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The Study and Promotion of Local Food Culture for Community Health in Chiang Rai Province

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Abstract

The purpose of this study, entitled “The Study and Development of Local Food Culture for Community Health in Chiang Rai Province”, was to investigate the local wisdoms on the 12 kinds of local and ethnical food recipes, and food ingredients in Chiang Rai and Mae Sia Municipalities; to determine the nutritional values of local foods, as well as to develop the quality and standards of 12 local foods in accordance with GHP (Good Hygiene Practice)-based food production. In order to enhance the communities, and youths awareness of nutritional values of local food consumption, the data obtained were then conducted with the managements of local wisdoms on 12 local foods that were published via mass media and were utilized as a set of Lanna northern foods. Based on a participatory action research, surveys, observations, in-depth interview, group discussions, community forum, and key informants, were carried out with food entrepreneurs selling all the 12 local foods, teachers, and students in Chiang Rai Municipality were Nong Bua Municipal 2 School, and Municipal 6 School. Others living in Mae Sai Municipality included Mae Sai Kindergarten School, Mae Sai Prasitsart Sdchool, and Mai Lung Khun Community School (169th Boundary Area), as well as selected communities in Chiang Rai and Mae Sai municipalities. The findings of the study were as follows:

Local foods and sweets found in these selected areas were divided into 12 recipes: Nam Ngeaw (rice noodle with spicy pork sauce), Khaow Soi Oh (egg rice noodle with spicy chicken sauce), Ho Neung (stuffed meat wrapped in banana leaf cup), Khaow Ram Feun Wan (sweet steamed rice powder with coconut and sugar syrup), Khaow Soi Noi (steamed rice powder pancake), Khaow Kan Jin (steamed pig blood rice wrapped in banana leaves) Khaow Tan (crispy rice topped with caramel), Khaow Tum Hua Ngok (stuffed rice with peanuts wrapped in banana leaves), Kha Nom Jok (sweet rice power tuffed with crunched coconut), Kha Nom Piang (rice pancake wrapped in banana leaves), Kha Nom Wong (sweet rice doughnuts), and Khaow Soi Tad (sweet rice powder with caramels).

In order to upgrade the quality and standards of GHP-based local food production, and to campaign local food consumption in their communities, and school, by knowledge managements on 9 local foods and sweets were not only presented through mass media, but lesson plans on local foods designed by teachers in collaboration with the research team and the nutritional values of 12 local foods were determined, and the results of nutritional values are moisture fat, ash, protein, carbohydrate, energy, sodium, calcium, and iron.

Keywords: -



The Development of Information Technology Application For Hotel and Tourism Business : Case Study of Bangkok Area

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Abstract

This research was under area based focus. It was the development of information technology application for hotel and tourism business in Bangkok in order to improve permanently business competency and compatibility in the area and emphasize in response to Thai and foreign tourists' demand. The study started from searching of primary information which relevant to the business operation. The researcher was not only collected 500 questionnaires from Thai and foreign tourists, but also interviewed 100 businessmen between April and September 2007.

The result indicated prominent improvement as the following; 1) the hotel and tourism business must support their website in order to inform basic information in hotel and tourism which emphasize on reservation and payment system for their customers via website, internet, automatic teller machine, and bank transfer system 2) the marketing techniques, such as product, price, place, and promotion, must be applied to the application in order to support motivation factors of information technology using 3) all hotel and tourism business must set co-operation network which can serve convenience for all customers. The result of the development of information technology application was examined, by a group of hotel and tourism business for 4 months, the improvement was applied to the business effectively; 1) information technology support customer service accurately and rapidly 2) tourists have more convenience 3) customer increase 4) company have more income.

Keywords: -



The Development of General Psychology in Higher Education through Internet

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Abstract

The objectives of this research were to develop learning process of general psychology in higher education through internet. Computer software was developed in the issue of Muscular System, Glandular System, and Nervous System. The samples were chosen from 60 students in Higher Vocational Certificate and Higher Vocational Diploma at Rajamangala University of Technology Suvarnabhumi Nonthaburi Campus, who used computer software of general psychology through internet. Students were instructed by one-group pretest-Post test design. The instruments were computer, software, internet, Pre-test, Post-test and rating scales satisfied questionnaires in 7 levels (Most-less satisfy).

The findings of the study showed that the difference of the pretest and posttest were significant. The mean of Pretest and Posttest was 14.13 and 33.45 respectively. Standard deviation was decreased from 3.58 to 2.51. The findings of the satisfied questionnaires showed that the students' satisfaction was higher and the highest, were 30 and 35 percents. Students were satisfied with the convenience that they got (56.7 percents). Thirdly, media set the style (50 percent).

Keywords: -



Research and Development of Local Museum Management for Sustainable Tourism Promotion of Ban Khun Samut Chin Community, Tambon Laem Fapha, Phra Samut Chedi District, Samut Prakan Province

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Abstract

This research aimed to study the antiquities, the archaeological evidence, and establishing the local museum as a source of study for: the ethnic history, race, and ancestors' origins of local residents, natural environment and mangrove forest ecology and the lifestyle, livelihood, and way of life of local residents. This museum would be administrated by local residents and would serve as a catalyst in improvement of their skills in resource management for sustainable tourism in the community. The research's areas included 9th Baan Khun Samut Chin and nearby villages were among the 8th village groups of Bann Laem Sing, 10th village groups of Bann Khun Samut Chin, Fapha sub-district and 1st, 3rd village groups of Nagleua sub-district, Phra Samut Chedi, Samut Prakan province. The sample consisted of 96 people including community leaders, ordinary citizens, tourists, travel agents, students, instructors, and monks who lived both within and outside of the community. Then the data collection had been done by study and survey, direct observations, four community conferences, six "interested group" conferences, several interviews, numerous questionnaires, and several studies of relevant documents.

The result by retrieving and studying the vestiges of antiques, chronicles, narrations, and other document, it was evident that most of the antiques are Chinese Pottery Bowls which were composed of twenty-four types of "Underglazed Indigo Blue Decorated Wares." Most of them were made at the end of the Ch'ing Dynasty era from Fujian, Jiangxi, and Guangdong Provinces. The residents in Ban Khun Samut Chin Community had elected the Ban Khun Samut Chin Local Museum administrating committee to establish the museum in order to be a learning source. The museum had been separated into 2 parts: 1) Local Human History, Art and Culture, which was composed of the Local History the Pottery and Bowl Section, the Monetary Coin and Oramentation Section, the Tool and Utensil Section, and the Faith and Belief Section. 2) Local Nature and Environment Exhibit was composed of fifty five posters which indicated community geography and environment of the 8th - 10th village groups of Ban Khun Samut Chin, Laem Fapha sub district and the 1st, 3rd villege groups of Nagleua sub district. There was also a related website. The museum as a learning source had been established, administrated, and troubleshooted by the local residents. As a result of the aforementioned initiatives, the number of the tourists that visited Ban Khun Samut Chin community was expected to increase, as was their willingness to contribute to museum programs and to participate in natural resource conservation activities at high level.

Keywords: -



The Proper Tourism Management Aspects to Support The East-West Economic Corridor Tourism Route for Ban Ta Wat of Muang District, Sakhon Nakhon Province Sustainable Tourism Development

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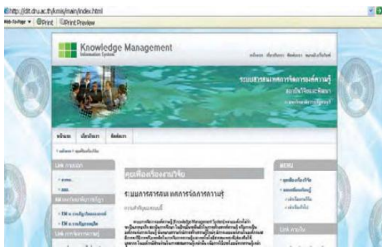
Abstract

Sustainable tourism is to make use of tourism resources effectively by its own community members to maintain those resources as long as possible. This requires both proper management and activity aspects that can be linked to other tourism sites according to provincial vital tourism strategies.

This Qualitative research is aimed to form proper tourism aspects for Ban Ta Wat community to support and develop its potentials to be the model community of Nong Harn basin tourism. This study allowed local residents to take part in 4 main stages 1) study community context and its tourism potentials 2) develop the potentials 3) form and develop tourism aspects and 4) summarise the research. The important studying activities including interviewing, groups discussions, public learning, room training, study tour, practicing and assessing by participations observation. Content Analysis and Description are employed to gain the result of study.

This study reveals that Ban Ta Wat community has 3 tourism resources which are Nong Harn basin, historical objects that have been expressing civilization of the residents in its old days and the community unique ways of life. It has the goddess of merey (Guan Yim) image which has been brought from Taiwan locates in the Ban Ta Wat temple. The images attract a lot interest to a tour group from Taiwan to make monthly tour to the community. Ban Ta Wat community can be developed to be the main tourism site around the Nong Harn basin and linked to other sites of Sakhon Nakhon Province and its environs according to The East-Wes Economic Corridor Tourism Route Strategy. After training, the residents can manage tourism themselves by setting a tourism coalition board that members should come from both locality and public sectors. The vital tourism aspect is that of eco-conservative home-stay style. Tourism activities can be classified to meet tourists' demands such as Nong Harn sightseeing, tracking, studying historical objects, sites and local ways of life.

Keywords: -



The Development of Information System for Knowledge Management in Dhonburi Rajabhat University

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Abstract

The aims of this research were to analyze and develop of Knowledge Management Information System (KMIS) program, study attitude towards the program efficiency and use it for saving the users knowledge base and searching for the knowledge base for other needs. The program was able to be a tool for exchanging knowledge or information, including the ability in searching both general and category searching. This research was divided into 2 parts as follows. The first part was the analysis and system design for developing the main program which presents in website of PHP and HTML. Moreover, the Java Script also reduced the data error of the client side. The second part was the survey of the user's opinions towards the program of the Knowledge Management Information System. The samples of users were as follows; 1) the population of this research is 68 fourth-year students majoring in computer science (group 48), Science and Technology Faculty of Dhonburi Rajabhat University. The samples of the research are 40 students; 29 male and 11 female selected by purposive sampling, 2) three computer professors selected by purposive sampling; 2 male and 1 female, 3) general users selected by purposive sampling; 4 male and 1 female.

The research found out that there have qualities program as follows to 1) create the data from knowledge base and save it as knowledge bank, 2) create the data of users for registering in the system, 3) create the data of users for checking counter system, 4) manage the data of knowledge base and group it in categories, 5) be able to search for information, 6) edit the data of users' knowledge, 7) edit the data of users' personal information, 8) edit the data of categories for users, 9) create and manage new folders. Then the data were analyzed by percentage, mean and standard deviation. The result showed that the opinions of the students and computer professors are at good level and of the general users are at excellent level.

Keywords: -



Development of Herb Juice from Antioxidant Local Flowers Amphawa, Samut Songkhram for Commercial Production

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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: -



Health Security of Rural Families in Northeastern Thailand

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Abstract

The objective of this study aimed to describe; the model of health security promotion process, the factors component, and the factors which influence health security of rural families in northeastern. It was conducted on the mixed method both qualitative and quantitative. Data was collected through the households or health keepers within family. Study in the Northeastern provinces consists: Loei, Nongbualaphu, Udonthani, and Nong Khai Province during the months of July 2009 to March 2010 covered 400 samples size and analyzed by content analysis and LISREL.

This paper shows that the health security promotion processes modeling which there were 3 aspects such as health promotion process through social capital within family, social capital within community, and social capital link from structure. The component of factors influence health security of rural families shown that 4 groups factor consists: group I: the family's structure factor. Group II the social capital within family. Group III: the social capital within community. Including, group IV: the social capital link from structure. Moreover, health security of rural families in Northeastern which were high effected from social capital within family ($B=1.47$) and moderate effected from the social capital from structure ($B=0.99$), and finalize from the social capital within community ($B=-0.57$) respectively. All of these factors were shown power of prediction health security of rural families at 67.0% ($R^2=0.67$) Suggestion, so that the health strategic implementation should be concern about the social capital which were in family and community very much. Those were supported for health security promotion process of rural families in northeastern so well.

Keywords: -