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## Community Product from Rubber Processing Materials in Phipun District, Nakhon Si Thammarat Province

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### Abstract

This research investigates issues regarding community's product development of rubber materials in relation to customer needs. In particular, it studies the current states of problems, the needs for product development, and the development process of new products from rubber materials. The focal point is on community involvement throughout the entire process, namely, planning and directing, designing, and producing. The study employs a combination of qualitative and quantitative research methods. An operational model is used to find patterns and techniques in the production of processed rubber products. The process used in the study is divided into 3 steps: 1) exploring the problem and the needs to develop a community product model, 2) searching for new methods to improve the product potentiality and design, and 3) transferring the acquired knowledge. The samples of producers are entrepreneurs from the OTOP (One Tambon One Product) Creamy Pu Rubber Products from Phipun district, Nakhon Si Thammarat province while the customer samples are 100 people in Nakhon Si Thammarat province. The research finds that entrepreneurs lack knowledge for product development and have some production process problems. The improvement of the products such as key rings, backrest cushions, and shoulder bags makes use of graphic decorative patterns derived from a design of overlapping lotus lobes, the idea inspired by the popular tradition of Loy Krathong. The findings show that people in the community have learned the product design and development processes. At the same time, this communal involvement in the entire planning and developing stages through the product salability gives the community a sense of pride.

**Keywords:** Nakhon Si Thammarat province, Phipun district, Product development, Community products, Rubber processing materials



## Production of Fuel Briquette from By-product in Oil Palm Plantation at Ban Huai Yung, Krabi Province

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### Abstract

The objective of this study is to produce an optimum mixture of oil palm trunk and oil palm fronds fuel briquettes by using starch paste as a binder to be used by ethnic farmers at Ban Huai Yung, Huai Yung sub-district Nueakhlung district, Krabi province. The two types of briquettes studied are green fuel and charcoal briquettes. The ratios of oil palm trunk to oil palm fronds are 5:0 4:1 3:2 2:3 1:4 and 0:5 (by weight). An analysis on physical properties of fuel briquettes includes density and chemical properties such as moisture content, ash, volatile matter and boiling capacity. The results show the green fuel production with an optimum ratio of oil palm trunk to oil palm fronds at 4:1 (by weight). The density is 1.27 g/cm<sup>3</sup>. The moisture content, ash and volatile matter are 11.80±0.92% 6.53±0.31% and 92.60 ±0.20%, respectively. The boiling capacity is 80.33 °C. The optimum ratio for charcoal briquettes is 0 oil palm trunk to 5 oil palm fronds (by weight). The density is 2.31 g/cm<sup>3</sup>. The moisture content, ash and volatile matter are 7.53±2.19% 20.13±2.83% and 79.87±2.12%, respectively. The boiling capacity is 77.33 °C. It is concluded that briquette fuels are suitable for household and the community as they potentially replace firewood and reduce environmental problems.

**Keywords:** Krabi province, Ban Huai Yung, Briquette fuel, Oil palm trunk, Oil palm fronds



## A Comparative Study on Cost and Return of Native and Recommended Rice Production in Pak Panang Basin

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### Abstract

This study aims 1) to compare costs and returns between native rice and recommended rice productions in Pak Panang basin and 2) to give suggestions to native rice farmers for improvements of cost-benefit management. The data have been collected from 162 rice farmers in the crop year 2015-2016. The samples of this study consist of 32 Looklai rice farmers, 30 Yumnoon rice farmers, 34 Kapdum rice farmers, 30 Yako rice farmers and 36 recommended rice farmers. The corporation between researchers and farmers during the research process purposely allows knowledge sharing. The farmers have benefited from learning and experiencing ways to calculate the costs and returns of production and ways to reduce costs and increase profits in the future. The comparison of native rices and recommended rice reveals that the costs of native rice per rai range in 12.18 - 265.32 baht lower than the recommended rice, while its profits per rai are 367.03 - 618.61 baht lower. This signifies higher profits of the recommended rice, which is 163.41 baht per rai while most of the native rice varieties face loss. The largest loss is from Yumnoon rice at 433.02 baht per rai. The second and third largest losses are from Yako rice and Kapdum rice at 209.99 and 5.04 baht per rai, respectively. Only Looklai rice shows profits, at 43.54 baht per rai. The recommended ways to increase farmers' profits are to reduce fixed cost and add product value. Fixed cost of production can be reduced by considering the worthiness of long-term equipment or tools. Product's added value comes from rice processing with a slight extra cost while giving substantial returns in high product price.

**Keywords:** Pak Panang basin, Cost and return, Rice farming, Native rice



## The Roles of a Folk Healers in Relation to Self-Reliance Health Care of the Folks at Tambon Dong Ma da, Chiang Rai Province

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### Abstract

This research aims to study the roles of folk healers in encouraging the community to rely on themselves in health care. The main data sources are folk healers in Tambon Dong Ma Da, Mae Lao district, the province of Chiang Rai. Data collection is through in-depth interviews and participant observations method. The findings show that folk healers play an important role in promoting Dong Ma Da people's awareness in health care. The roles of folk healers are identified in three aspects: 1) as an individual -- a healer, 2) as a guru or sage who influences the community, and 3) as a driving force for the society's policy, especially the one dealing with local wisdom. These healers are the keys to raise the community awareness and appreciation of local wisdom. The community has developed systemic knowledge management and local wisdom curriculum for learning. Such awareness and management help to instill gratitude, and value appreciation since the people regard the local wisdom as the community's property, to be applicable for self-reliance in health care.

**Keywords:** Chiang Rai province, Tambon Dong Ma da, Folk healers, Self-reliance



## Cultural Tourism Management by the Local Knowledge of Lantan Ethnic Group, Nam Dee Village, Lao PDR

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### Abstract

The study investigates the cultural tourism management of Lantan ethnic group in Nam Dee village, the province of Luang Namtha, Lao PDR, and explores the cultural tourism network of the ethnic group. The research employs qualitative research methodology approach and Participatory Action Research (PAR) which includes a field study, in-depth interviews, participant observation, field notes, and training. The results of the research signify the potential and wisdom in cultural tourism management of Lantan ethnic group at the village level. Their capabilities are observed in various aspects: 1) tourism management, 2) activity and profit sharing, and 3) the applications of natural resource management, knowledge on environments, social norms, local customs and culture, all of which lead to relationships with others at different levels. The community management is independent as long as it keeps the community moving forward and learning to adapt to the changes in contemporary world. However, in terms of unity in tourism management, the community has its weaknesses for being unable to fully self-function, and having to overly rely on outsourced organizations and external agencies. The development guidelines for cultural tourism network of ethnic villages in Luang Namtha, Laos PDR suggest to be an educational tourism and cultural exchange networks in which a learning community emerges between the tourists and the locals. For instance, a tour group visits the village and observes the local ways of life, fabric weaving, spinning, dyeing, and bamboo pulp paper making processes. For cultural tourism activities, it is emphasized that the Lantan ethnic group focuses on living a slow life, eating clean food and running green economy, from which the visitors learn a simple lifestyle and the green way of local productions.

**Keywords:** Laos PDR, Nam Dee village, Cultural tourism, Local knowledge, Lantan ethnic group



## Developing Marketing Mechanism of Sustainable Community - Based Tourism Cluster in Nakhon Ratchasima Province

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### Abstract

The objectives of this research are to 1) study situations and problems about marketing mechanism of community-based tourism (CBT), 2) develop marketing mechanism of community-based tourism cluster through participatory action of local community, and 3) increase community-based tourism marketing potential. This research employs qualitative and participatory action research approaches and adopts primary data and field works based on in-depth interview, group discussion and focus group techniques. The key informants are 15 leaders/representatives of the community-based tourism in Nakhon Ratchasima province and 6 leaders/representatives taking part in marketing development research. This research employs content analysis techniques. The study of 15 community-based tourism villages in Nakhon Ratchasima province reveals marketing management capacity at medium level. Problems in marketing process, which includes product development, and problems in human resources, are found at the lowest level. Furthermore, internal factor analysis indicates the community strengths in its unique, distinctive, and diverse tourism resources. Their weaknesses are identified as the lack of understanding of CBT marketing and lack of CBT cluster networking at provincial level. A model suggested for CBT cluster network plan and marketing mechanism development is "Collaborative and Cooperative" model. The focuses of marketing development are in 4 aspects: 1) the balanced satisfaction levels between local people and tourists, 2) the effectiveness of community - based tourism marketing management, 3) the mechanism of marketing management of the networked communities, and 4) the strategy of CBT ISAN cluster and human resources networking. The research in developing marketing potential has found that the local community better understand marketing development, especially in tourism program design, marketing channels, and public relations. To strengthen the marketing mechanism management, the CBT Nakhon Ratchasima cluster should consider the 5 issues of concern: 1) ways for innovation in tourism product design and service, 2) tourism marketing management of CBT, 3) target tourists and ways to reach them, 4) quality and standard services in traditional ways, and 5) ways of marketing promotion.

**Keywords:** Nakhon Ratchasima province, Community based tourism, Tourism marketing management mechanism, Tourism cluster