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The Learning of Youth Researcher for Local History's Lampang

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Abstract

This research aimed to monitor and support the young people who were studying in secondary schools in Lampang province to research by means of local history for the knowledge about the identity and way of life in terms of local culture by collaborative learning process, exchange the knowledge and experience lesson distilled among the youth in Lampang Province. Teachers, communities, researchers and academics and the project involved. By the coordination to promote the role of schools and communities, as well as a device to support research with youth and planning to work together. Then the activities of a small group had established for workshop on research methodology, storage, synthesis and processing of knowledge sharing. Onward to develop the learning process, the research of youth and local development.

The findings led the learning process together among the youth research network, advisory teachers, administrators, community, academics, media and parents. The results of operations was set "The Learning of Youth Researcher for Local History's Lampang" project included 24 primary schools, the number of sub-projects were 71 sub-projects, included research of 281 youth researchers and 62 advisor teachers that. Then the advisors had led the ways of learning with the youth researcher. Counseling and the learning of the films creation, to expand the learning activities in school, local history research and young film club activities with the collaborative learning among students in classes in various styles as "Big Brother advise Little Brother", "Friend advise Friend". Moreover they set the preparation of the project to continue the research activities with the Community and carry on the local knowledge gained from "The Learning of Youth Researcher for Local History's Lampang" project. By the way it was supported by the school administrators and communities in Lampang Province. As of knowledge, ideas and issues were given from the set of knowledge from research synthesis, it could be linked to recommend in the development of the learning process, the research of youth and the local development with school, Institutions of higher education, community, local government organizations and the media, the youth researcher network's parent had involved as well.

Keywords: -



The Development of Homestay from the Participatory to Support Ecotourism at Mo Hin Kao

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Abstract

The purpose of this research was 1) study the potential of Vang Kam Kan Community, Tha Hin Ngom sub-district, Muang district, Chaiyaphom province led to the management of ecotourism in form of homestay 2) study the appropriate patterns to manage homestay via the participation of local community and government offices 3) study the guidance to support the community participation of homestay management to increase community income. The research revealed that the potential contributing of Vang Kam Kan community to homestay management is high. Sample of the potential are, close to Mor Hin Kao and other tourism destinations which can be connected to each, the quality standard of Ban Vang Kam Kan community and area potential obtained the best level of assessment. Based on the research's findings, Ban Vang Kam Kan could possibly determine the suitable homestay within five stages. First of all, set up an organization and clearly assign tasks and responsibility to each line agency. Second, regulate the rules, prohibition, procedures and administrative system of homestay management as well as allocate compensation. Third, arrange tour activities which derived from the community's potential, area and personnel dimensions particularly. Besides, the importance of any tourist place in the community including art, culture, and local wisdom are taking into account. Four, marketing and informing as long as promoting the tourist places' information like data and any kind of tour services of community propagandizing. Fifth, monitoring and evaluating the practice of Ban Vang Kam Kan homestay in order to improve and develop the performance of homestay.

The research also found that homestead under homestay implementation brought Ban Vang Kam Kan income improving throughout homestay group' member and it also distributed income toward other people in community by souvenir, good, food and beverage making and selling as well as vehicle rental, trekking tour and other supplementary services. Hence, if the eco-tourism, homestay practice of Ban Vang Kam Kan, which is success and satisfy tourist, is developed accordance with the community determination, it will be strengthened and people quality of life will be improved.

Keywords: Management, Eco-tourism, Homestay, Community participatory



The Type of Development an Appropriate Eco-tourism and Community Participation by Analytical Hierarchy Process Technique

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Abstract

This study aimed to develop a model of eco-tourism in the area around the pagoda midstream Rayong Municipality, Rayong province, which was divided to 3 main parts of research by (1) The survey area field to 1) collected data, 2) interviewed the tourists, community, and officer by Rural Rapid Appraisal (RRA) and Participatory Rural Appraisal (PRA) technique, (2) the data were analyzed by the correlation of activity in the developed forms of tourism, by Compatibility Matrix Technical. And find the level of importance of tourism activities by Analytical Hierarchy Process techniques: AHP (3) analysis of the optimal on economic, environmental and quality of life in the community.

The analysis of the activity's level were related mainly of community groups focrsed on profitability and quality of life rather than environmental. This mean they chose the adventure activities that given more than 350 baht per person than a nature and ecosystem activities. Because the most of community residents at Chedi Klang are fisher man who have low per capita income, then the community would want to add revenue more than good environment. However the communities around Chedi Klang Nam they also reflected on the importance of the environmental issue in the environmental score from an Analytical Hierarchy Process (AHP). As for the analysis of activity pattern had a dimensional analysis in various fields as economics, environment and a quality of life. By the processing of linear programming. Its provided the analysis of the suitability of each side, by Fuzzy Multiple Objectives Linear Programming (FMOLP) to analyze the feasibility. Its found the most appropriate value was 0.61 Quite acceptable solution which was acceptable for choice. If selected the water adventure activities to develop tourism at the Chedi Klang Nam, the result would be sustainability.

Key words: Eco-tourism, Participatory, Analytical Hierarchy Process, Rayong Province



The Development of Community Product's packaging in Yala Province

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Abstract

The purposes of this research were to study both the target market and viewpoints of the consumers towards the community product's packaging as well as to develop its packaging of the product in Yala province. This study is a type of research and development conducted through the Participation Action Research (PAR) via multilateral groups of entrepreneurs, consumers and relevant governmental figures who help support the community products. The mixed of qualitative and quantitative methods were employed to obtain the data. The developed packaging was then operated in trading and at the same time, views from entrepreneurs were also used to compare between the former packaging and the latest one. Finally, the developed packaging meets the satisfaction of the consumers. The research have four different products to be developed: 1) Betong noodles, Kaikoo brand, 2) instant roti, Bekum brand, 3) garcinia fermented in syrup, Karaw brand, and 4) sun baked fish, Plakoo brand.

The findings were as follows: 1) The majority of the target market was the average age of thirties married females. The backgrounds of their education are from diploma to bachelor degree. Their incomes are at average. They are under the government sector, the enterprise sector, and the private sector. They are closed to the family and friends. Most of them purchase more than two packaging for their own consuming and/or within the families, 2) According to the views towards the community product's packaging in Yala province, they view that the strength of the products is that the products can thoroughly be seen. While the weakness is that it is unattractive. As a whole, most consumers are less satisfied with the packaging, 3) In terms of the developed packaging, among Betong noodles, Kaikoo brand and the instant roti, Bekum brand, the consumers prefer the type B packaging. Meanwhile, the type A packaging is appropriate for the garcinia fermented insyrup, Karaw brand and the sun baked fish, Plakoo brand. According to the usefulness, it was found that these developed packaging are beautiful, attractive and possess the significant identity when compare to the competitors. Thus, these developed packaging help increase the business value of 30% to 90%.

Keywords: Packaging, Community products, Yala



Promotion Approach for Cultural Tourism in Fai Luang Sub-District, Laplae District, Uttaradit Province

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Abstract

The purpose of this research was to study the potential of tourism, problems and obstacles in the implementation of tourism marketing campaign in Fai Luang, Laplae, Uttaradit. The research was combined of qualitative and quantitative research together, tools were interview and questionnaire. The study found that 7 attraction historic sites in Fai Luang could be developing to a tourist attraction. However the most of it had a potential in the medium level, then when considering the importance of an archaeological find that is very important. Beside the facilities for tourists and public relations were insufficient. It meant the importance of the historic site and local culture could be used as a selling point for a cultural tourism.

Quantitative analysis showed that most of traveler is the people who come to in Uttaradit province. Their objectives were for the coming trip. They traveled 1-2 times per year, most of them did not know about Fai Luang had a project for developing as a tourist attraction. In case of activities found the tourist had demand in high level, except stay with the community (Home stay). Moreover the research found the demand of foreign guide was moderate, as for the cultural potential of tourism market in Fai Luang, found that the tourism resources of the material, arts and culture were considered to have potential value, but lacked to associate with the activities of these community. Guidelines for the marketing promotion were, grouping of all parties involved, accessing to individual customers directly, and creating the cultural tourism programs. This would be managed by local housing and continuity business management.

Keywords: -



The Development of Seasoning Dried Indian Volute Product and Time Keeping

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Abstract

Study of manufacturing processes and development seasoning dried Indian Volute product. The study to different 3 tastes of seasoning sauce; Nam Prik Phao, Tomyam and Krathiam Prikthai taste, Garlic pepper seasoning. Found that most consumers to recognize seasoning dried Indian Volute product with Tomyam sauce. When the taste and likeness were accepted by majority consumer contains meat fried 50 g, Tomyam soup 15 g, water 50 g, sugar 25 g, soy sauce 5 g, salt 2 g, lemon juice 5 g, chilli powder 2 g, sliced citrus hystrix leaf 2 g, The study on appropriate and kind packaging of product 3 kinds were polypropylene bag, vacuum bag and foil bag. And study two types of atmospheric conditions and conditions packaged with insert oxygen absorber. The results of sensory evaluation and quality in terms of microorganisms. Found that the type and condition of container suitable for storage is foil bags, containing state absorb oxygen, to maintain the 56 days.

Keywords:



The Development of Cookies Supplement with Defatted Rice Bran

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Abstract

Rice bran is a byproduct after extracting oil, it contained fiber and protein that are beneficial to the body. This research aimed to develop the cookies, added defatted rice bran. By selecting the type of bread that replacing wheat flour with defatted rice bran 15% by weight of wheat flour. The research found that dropped cookies was better than software and frozen cookies. As well the effect of defatted rice bran's partical size was found that rice bran's particle size had no effect on the sensory quality and physical (color press and aw value). Then by selecting the type of bread that replacing wheat flour with defatted rice bran 50%. By weight of wheat flour were found that the cookies added rice defatted rice bran had the right components were rice, wheat flour, butter, milk, sugar, eggs, baking powder and salt, 15.9, 15.9, 23.5, 14.0, 22.4, 7.1, 0.7 and 0.4% respectively, carbohydrate, moisture, protein, fiber, fat and ash were 55.1, 2.4, 13.3, 3.8, 21.8, and 3.6% respectively, with color values $L^*a^*b^*$ were 26.8, 5.4 and 22.4, respectively, aw value was 0.4, and hardnees value was 21.4 Newton. And test results of 100 consumers found that the mean scores remained moderately to like very much like, the consumer accepted the products 82% and 79% interest to purchased, when informed the information about the benefits of the products to consumers, the resulted were 1) the consumer increased to accept was 98% and interested to buying increased 95%.

Keywords:



Production of Ready to Eat Miangkum from Peanut mixed with Crispy Rice and Shelf Life Extension

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Abstract

Production of Ready to Eat Miangkum from Peanut mixed with Crispy Rice is a snack product that developed from Ready to Eat Miangkum. By stewing the Miangkum syrup with mashed lemon grass as 30 percent of Miangkum set, the controlled the moisture about 6 percent. And added the crispy rice, 0.dried shrimp, dried Capoeoo leaves and roasted peanuts in the ratio as 1: 0.5: 0.05: 1.5 by weight of Miangkum syrup as 1.5 times, and mixed the components to fit size. The result was followed the consumers accepted products. Beside when stored the products in Poly Ethylene bags for 6 weeks at temperature room, its showed that the product moisture content and Aw values were increased. Its influenced to low the crispness and consumers do not accept in the 6th week, TBA value was increased, the total number of bacteria was less than 10 colonies per gram and not found the yeast-0.fungus. After comparison between products that put and do not put the lemon grass, that found that product added lemon grass was higher moisture content and Aw than products do not add lemon grass, moreover TBA value was higher too. However the lemon grass's smell was helping to covering rancidity. It also had helped to slow the proliferation of microorganisms.

Keywords: