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## Knowledge Management for Local Wisdom Development of Sri-Lanna Lamp

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### Abstract

The purposes of this research are to study the process of knowledge management, product development process as well as ways and means to conserve, maintain, and at the same time focusing on the improvement of Sri Lanna lamp. In conducting this study, Mix-Method concept was being applied by setting up key informants as part of the survey. The research was done by using two different approaches. First, quality-based approach in which the study concentrated on investors, academics, local product experts, civil servants, community leaders and local wisdoms. Second, quantity-based approach which involved local villagers and product end-users all within Lampang. The survey was conducted in three different ways: by face – to – face interviews; by handing out questionnaires and organizing focus group workshops whereby all the useful information obtained was divided into four parts e.g. part one represented product knowledge management process; part two involved product improvement process analysis such as product transformations from past to present, external factors evolving process improvement as well as marketing – mixed concept; part three focused on ways and means to improve and conserve the tradition of Sri Lanna product, and part four analyzed product knowledge management outcome. To further elaborate the mentioned context, the Sri Lanna model has been formed as: S : Shared Value, R : Resources, I : Integrated Knowledge, L : Local Wisdoms History to Public, A : Administrative Management, N : National Attention, N : Networking, A : Adaptation and Surrounding – Based Learning.

In conclusion, the finding's results have provided us with clear guidelines in regard to performance improvement within the working groups, particularly, in the manufacturing and administrative aspects, income generating and job creations for the locals, Hence, help strengthening the community, product improvement sustainability as well as maintaining its local identity. Moreover, the created model can also be applied to the modern day's local wisdoms, whilst retaining its charms and uniqueness.

**Keywords:** -



## Buddhist Monasteries with Burmese Art in Lampang Province and Cultural Tourism

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### Abstract

The research study on “Buddhist Monasteries with Burmese Art in Lampang Province and Cultural Tourism” had 3 objectives: 1.) to study the social, economic and political context affecting the origin and the existence of Buddhist Monasteries with the Burmese art in Lampang; 2.) to study about the influences of Burmese architecture and art on the construction of Buddhist monasteries with Burmese art in Lampang Province; and 3.) to scrutinize the potential in managing cultural tourism by the communities where the nine target monasteries are located. The methodology applied consisted of documentary research and fieldwork at each monastery. The preliminary results revealed that; the fertile teak forests in Lampang were the push factor for the people bearing Burmese nationality to work in the forestry industry until they became wealthy enough to construct Buddhist monasteries with Burmese art and architecture by hiring artists from Mandalay to work in Lampang town. However, a number of those monasteries have to struggle for their existence with the lack of support in terms of fund and personnel from governmental sector and non-governmental one. However, from the preliminary result, it was found that there were at least 2 temples with Burmese art together with the communities which were potent in managing cultural tourism. The two temples mentioned were Wat Srichum and Wat Mon Santan.

**Keywords:** -



## A Communities Enterprises Marketing Network Management Model for Increasing the Quality of Commercial Competition in Uttaradit Province

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### Abstract

The research aims to study the situations and capacities in order to find a community enterprise marketing network management model for increasing commercial competition in Uttaradit. This research was conducted with 8 groups of samples; a community enterprise group and 5 type-product community enterprise marketing groups. The sample group was a purposive or judgment sampling using snow-ball technique. The data collected from analyzing data from related research and community enterprise document, in-depth interview of relevant sections and organizations, observation, focus group discussion, questionnaire and interview. The data validity was examined by triangulation method with all the information, research methods and the research results presentation in public. The data tasted was presented to the data resource group.

The research reveals that the initial marketing network of local products manufactures group in Uttaradit was formed by enterprise groups in the area and it was a natural network. Later, the government institutes and other related organization started to have cooperation. The government organizations support the network in the ways they want but followed the government policy. The study also shows that the format of local products group in Uttaradit can be a traditional one or a natural one with a personal relationship having local products as a medium for meeting. And the model resulting from the research forming by the cooperation between government associated organizations and academic sectors is the one with clear structure. Trying out the research model of a community enterprise marketing network management with the groups in the local, in the province and in other provinces indicates that it can help increasing and expanding the markets for the network groups in both domestic markets and international markets with the cooperation between government and private. The groups also have knowledge sharing and exchanging and bring knowledge base to develop their products. The trial research groups have high satisfaction of the selling total.

**Keywords:** -



## The creating of Capacity for Volunteers of Prevent and Control Dengue in the School : Case Study of Prateepsasana Islamic School, Nakhon Si Thammarat Province

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### Abstract

Dengue was an important problem of Prateepsasana Islamic School, Nakhon Si Thammarat Province. Objectives: 1)to study situations, folk knowledge and dengue prevention and control patterns, 2) to evaluate the student's capacity of dengue prevention and control (the student's capacity), and 3)to build the student's capacity. Method: Participatory Action Research: PAR was applied to three phases: 1) the preparation phase, 2) the student's capacity building process phased, and 3) the communicating results phase. Independent T-Test statistic method was used for analysis the student's capacity between before and after intervention. Larval Indices were ratio analysis. Results: There were unclear of dengue problem solutions in before intervention. In study, there was a dengue club named "Eliminate Ades Aegypti, the culprit of dengue" which eight groups of activities as "Dengue or Death", "Seniors educating juniors", "Reward for good answer", "Dengue monitoring team", "Youth to expel mosquito", "Mosquito or busy", "Garbage elimination of Pondok", and "Essential doctors", The student's capacity of dengue prevention and control level of 380 students sampling representative of Pondok showed increasing before and after intervention (X (SD);56.78 (17.06); 65.33(15.36) and different statistic significant (P>.000). The Larval indices ratios were decreasing level from before (BI=244, HI=45, and CI=26) to after intervention (BI=137,HI=39, and CI=19). There were not found the dengue morbidity and mortality rate in during study. Discussions: Although there were increasing the student's capacity, decreasing Larval indices ratio, and unrepresenting dengue epidemiology index, the high risk for dengue epidemic might be found in school because the ratios of Larval indices were higher than the standard index. Then, the serious participation of students, school, and communities around the school's area are need for building the student's capacity of dengue prevention and control.

**Keywords :** Student's capacity building process, Dengue prevention and control, Islamic school, Pondok



## The Development and Technological Transferring of pork Cracker Production in Chiang Rai Province

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### Abstract

The purposes of this study, entitled “The Development and Technological Transferring of Pork Cracker Production in Chiang Rai Province”, were to investigate the local wisdoms on pork cracker production in Chiang Rai Province, to survey pork cracker production sites, to develop GHP-based pork cracker production process, and product packaging, as well as to compile pork cracker production guidebooks. The data obtained were conducted with panel discussions, meetings, surveys, in-depth interviews, participatory observations, and trainings.

Pork cracker, one of the most favorite northern foods, is preferred by local peoples' and outsiders' consumption. Chiang Rai city where is regarded as one of the Northern Provinces that pork cracker manufacturers have been mostly established; moreover, different techniques of pork cracker production on its shapes, tastes, fragrances, and colors found in such a district depend on their inherited learning resources. Fourteen pork cracker production groups participated in this project. For the local wisdoms on pork cracker production, it was stated that in Chiang Rai Province, pork cracker was classified into 4 types: skin-fatted pork crackers, fatless pork crackers, seasoned fatless pork crackers, as well as fatty skinless pork crackers. Pigskin-rinsing, required pigskin-slicing, pigskin-soaking with favored ingredients, pigskin-boiling for 2 times, as well as pigskin-deep frying were mostly used for their similar techniques of pork cracker production.

Six trainings on the understandings of the development of GHP-based pork cracker production process were enhanced for the entrepreneurs' GHP-based food process development. Pinnapa's pork crackers with emphasis on the development of proper product packaging and its label were selected as one of the pilot learning resources. Plastic bottles and containers with its label designed by the researchers were used for valuable product packaging whereas the development of product package with its label was trained for Pinnapa, Sri Chan, and Pa Ta pork cracker manufacturers in other districts of Chiang Rai Province such as Chiang Khong, Chiang Saen, Mae Suay, etc. Moreover, Pinnapa pork cracker shop was mainly used for the participants' educational fieldtrips on their better pork cracker production developments.

**Keywords:** -



## Parboiled Germinated Rice Product from Japonica Rice Varieties Cultivated in Thailand

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### Abstract

Parboiled germinated rice is a new product from Japonica rice varieties cultivated in Thailand. Production techniques were modified and transferred from Chalerm Pra Kiat Ban Tang Yaw. Small community enterprise in Pathum Thani province, whereby Indica rice was use as a principal raw material. The objective of this study was to compare nutritional facts including bioactive components in parboiled pre-germinated brown rice and parboiled malted rice of three varieties: Koshihigari, DOA1 and DOA2. Research finding indicated that germination and parboiling had been significantly increased higher contents of fiber, phenolic compounds vitaminb1 and GABA than brown rice. It was noticeable that hydrothermal parboiling processing could reduce the content of free fatty acids and peroxide. There was no significant different found between parboiled pre-germinated brown rice and parboiled malted rice in organoleptic quality. Cooking quality had been acceptable from 100 consumers in level of moderately like to most like.

**Keywords:** -





## Process Development for Quality Improvement of cold-Pressed Sangyod Rice Bran Oil

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### Abstract

Rice bran oil has been used in food, cosmetic and pharmaceutical industries because of its unique nutritional and functional properties. This work was conducted in cooperation with small scale cold-pressed Sangyod rice bran oil (CP-SRBO) produced in a factory in Phatthalung province. The aim of this study was to develop the process for quality improvement of CP-SRBO. Stabilization of rice bran by heating at 150 C for 10 min and reduction of filtration time by vacuum filtration were used in this study. The data showed that the stabilization process and vacuum filtration could reduce the acid value, free fatty acids and peroxide value of CP-SRBO. Furthermore, those processed could improve the extraction yield, antioxidant content and antioxidant activity of CP-SRBO. The analysis of nutrition value and fatty acid profile of CP-SRBO showed that CP-SRBO contained high contents of vitamin E (96 mg/100 g oil) and oryzanol (1.64 g/100 g oil). Cp-SRBO contained 75.8% unsaturated fatty acid and 23.8% saturated fatty acid. Oleic acid (44%) was the major fatty acid of CP-SRBO followed by linoleic acid (30%) and palmitic acid (20.1%), respectively. In conclusion, heat stabilization of rice bran and vacuum filtration could improve the quality of CP-SRBO and that could be applied in the small scale CP-SRBO factory.

**Keywords:** -