



Area Based Development Research Journal

Official Translation of วารสารวิจัยเพื่อการพัฒนาเชิงพื้นที่
Thailand Research Fund

Vol. 10 No. 1 January – February 2018

E-ISSN 2408-1752

Para Rubber Khit Pillows by Si Tan Community, Yasothon Province

Article No. 256101

Chaiwute Vudjung, Sansanee Srichan, Soawaluk Boonyod and Sarawut Prasertsri

Co-creation and Collaboration Network with “Value Chain from Upstream to Downstream”: A Case Study of Goatherd Group in Phuket Province

Article No. 256102

Kittisak Jitkue, Anan Suntiamontat, Jaruwan Promngurn, Sangrawee Na Pattalung, Anittaya Kanghae, Channarong Tantichumnankul, Warunee Tararattanakul, Kasem Chuasaman, Waraluk Chaitap and Nujira Puekum

Ecolodge Management with Community Participation of Sam Ruan Community, Phra Nakorn Sri Ayutthaya Province

Article No. 256103

Phimphorn Phimsuwan, Chasinee Samran-in, Tharida Salulrat, Rachan Prueksa and Benjaporn Chuapung

Development of Economic Self-Reliance Potential for Ban Na Bond Community, Loei Province

Article No. 256104

Patthira Phon-ngam, Sumonta Srisawa and Sutat Noomak

Community Health Management to Strengthen the Community in the Area of Subsomboon Sub-district Administrative Organization, Phetchabun Province

Article No. 256105

Chayaporn Boonruangsak and Sutthipong Iem-Ong

“Chaiya Model”, the Network of Aedes Aegypti Larval Indices Surveillance System for Sustainable Dengue Solution: The Results of Transmitting Technology to Community

Article No. 256106

Charuai Suwanbamrung, Supapron Thougjan, Chumoron Ponprasert, Prayut Situka, Bokkot Tapkun and Potjana Mopraman



Para Rubber Khit Pillows by Si Tan Community, Yasothon Province

Chaiwute Vudjung*, Sansanee Srichan, Soawaluk Boonyod and Sarawut Prasertsri

Rubber Science and Technology Program, Department of Chemistry, Faculty of Science, Ubon Ratchathani University, Warin Chamrap District, Ubon Ratchathani Province, Thailand 34190

**Corresponding author's E-mail: chaiwute2110@gmail.com*

Abstract

The objective of this research is to develop Khit pillows as local craft products from Para rubber for the Sri Tan Para Rubber Planters Community Enterprise (SPRCE), Patiw district, Yasothon province by using rubber science and technology. The main problem of older Khit pillow process was the lack of kapok fiber which in fact produced tiny particles and caused health hazard for workers. In this project, the raw material for stuffing into Khit pillows was changed from kapok fiber to Para rubber foam which was produced from Para rubber latex from Para rubber plantations of SPRCE members. The laboratory process was consisted of (1) the study of Khit pillow production process, (2) the development of Para rubber foam products and production equipment, (3) the technological transfer to SPRCE, and the marketing of the products, using marketing mix tools, including (1) branding and products designing, (2) pricing, (3) increasing distribution channels, and (4) promotion. The result of the continuous 2-year research (2015-2017) suggests that the Para rubber foam can decrease dust in workplace environment and improve the Khit pillow products to high value. In addition, SPRCE can perform the Para rubber Khit pillow production and develop new techniques to make high-quality products. Moreover, researchers and SPRCE members have been also improved in the aspects of human development and community learning.

Keywords: Yasothon province, Sri Tan community, Khit pillows, Para rubber, Latex foam rubber



Co-creation and Collaboration Network with “Value Chain from Upstream to Downstream”: A Case Study of Goatherd Group in Phuket Province

Kittisak Jitkue^{1*}, Anan Suntiamentat¹, Jaruwan Promngurn¹, Sangrawee Na Pattalung², Anittaya Kanghae³, Channarong Tantichumnankul⁴, Warunee Tararattanakul⁵, Kasem Chuasaman⁶, Waraluk Chaitap⁷ and Nujira Puekum⁷

¹Program in Industrial Technology, Faculty of Science and Technology, Phuket Rajabhat University, Muang Phuket District, Phuket Province, Thailand 83000

²Program in Home economics, Faculty of Science and Technology, Phuket Rajabhat University, Muang Phuket District, Phuket Province, Thailand 83000

³Program in Science, Faculty of Science and Technology, Phuket Rajabhat University, Muang Phuket District, Phuket Province, Thailand 83000

⁴Animal Husbandry Technical Officer, Professional level, Phuket Provincial Livestock Office, Muang Phuket District, Phuket Province, Thailand 83000

⁵Phuket Community Forest Network, Muang Phuket District, Phuket Province, Thailand 83000

⁶Goatherd Group Phuket, Thalang District, Phuket Province, Thailand 83110

⁷206/148 moo 3 Mae Hia, Muang District, Chiangmai Province, Thailand 50100

⁸181 moo 7 Mae Na, Chaing Dao District, Chiangmai Province, Thailand 50170

*Corresponding author's E-mail: kittisak@pkru.ac.th

Abstract

This research aims to improve Phuket's Tourism Strategies in order to enhance the ability to generate income and also to strengthen the local economy. In particular, the ability to enable local communities to be part of the tourism industry will contribute to the sustainability of tourism, community, economy and the society. The research team employed the Participatory Action Research method. This is complemented with focused group techniques and learning exchange forums of 30 Phuket goat herders. This began with techniques of the SIPOC Model, Supplier, Input, Process, Output and Customer Analysis. It led to the follow up process of upstream, midstream and downstream to understand the overview picture of the research findings. The TREE scan was employed to analyze production routes. Cost factors, self-reliance factors and external factors were also used to complement the fishbone charts to analyze product development process, data processing and also its logistics. Customer Doll was employed to analyze customer target, distribution channels. Community Flower analyzed community capital and the SWOT analysis was also implemented in order to formulate the strategic development plan. The research found that there were changing situations. After the research implementation, there was an increase in networking partners from the public sector, who will co-create and collaborate in the strategic development plans and activities. There are also revised development strategies that have been improved from the original plans. Most importantly, there is a so-called 'goat value chain' in Phuket, which was synthesized from the available data, tools and the participation of the Goatherd group, leading to significant force into the Phuket integrative plan, in order to realize area-based development that is linked to Phuket Tourism Strategic Plans.

Keywords: Phuket province, Value chain, Goatherd, Community based tourism



Ecologde Management with Community Participation of Sam Ruan Community, Phra Nakorn Sri Ayutthaya Province

Pimphorn Phimsuwan^{1,*}, Chasinee Samran-in², Tharida Salulrat¹, Rachan Prueksa³ and Benjaporn Chuapung¹

¹Tourism and Hotel Department, Faculty of Liberal Arts, Rajamangala University of Technology Suvarnabhumi, PhraNakorn Sri Ayutthaya District, Phra Nakorn Sri Ayutthaya Province, Thailand 13000

²Language Department (Thai), Faculty of Liberal Arts, Rajamangala University of Technology Suvarnabhumi, Phra Nakorn Sri Ayutthaya District, Phra Nakorn Sri Ayutthaya Province, Thailand 13000

³Language Department (English for International Communication), Faculty of Liberal Arts, Rajamangala University of Technology Suvarnabhumi, Phra Nakorn Sri Ayutthaya District, Phra Nakorn Sri Ayutthaya Province, Thailand 13000

*Corresponding author's E-mail: pim.catherine@gmail.com

Abstract

The purposes of the research were to study the community efficiency towards Ecologde Management of Sam Ruan Community, and to propose the suitable process of Ecologde Management of Sam Ruan Community, Bang Pa-In district, Phra Nakorn Sri Ayutthaya province. This project used participatory action research (PAR). The case study was conducted using a sample group of community leaders, occupation groups and visitors in the Sam Ruan sub district's the 7th "Tub Tao" Mushroom Festival. The information was analyzed using frequency, percentage, mean and standard deviation. The study discovered that the community possesses 5 aspects in terms of efficiency to handle Ecologde Management. Those 5 aspects are physical condition, environment, building, personality and tourism activity. The result was at good level. Most of the tourists were 31-40 years old. The average income of the tourists was 10,001–15,000 baht and most of them preferred to travel with their families. The tourists also revealed that they were interested in Ecotourism, especially in collecting the "Tub Tao" which was a local mushroom in the community, riding a bicycle, cooking, boating, and observing ricebirds. The expense expected by the tourists was not over 500 baht including 1 night accommodation and a dinner. Regarding the Accommodation Standard, the researchers used Thailand Homestay Standard, including 10 aspects. The result was at good level. The Ecologde Management of Sam Ruan Community composes of 3 processes, including the group establishment, the renovation of accommodation, the promotion of tourism activity. The result of evaluation was at best level.

Keywords: Phra Nakorn Sri Ayutthaya province, Sam Ruan community, Ecologde, Management, Homestay



Development of Economic Self-Reliance Potential for Ban Na Bond Community, Loei Province

Patthira Phon-ngam^{1,*}, Sumonta Srisawa² and Sutat Noomak³

¹Faculty of Humanities and Social Sciences, Loei Rajabhat University, Muang District, Loei Province, Thailand 42000

²114/1 Muang District, Loei Province, Thailand 42000

³Municipality of Loei, Muang District, Loei Province, Thailand 42000

*Corresponding author's E-mail: dr.patthira@hotmail.com

Abstract

The objective of the study was to develop the economic self-reliance potential for the community using the participation action research. Target groups consist of community leaders, community members and local elders, as well as related parties, including representatives from local government. The research tools used in the study were survey forms, questionnaires, in-depth interviews, and group discussions. The triangulation techniques were employed for the qualitative data validation. The quantitative data analysis involves basic statistics, percentage, frequency, while the qualitative data analysis involves content analysis. To develop the economic self-reliance potential for the community, this research implemented 5 activities, including 1) household accounting training, 2) establishing community enterprise groups, 3) mushroom planting career promotion, 4) gardening homegrown vegetables, and 5) the community's gardening activity, which was called "Sufficiency Garden of Ban Na Bond". The outcome of these activities was the establishment of "Ban Na Bond Community Enterprise Group" to run businesses in the community, to promote various professions, and to increase regular income.

Keywords: Loei province, Ban Na Bond community, Economic self-reliance, Potential for economic self-reliance



Community Health Management to Strengthen the Community in the Area of Subsomboon Sub-district Administrative Organization, Phetchabun Province

Chayaporn Boonruangsak^{1,*} and Sutthipong Iem-Ong²

¹Faculty of Science and Technology, Nakhon Sawan Rajabhat University, Muang District, Nakhon Sawan Province, Thailand 60000

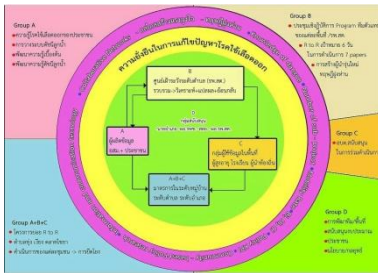
²Subsomboon Sub-district Administrative Organization, Wichian Buri District, Phetchabun Province, Thailand 67130

*Corresponding author's E-mail: dchayaporn@gmail.com

Abstract

This qualitative research focuses on the model of community health management to strengthen the community in the area of Subsomboon Sub-district Administrative Organization, Wichian Buri district, Phetchabun province. This work aims to examine the concept of community health management, to analyze the social capital indicating the conditions and potentials of the community, and to study the model of community health management to strengthen the community. Relevant data were collected using interview, participatory observation, and focus group discussion methods. This research discovered that there were 3 conceptual bases related to community health management Subsomboon sub-district, including (1) participatory management under inclusive development, (2) justice-based development, and (3) in-depth survey assessment for community needs. The main community activities were supported by 4 sectors, including the local community, regional administration, government, and people. Social capital and community potentials were seen in (1) intelligent and moral local people, (2) learning resources, (3) strong organizations, (4) beneficial resources, and (5) self-managing villages. Furthermore, the model of community health management can be advanced in 2 aspects, including (1) the encouragement of particular health promotions and risk reductions through participatory process in the community, and (2) the integration between the activities of health promotion and those of the local administrative organization related to the social, political, economic, and environmental development.

Keywords: Phetchabun province, Subsomboon sub-district, Community health management, Social capital, Healthy community



“Chaiya Model”, the Network of Aedes Aegypti Larval Indices Surveillance System for Sustainable Dengue Solution: The Results of Transmitting Technology to Community

Charuai Suwanbamrung^{1,*}, Supapron Thougjan¹, Chumoron Ponprasert², Prayut Situka², Bokkot Tapkun³ and Potjana Mopraman³

¹Dengue Research and Academic Service Unit, Walailak University, Thasala District, Nakhon Si Thammarat Province, Thailand 80160

²Health Network of Lansaka District, Health Officer Lansaka District, Lansaka District, Nakhon Si Thammarat Province, Thailand 80230

³Health Network of Chaiya District, Chaiya Hospital, Chaiya District, Surat Thani Province, Thailand 84110

*Corresponding author's E-mail: scharuai@wu.ac.th

Abstract

Dengue situation in Chaiya district, Surat Thani province, has been continuous outbreak, but the dengue solution model has not been clear. The objective of this research was to develop the Aedes aegypti larval indices surveillance system for sustainable dengue solution. The body of knowledge for the change model was “Lansaka Model” which integrated the concept of area-based research, and community participatory action research. The change process in the transmission of technology to community involves (1) designing the research problem, (2) implementing the participatory action research, (3) identifying key network partners, (4) making the routine work for dengue prevention, and (5) monitoring the evaluation system. The study had been conducted from April 2016 to December 2016.

The change in the dengue solution was the network, namely “Chaiya Model”, covering various activities in 54 villages of Chaiya district. The model was consisted of seven main activities, including (1) village risk assessment of dengue outbreak, (2) larval indices surveillance system, (3) computer program of larval indices calculus (<http://lim.wu.ac.th>), (4) capacity training related to dengue and larval indices for 1,007 village health volunteers, (5) three best practice models at the sub-districts level, (6) developing the routine work into area-based collaborative research, and (7) developing the working network of dengue solution with four population groups. The important outcomes were the network of larval indices surveillance system of the district, the better understanding of dengue and larval indices, and the increase in community's awareness. The initial impact was the decrease of dengue morbidity. The research suggests that, to maintain the good outcomes, there should be the district's dengue prevention policy, the budget support for community health activities, and the continuing evaluation of the situation.

Keywords: Chaiya model, Health network, Larval Indices Surveillance System, Dengue, Area-based collaborative research