



Area Based Development Research Journal

Official Translation of วารสารวิจัยเพื่อการพัฒนาเชิงพื้นที่
Thailand Research Fund

Vol. 3 No. 1 September – October 2010

E-ISSN 2408-1752

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Integrated marketing communication Model for commercial Quality Upgrading of Community Enterprise, Uttaradit Province

Abstract

This Quality research aimed to study the using of integrated marketing communication, the satisfaction, the application and upgrading of commercial quality by original community enterprise for finding appropriated model. The study model was participated experimentation. Data were collected through document analysis, in-depth interview, group conversation and observation. The main informants comprising community enterprise groups, 6 groups of selected Uttaradit 3-5 star OTOP of 2551-2552, participated commercial group and dealing stale support groups. The study was divided into 4 phases: first, the study on stale using of integrated marketing communication problems and obstacles, needs of communication using; second, construction plan for model finding of basic integrated marketing communication; third, tools trying of model for finding of satisfaction, application and upgrading of commercial quality; fourth, the conclusion on appropriated model of integrated marketing communication for commercial quality upgrading of Uttaradit.

The study revealed that there were 6 parts in model : (1) the seeking of the identity of each community enterprise for communication means to the target groups; (2) the application of integrated marketing communication for identity presentation based on basis efficiency of each group and its network support. The integrated marketing communication tool applied with original community showed great satisfaction for actual using as well as upgrading commercial quality such as personal media, brochure, short film feature, electronic business development or Ecommerce and website creation for community enterprise. Beside some other integrated marketing tools could be applied as they had been based on the same purpose of communication data; (3) the using of communication strategies through marketing media such as using identity as mail information for communication by clear purpose, target group analysis, interesting model of information giving, using main color of group identity dealing with tourism; (4) the support network such as government sectors, academic sectors, private sectors, local mass media, national and regional network centers helped on media production budget, design advising, products information base, products outlet support and information giving through various media; (5) target group information giving; (6) information feedback evaluation for media efficiency checking and collection of using data base.

Keywords: Integrated marketing communication, Uttaradit community enterprise



The Development of Learning center in Mae Khaow Luang community Forest, Chiang Rai Province

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Abstract

This research aimed to examine the diversity of plant and animal species residing in Mae Khaow Luang Community Forest, the utilization of resources according to local wisdom, and the development of community forest as naturally learning and biodiversity-based study resources. This study was based on mixed method research and action research conducting surveys, in-depth interviews, observations, group discussions, community forums, and student learning camps as important research tools.

The findings illustrated that there were found 173 species of plants-both perennial plants and undergrowth plants, and 30 species of ferns. There appeared various species of animals which included 8 species of amphibious creatures, 8 species of reptiles, 6 species of mammals, 9 species of fish, 29 species of dragonflies, 64 species of butterflies, 117 species of birds, and 2 sub-family groups of Apidae insects. On the utilization of plant resources according to local wisdom, it was found that there were 173 species of plants used by the community residents. These included: food plants, herbs, plants used for shelter construction, tools and equipments, plants for ceremonial activities, culture and belief, and other general plants. There were also found 33 food recipes produced from local plants in the community forest, 9 medicinal formulae produced from local herbs and local wisdom from the utilization of other plants. All the plant and animal information resources as well as the utilization of these resources were managed systematically as data-based resources.

The managed data-based resources were then reviewed by local experts community specialized personnel. The development of learning resources was implemented with the collaboration of the community residents. After learning, the achievement test was administered and the assessment of attitudes before and after learning was conducted. The results appeared that the achievement scores after learning were higher than those of before learning at a statistical significance level .01. On the results of attitude assessment, it was also found that the attitude scores after learning were higher than those of before learning at a statistical significance level .01.

Keywords:



The Model of Biogas Management for Use as Renewable Energy in the Community

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Abstract

The Model of Biogas Management for Use as Renewable Energy in the Community which operated in Ban Sop Sa Nhong Phan, Donkaew District, Amphur MaeRim, and Chiang Mai Province: The waste management pattern of this project brought to Biogas production from waste matter from pig farm, using a fixed dome well system, 100 cubic meter size. A gas had produced 36 cubic meters per day and served to 76 households around this community passed through the PVC pipelines. The main pipeline had 1-inch-diameter in size and the gas passed through the branch lines which had 0.5-inch-diameter size. The total length of the pipelines was 6,756 meters. In every 25-30 meters in the pipelines the water drain pipe were set up. Every pipeline system had taken a duty as an accumulated gas tank for this community. For the past nine year's time, there was no maintenance system leaded these pipeline systems to be clotted and the well had been shallow in depth. All of these effected to diminish the amount of biogas production. For operated in this research among the villagers to solve these problems. From this seminar, the action plan and the management about these problems had been discussed together. The biogas system were accompanied improved by enhanced the sludge drying bed, by washed the biogas production tank, by surveyed the decadence pipeline or areas and repaired the. All of these remedies brought the present day meet more an effectiveness distribution biogas pipeline system. In the same time, the work instruction book for biogas using for the renewable energy.

For economic data, in using biogas instead of liquefied petroleum gas in the household will lower 50-120 Baht per month expenses and the maintenance expenses in biogas system was around 500-700 Baht per month. For the permanence in biogas using in the community by villager meeting opinions found the way to meet the target by establishing the biogas user groups in the community. The management in the group was in the form of committee for taking action about maintaining the system. All the participants in the group should pay for the maintenance price via the committee 10 Baht per household per month but the stores should pay 30 Baht per month. This money could be used for maintaining the system for example for repairing a leaked pipeline, a broken pipeline and also for repairing a gas fermenting tank. However, for considering of the benefit-cost ratio (B/C ratio), have their B/C ratio higher than 1.0, which illustrates that biogas using for the renewable energy in the community provide benefits more than their costs with minimum pay back period of 6.6 years.

Keywords:



The Development of Huay Mai's Master Plan by Community Participation

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Abstract

The objectives of this research were: 1) to study problems and potentials of Huay Mai community. 2) to organize Huay Mai's master plan that is appropriated with social capital by community participation. 3) to know the attitude of Huay Mai villagers in organizing Huay Mai's master plan and the way to support and coordinate with stakeholders organizations in Huay Mai community. The research methodology used a qualitative research by using knowledge management process as tools that leads to the participatory learning process, passed problem analysis stage, community potential analysis stage and community's need analysis stage to organize Huay Mai's master plan draft. And then, conducted public hearing to accept Huay mai's master plan draft on economic and social development as be self-reliance.

The results of the research found Huay Mai community had the debts more than the incomes about 3,472,056 baht. The cause of debts from, firstly, as the expenses from agriculture; pushed down price from middleman, lack of market for agricultural produce, secondly, as the drought problem and lack of water resources for agriculture, thirdly, as the unemployed problem that made income be not enough for outcome, lack of career promotion to raise income for villagers and finally, as the drug problem respectively. Apart of Huay Mai community's potentials was shown that there were the ways for strengthening with self-reliance as follows: (1) There are key leaders that have the capacity in communication and knowledge transfer to conduct learning process (2) There are several resources and products for living. (3) There are virious branches of gurus. (4) There are groups of economic organization to increase income. (5) Huay Mai community has lifestyle that still depends on the produce from the forest and valuable local wisdom. (6) There are the community learning centers.

Keywords:



The Assessment and Development of the Community Capacity for Sustainable of Dengue Problem Solution by Community Participation

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Abstract

Community capacity was included capacity of leaders and non-leaders group which important for sustainable of solving dengue problem. This study was a part of community participatory action research. The objective was assessment of community capacity level for using as basic data for intervention of dengue solving problem plan. Three villages were selected by purposive criteria as recurrent dengue problem area in Moung district Nakhorn Si Thammarat province. Methods: The study was set a dengue leader team per community who was trained data collection. The community capacity level was collecting data by Dengue Community Capacity Assessment Tool (DCCAT) includes leaders (DCCAT-L) and non-leaders (DCCAT-NL) The DCCAT (Leaders and Non-leaders) were content validity index (CVI:0.90 and 0.91) and total reliability (Cronbach alpha coefficient) (0.98 and 0.97) and small focus group. Sample size of leaders in Ban Mon, Ban Nangpraya and Ban Kang were 29,24 and 30 and non-leaders were 202,255 and 174. The households surveyed larval were 202, 215 and 139 households. Results: Community capacity level of leaders in Ban Mon, Ban Nangpraya and Ban Kang were high, moderate and high (X: 349, 297, 369; SD: 14.7, 16.4 7.1) community capacity level of non-leaders in three communities were moderate level (X: 248, 197, 242; SD: 5.1, 4.6, 2.6) and the larval indices (House index: HI) of were 51, 55 and 27 percent. All most water containers outside households were larval 37, 65 and 51 percent. Community capacity level (Leaders and non-leaders) were associated with larval indices, community context and qualitative data of small focus group. Three communities need community capacity building both leaders and non-leaders. The appropriate intervention plans for building community capacity were based on all data from the community participatory assessment.

Key Words: DCCAT, Dengue prevention and control, Community-based, Southern Thailand



The Research and Development of Learning Process for English Local Lesson for the First Mattayomsuksa Students: Wat Tha Phood Folk Museum

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Abstract

This study aimed to develop the learning process through an English local lesson for the first Mattayomsuksa Students or the grade-one, high school level students in Wat Tha Phood School focusing particularly on the enormous relevance of Wat Tha Phood Folk Museum. The focus had been on the science-learning processes and participatory action processes. The participants in this research consist of the teachers and students in grade-one, high-school level at Wat Tha Phood School, school administrators, community leaders, local philosophers, and Tha Phood community folk who took part between May 2007 and September 2008.

The results were as follows : 1) As a valuable learning source, Wat Tha Phood Folk Museum has plenty of ancient and contemporary objects such as farming instrument, ceremonial farming objects, fishing instruments, and periodical household appliances. Ancient objects given by King Taksin are Phra Yarnnamart or a luxurious royal sedan, the bow of the Kanya Boat or the royal boat, a decorative spittoon, and a beautiful teapot. The archaeological objects are the ancient bricks and Semas of the heart-shaped stones which are of the late Ayutthaya Period. Moreover, there are objects from Phra Chulamani Chedi, the old Chedi in the reign of King Rama 111. 2) The organization of teaching and learning processes was overall satisfactory in terms of contents and the learners' opportunities to participate in activities. The students were also satisfied with the process and consequence of assessment and evaluation. Most of all, they were certain of the high possibility of utilizing what they acquired in their daily life. As a result, the student's post-learning achievement was higher than the pre-learning. Furthermore, they had learned to work in groups, 3) They had applied scientific process skills in their learning process. They had the scientific mind and a thinking process that contributed to generating the English project work. 4) Learners were capable of transferring the existing body of knowledge to others, including foreigners. 5) Learners were proud of this local community, recognized its value and developed a strong desire to study further in order to enhance the reputation of Wat Tha Phood community abroad.

Keywords:



The Development of Local Lesson by Using the School Area as a Learning Center : Case Study in School Network Group 46, Nongjok, Bangkok

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Abstract

The objective of this research was to study the biodiversity and the community using. And using these information for developing the scientific learning process. Moreover this lesson was accorded to a local science lessons. Furthermore these research had the target to raise awareness on biodiversity's conservation and utilization of community. The research method was the participatory action research among teachers, students, staffs, and the community, By collecting data, data analysis, establishing the learning center in school area, developing the local science lessons, and using the test form in case of before and after participation.

The results were as follows: a) the community of school network group 46 mostly were Muslim and farmers, The most of area is rice plantation with biodiversity, that was appropriate to arrange as a learning center b) the action of science lesson to use as a guidelines to raise awareness on biodiversity conservation and utilization of community using. From 195 people who joined the science camp was found 86.86% were expressed satisfaction.

Keywords:



The Development of Teaching process to Develop Student's creative Thinking Skills.

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Abstract

The development of teaching process to develop student's creative thinking skills could be done by using the participatory research. By means of the researcher worked with the administrators and teachers in the school. The results showed the development of assertive, the student's creativity development in kindergarten and in the primary school level. Moreover this research found the process of teacher developing, which consisted of education process, teachers demand, workshop, monitoring meeting, continued the supporting of teaching development and the presentation of teacher development. The critical conditions in the teachers' development included teacher's character, administrators and characteristics of researchers who accepted the changing. And the important activities for this research were workshop, giving the theoretical know ledges and techniques of teaching, practicing of the thinking teaching, and continuous monitoring.

Keywords: