include in-depth interviews, focus group meetings, and community meetings for information sharing. The findings suggested that Had Hae's public area management has implemented for cultivation, fishery, and tourism utilization based on kinship. The Nam Ngum Sub-district Municipality has supported the 2-mechanism models of its public area management since 2013, including the official mechanism or institutionalized mechanism that the management committee was formed, and the informal mechanism in which the space management and rules were laid out in the community meetings led by elders. There were 4 steps in the community's participation, including 1) participation in planning, 2) participation in implementing, 3) participation in the distribution of benefits, and 4) participation in the system assessment.

Keywords: Nakhon Phanom province, Had Hae, Public area, Participatory process, Area management



Community Management for Lifestyle Modification to Alternate Agricultural Production Systems of Huay Sai Suksawat Community, Lamphun Province

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Abstract

This research studies the health situation and production system to explore the ways to create good health for people at Huay Sai Suksawat Community, Moo 15, Tambon Huai Yab, Ban Thi district, Lamphun province. It was found that people in the community practiced agriculture and had a higher risk of being exposed to and harmed by chemicals used in their production. Such chemicals also left toxic residues in the ecosystem. This action research made people in the community aware of the chemical hazard and how to protect themselves. Also, once they understood that their old way of life was not healthy, they adjusted their agricultural production methods and their consumption behaviors to achieve better healthiness for the community. They grew and ate clean crops and vegetables and extended this knowledge to their neighbors. They also created the central space for community activities and benefits.

Keywords: Lamphun province, Huay Sai Suksawat community, Community management, Lifestyle modification, Alternative agriculture



Ecological Monitoring and Community Forest Management in Rong Bon Community, Chiang Rai Province

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Abstract

This study is Participatory Action Research aimed to investigate the ecological monitoring and community forest management in Rong Bon community, Muang Kham sub-district, Phan district, Chiang Rai province with community participation. Data was collected from the survey of animal and plant species, observation, in-depth interview, focus group discussion, community forum (with villagers, community leaders, and wisdom elites), and workshop for villagers to follow up changes of their community forest together with the researcher. The results of Quadrat Sampling Survey, 50x20 m² for five clusters, showed that totally 48 species of tree were identified. It was proven that rings of the big trees were increased compared with data in B.E. 2547. Moreover, density of young trees was 137 per Rai, and density of seeding was 1,664 per Rai. In additions, species of birds and amphibians were increased, whereas species of mammals and reptiles were decreased. Furthermore, the Dry Dipterocarp Forest and Mixed Deciduous Forest were found. Meanwhile, the bamboo forest zone was expanded at expense of big trees. The management model was integrated between community cultural style which was adopted and inherited from generation to another with socio-economic context driven by knowledge, innovation and changing policies. The community dialogue includes management guidelines, zoning of the forest, providing of committee and utilizing regulation. Collaboration between government and private sectors leads to the forest as the learning resource for other communities to adopt with their local forests.

Keywords: Chaing Rai province, Rong Bon community, Ecology, Community forest



Capability and Readiness of Tourism Services in Kwan Phayao, Phayao Province

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Abstract

This research aims to study tourists' attitudes toward the readiness of tourism services in Kwan Phayao and to assess the readiness of the enterprises as well as the readiness of the communities related to tourism in Kwan Phayao. This study is divided into 2 parts – the supply and demand for tourism services. This study uses mixed method. The data from 288 tourists were collected and in-depth interview with entrepreneurs from the enterprises and communities were conducted. To analyze data, this study uses t-test and F-test to assess the readiness of tourism services using ratio between expectations and satisfactions of the tourists. To assess the ability to provide tourism services, Importance Performance Analysis (IPA) was conducted. The result related to the demand shows that, overall, tourism services in Kwan Phayao still needed to improve the readiness of tourist attraction, food services, products and services, transportations, and tourism activities. However, the accommodation had more readiness than expected. The results obtained for the social and economic differences among informants show that ethnicity, age, educational level, and income had an impact on the level of expectation and satisfaction at 0.05. The result shows that food services are the only factor that had low performance and need further attention. The findings related to the supply for tourism services which reflected the readiness of the resources to accommodate the tourists show that there was a strong price competition between the accommodation services. In terms of the products and services offered to the tourists, there was no uniqueness or identity clearly lined to Kwan Phayao. In terms of logistics, there were a relatively low number of tourists that use the services. Also, there were not enough activities to attract the tourists. The findings also suggest that the government needed to help promote Kwan Phayao to become one of the tourist destinations and the entrepreneurs needed to work together in order to improve their services.

Keywords: Phayao province, Kwan Phayao, Attraction capability, Tourism services



Participatory Process to Preserve and Continue the Full Moon Bathing Culture in the Sam Ruan Community, Phra Nakorn Sri Ayutthaya Province

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Abstract

The aim of this study is to propose the participatory process to preserve the environment of Sam Ruan community by using the Full Moon Bathing culture which would be held annually on the Loy Krathong Day (Floating festival). The study employed qualitative research and participatory action research methods. The researchers helped design and organized some activities with the community, such as the seminar on Sam Ruan cultures, and environmental preservation by providing information on and increasing consciousness in preserving the river. The participatory process also helped community to develop rules and exchange knowledge, which involved stakeholders. The result reveals that the participatory process contributed to the exchange of knowledge between people from inside and outside the community, and also promoted the coordination among various organizations and relevant groups of people. Importantly, the local people played a crucial role in preserving environment by systematically organizing and publicizing activities, and managing the waste disposal using the biological process to balance the acid value of the river. Moreover, the demonstration of making a Krathong (a floating basket) by utilizing water plants and the investigation on the local youth's understanding of the full moon bathing culture were also conducted respectively. It is clear that the local youth understand more fully the importance of the festival.

Keywords: Phra Nakorn Sri Ayutthaya province, Sam Ruan community, Full Moon Bathing Culture, Participation process, Continuation of culture