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## Effectiveness of the Teaching Processes of “Sor” Folk Song to the Youth at Dong Ma Da Community, Chiang Rai Province

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### Abstract

The research is intended to study the effectiveness of the teaching processes of “Sor”, traditional singing performance, which is initiated and undertaken by a professional performer with youths of Dong Ma Da community, Mae Lao district, Chiang Rai province, as trainees. The objects of this study included a professional “Sor” singer, one traditional music teacher, three music and education experts, and 40 junior high school participants, selected by purposive sampling from Chumchon Ban Pha Koh Dum school, Mae Lao, Chiang Rai. The research instrument was a “Sor” singing lesson developed under collaboration of the professional performer. The research finds that effectiveness of the training depends upon three factors: trainer, lesson content, and trainee. Trainer needs a considerable skill of performance and composition. The lesson needs to be systematically arranged so that it enables the trainee to effectively learn its rhythmic system, composition, and practice, respectively. The trainee needs to read Thai language, speak the northern Thai dialect, have time to learn and practice, also have confidence and interest in local culture. The research constructed a positive result on Dong Ma Da’s youths whose acknowledgement and valuation of traditional “Sor” performance were noticeable. It invoked a feeling that it was their duties to preserve their cultural heritage. This “Sor” singing lesson could be used as an instrument for systematic learning of “Sor” singing performance and communal transmission of local knowledge.

**Keywords:** Chiang Rai province, Dong Ma Da community, Training process, “Sor” singing



## Well-Being of Elderly in the Senior School Dong Ma Da Community, Chiang Rai Province

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### Abstract

This study aims to promote the overall health of the elderly in Senior School Dong Ma Da sub-district, Mae Lao district, Chiang Rai province. Key informants were 30 elderly citizens (60 years old and above) who were members of different elderly clubs from 18 villages who attended knowledge exchange sessions in Dong Ma Da sub-district school for the elderly. Data were collected from the elderly group through observation process, in-depth interviews and community focus groups. Data analysis was conducted on potential development, leadership for well-being in the elderly, and health promotion among the elderly. To develop the elderly's potential, the community needs to develop the body of knowledge from local wisdom and establish networked collaboration by integrating community cooperation and supportive authorities such as Dong Ma Da District Municipality educational institutions, and Public Health offices. Community leadership in health development should involve a leader who represents well-being and is accepted by the elderly, such as traditional healers, and community leaders like Por Luang (headman). These leaders are important for building up adaptability and acceptance towards changes in society, communal economy, and health. Promoting health and well-being in the elderly focuses on knowledge sharing of holistic health approach. It was also found that the elderly at Dong Ma Da had their own directions to look after themselves in regards to diet, lifestyle, resting, and exercising. The care for the elderly goes alongside with local wisdom and culture. Local herbs were used for healing, and the involved knowledge was transferred to the family members. Social relationships of the Dong Ma Da community were observed through collaboration and working networks such as in the school for the elderly where activities were carefully arranged. For example, there are excellent caregivers for the elderly, studying herbs, folk medicine, recreation and knowledge dissemination.

**Keywords:** Chiang Rai province, Dong Ma Da community, Well-being of elderly, Elderly, Senior school



## The Production of Handicrafts from the Local Wisdom of the Elderly to Support Tourism in Chiang Saen District, Chiang Rai Province

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### Abstract

The purposes of this research were to study local wisdom applied in the production of handmade products, basketry and handwoven items; and to collaborate with the local elderly group in the production process to serve the tourism of Chiang Saen district, Chiang Rai province. The data were obtained from 20 local experts in handmade products, basketry and hand-woven products from Wiang Sub-district Municipality and Wiang Chiang Saen sub-district, Chiang Saen district, Chiang Rai province. The research instruments were in-depth interview, forum, and product and package design. The results were as follows: regarding the local wisdom of handmade products, basketry and handwoven items, most elderly created handmade products for home appliances in their free time. The original basketry was meant to serve everyday living and most handmade pieces were not delicate but simple in design, such as a basket, a cone-shaped cover and a steaming pot. As for the famous fabric in Phra That Pha Ngao Temple, there were stories behind the patterns, and the meaning of the colors. Most hand-woven products were used for sarong pieces, shawls and bags. The researchers collaborated with the locals in community to analyze and suggest ways to improve the products as well as broadening the markets to fit tourists' needs as follows. 1) The experts provided information about the revenue and marketing management and encouraged the community to use local materials and find low-cost quality materials to make good quality products for tourism purposes. 2) The traditional hand-woven fabric piece was originally priced 600 baht without packaging. It was suggested that this product could increase in value by improving the package, that is, adding historical details of the products, local tradition, culture and unique fabric patterns, and pricing it at 850 baht. The tourists were satisfied with the products and bought them back home as souvenirs while the elderly received more income every month.

**Keywords:** Chiang Rai province, Chiang Saen district, Handicraft products, Local wisdom, Elderly



## Potential of Blue Swimming Crab Eco-tourism by Fishery Community in Yong-satar Village, Trang Province

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### Abstract

This research aimed to propose the eco-tourism ideas for the Blue Swimming Crab (BSC) conservation in order to motivate local fishers. This study was conducted at Yong-satar village, Takham sub-district, Palien district, Trang province, Thailand, where the fishers were experienced BSC larvae breeders. The study was conducted using Participatory Action Research (PAR) and quantitative research from November 2016 to October 2017. The results showed a potential of promoting eco-tourism for BSC conservation to the local fishery. All the fishers agreed to use the crab larvae from the berried females for tourism activity. The tourists would need to arrange at least 1 week in advance for a cruising trip in order to allow the fishers to arrange their schedules. Yong-satar community had high potential and was ready for the eco-tourism activity. There were beautiful and suitable releasing sites for BSC larvae and other conservation activities, together with other attractive sites where cruising routes could be arranged. There were also seafood restaurants with seaside scenery for tourists. Last but not least, the Yong-satar community saw the importance of eco-tourism activities and was very willing to conserve the BSC stock. All the parties involved in BSC fishery in the community also cooperated well both in eco-tourism and BSC conservation. When the eco-tourism for BSC conservation occurs, it will result in an increasing income for the community. Consequently, there is a strong motivation for sustainable crab conservation. The suggestions were that Yong-satar has high potential and is suitable for promotion of corporate social responsibility (CSR) activities or incentive trips for organizations. The number of tourists should not exceed 30 in order to obtain impressive services and not to disturb the natural way of the community.

**Keywords:** Trang province, Yong-satar village, Eco-tourism, Blue swimming crab, Fishery community



## Action Research for Empowering the Community-Based Producer Working Group of Basket Weaving in Ban San Chok Pok, Phayao Province through the Concept of Participatory Rural Appraisal

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### Abstract

This research is a combination of action research and the concept of participatory rural appraisal. It aims to empower the working group of basket weavers in Ban San Chok Pok, Dok Khamtai sub-district, Dok Khamtai district, Phayao Province, to help them develop their products according to the market demand, and to help them market the products. The production of “Kheng” is local wisdom which has been passed down from one generation to another for more than 40 years. The empowerment scheme is carried out between February 2017 and January 2018, and improved product development, marketing, and management. Fifteen people, mostly elderly people, are interested in joining the group. The empowerment in turn is led them to earn extra income of approximately 1,000-2,000 baht per month. Four key factors influence their success, namely, action leadership, active followership, networking, and government and private sectors. The empowerment process consists of inspiring and encouraging all group members, self-monitoring for potentiality, group management, eagerness for success, and achieving the ultimate goal. To help them develop new products, a variety of approaches are employed in order for the group members to create baskets woven in various patterns and styles, and to add values to and modernize the products. On-line and off-line marketing, brand building, and lively presentation of the products such as modeling and fashion shows are the strategies to help the group bring their developed products to the market.

**Keywords:** Phayao province, Ban San Chok Pok, Participatory rural appraisal, Community-based producer empowerment, Working group of basket weavers



## Participation Process in Conserving and Transferring the Wisdom of Traditional Rice Farming of Ban Hua Rin Community, Chiang Mai Province

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### Abstract

This research aims to: 1) study the wisdom of traditional rice farming in Ban Hua Rin, Thung Sa Thok subdistrict, San Pa Tong district, Chiang Mai province; 2) study the community process of participation in conserving and transferring the wisdom of traditional rice farming. This research is a qualitative and participatory action research. The 70 key informants are knowledgeable people in the village, community leaders, villagers in Ban Hua Rin community, administrators, teachers, and students of Ban Hua Rin school; and representing stakeholders. The methods use to collect data include in-depth interviews, sub-group meetings, experience sharing sessions, learning center establishment in school, and training sessions to school students for sustainable conservation. The results of this research are as follows. 1) The traditional rice farming in Ban Hua Rin community is meant to serve family consumption. Seedling is the method for rice farming and done twice a year: in-season (Na-Pe) and off-season (Na-Do). Most of the farm workers are relatives and help in cooperation. Processes and procedures, equipment, and water management systems, demonstrate the wisdom of adaptation to the environment and the underlying beliefs of people reflected through traditions and various rituals. 2) The community participation in conservation and transfer of traditional wisdom of rice farming consists of 3 steps: 1) Participation in planning; 2) Participation in action and 3) Participation in evaluation. The factors that contributed to successful participation are: 1) community leaders with leadership skills, devotion, and the ability to motivate the community members; and 2) Harmony and the close-knit relationship of the people in community.

**Keywords:** Chiang Mai province, Ban Hua Rin community, Traditional of rice farming, Community participation process, Preserving and transferring the wisdom