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## Promotion Policy of Food Safety Source in Southern Isan by Marketing System and Agro-tourism

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### Abstract

In present, the interest in producing safe food of agriculturists has increased according to consumers' demands. However, the consumer does not know where to buy safe food and how it is safe. The promotion policy of the government to promote safe food popularity, acceptance and success has been set up. This research is a policy research for promotion food safety source with marketing and agro-tourism that had the purposes were to 1) classify source of safe food in four Southern Isan provinces 2) apply geographical information systems for finding routes of agro-tourism safe food supplies 3) synthesize the policy presented by all parties involved in the marketing systems and agro-tourism and 4) test the draft policy promoting the agro-tourism of provincial organizations. Operating area research is in four Southern Isan provinces that had 47,750.89 square kilometers. The populations were agriculturist and clusters who produced safe food more than 4,000 items and relevant agencies. The research methodology started by gathering literature and information, field survey, interview all sectors from safe food areas, such as farmers, buyers, sellers, distributors, consumers, agent activity and policymakers, depth interviews of experts, whose roles and experiences in this area to summarize the proposed approach in policy development. The field related to the admission of the consumer participation and tourists in agro-tourism route sample with organizing relevant seminars to debate policy proposals leading to analysis by local organization.

The result of study found that villages with safe food supply and agro-tourism should be promoted later a total of 177 villages in accordance with 86 other agricultural tourism sources in four provinces were classified as agro-tourism of safe food supplies. The information on internet with a map showing the location to retrieve information, data, and application programming could find and choose the best route from website [http://web.nrru.ac.th/research/food safety/](http://web.nrru.ac.th/research/food%20safety/) which could connect to the Google Map. The test period in 6 months was submitted for acceptance to a great extent. The marketing suggestion activities of this area found that was possible to promote a safe food supply prospects for agro-tourism activities with a proper selection of time to suit the season's products and handle with the host community and Surin was a best practice of case studies so the lesson and the safe food policy. For return policy, summary of the guidelines or policies to promote on food safety had 22 producing and 23 marketing activities. Focus groups in each province to present the draft policy and listen to the criticism with the policies set out in the provincial level and support activities.

**Keywords:** -



## Research and Development of Organic Agriculture in Royal Theory for Agriculture Farming in Maha Sarakham

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### Abstract

Research project and development of organic agriculture in Royal theory farming is an experimental research for development and technology transferring using participatory action research methodology between researchers and farmers in Maha Sarakham province for 2 years investigation. The research aims to study the factors of organic rice production, organic Nile tilapia culture development and sustainable development of organic swine production. The research was operated in the farmers land via the 4 standard performance of organic agriculture farmers were selected in 4 district; Kud Rang, Nadun, Wapi Pathum and Muang district in Maha Sarakham province. The farmers must operate follow the project conditions consist of: attending the training, regularity recoding of research data, analysis and conclude the results with researchers, and the farmers can get all products from the experiments. The study was divided into 3 parts; firstly, study on the potentials and needs of framers to co-work in research project, secondly, study on research and development of organic agricultural pattern in Royal theory farming, and thirdly, technology transfer of knowledge from this study. The study on research and development of organic agricultural patterns was consisted of 3 projects as an objective of the studies, and each project was including 4 sub-projects, as follow: (1) Study on effect of some factors on organic rice production; to examine the traditional rice culture, soil properties, effect of organic fertilizer to improve Kao-Dork Mali 105 (KDMK 105) production and rice soil properties. (2) The development of organic Nile tilapia (*Oreochromis niloticus*) cultured in closed system ponds; to investigate the traditional fish culture, developed Nile tilapia culture system in closed system ponds and developed organic feed formulates, soil and water quality variation, organic matter degradation using natural bacteria and fish health condition. (3) The sustainable development of organic swine; to study traditional swine culture, developed feed formulates and feeding techniques which effect to growth performance and breeding capacity of the swine reared in 3 support cage types; cements, ground land and hole; and health problems of swine. The results found that co-work farmers show high intention, interesting and enthusiastic on doing research. They can follow the experimental designs and have learned about organic agriculture processes. They can get higher rice product, simply fish and swine feed production that can make by themselves, and have new knowledge from co-research such as research methodology, comparison of variables, data analysis and evaluation, utilization of available resources. That can be the way to produce community researchers who can applied the knowledge and skill of research to sue in daily life and lifelong learning. Moreover, it can be a model to their neighbors and related area.

**Keywords:** -



## A Study on Searching for Development Approach for Quality Management of Human Resource: Case Study of Sub-District Administration Organizations in Phetchaburi and Prachuab Khiri Khan Provinces

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### Abstract

This quality research was conducted by employing participatory action research with subdistrict administrative organizations to study the management condition and search for development approach for quality management of human resource of Raisom Subdistrict Administrative Organization, Muang District, Phetchaburi Province, Pak Ta-le Subdistrict Administrative Organization, Ban Laem District, Phetchaburi Province, and Pak Nampran subdistrict Administrative Organization, Pran Buri District, Prachuab Khiri Khan Province. The data were collected from 33 key informants including the administrators and the heads of work sections in those three subdistrict administrative organizations. The activities for collecting data and enhancing the personnel's required knowledge and ability were analysis of three subdistrict administrative organizations' SWOT, focus group discussion among key informants (heads of work sections), in-depth interview for key informants (administrators), study tour, and discussion with experts. The last two sessions of brain storming were held in searching for the appropriate approach for quality management of human resource of subdistrict administrative organizations. The research tools for data collection were the questionnaire, a set of questions for focus group discussion, and in-depth interview form. The data were analyzed by employing content analysis technique and being interpreted by comparing to theories and existing research results.

The research results could be concluded in two points: the management condition of the three subdistrict administrative organizations and approach for quality management if human resource of those organizations. For the management condition, it was found that development planning was done according to the policy of Department of Local Administration, and congruent with the economic, social, and environmental conditions, focusing mainly on providing services and satisfying the people's need, that there were obvious organizational structure and job description, and that human resource development was promoted by preparing the opportunities for the personnel to get training, attend seminar, and study for higher degree of education. However, it was also found that the existing manpower was not sufficient for the increasing roles from mission transferring policy, and that the personnel in some positions had not got enough work skills resulting from the lack of proper and transparent recruitment planning, and standard position promotion. This problem resulted from the local administrators who did not understand the merit system in personnel management and, consequently, did not use personnel's knowledge and ability for making decision on promoting personnel's work positions.

For the approach for quality management of human resource in subdistrict administrative organizations, it was found that there were 4 aspects of approach resulting from the research activities. Firstly, the development approach of quality management system on human resource management included man power planning and personnel recruitment. The man power planning had to be quality planning to serve the organization's future strategic plan the need of each subdistrict administrative organization. The personnel recruitment had to be based on the most appropriate qualification of workers for each position. The recruitment process had to be done with quality oriented performance based on justice and accuracy principle from the first, application, through the whole process, namely, written examination, and interview steps. These would efficiently help the subdistrict administrative organization have the well qualified human resource as it was planned. Secondly, for the development approach of quality management system on human resource development, it should be stated in the regulation that every employee of subdistrict administrative organization had to be regularly trained for his or her job in each position so that his or her competence was improved to keep up with the changing social context. After the training, those personnel had to report the training results and write the plan for their own performance improvement in the future. Besides, they had to monitor and evaluate their planned performance. Thirdly, the development approach of quality management system on reward provision included the annual evaluation of personnel's performance to get the information in determining the reward for each person based on the principle of just benefit dividing. Finally, the development approach of quality management system on human resource retention focused on keeping the good personnel with high ability to continue working in the organization by means of providing reward for good performance and penalty for the ones acting against the regulations. The most important thing was that double standards were not allowed in both reward provision and punishment. Moreover, the welfare on illness cure and health promotion was also provided to the personnel of subdistrict administrative organization for their high life quality and security.

**Keywords:** -



## Development of Public Relation Media for Sustainable Ecotourism in Sub-Lungka Forest Area

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### Abstract

This is a participatory action research aimed at adopting a public relations for eco-tourism promotion in Sub-Lungka Wildlife Sanctuary. The study was a research stage aiming at analyzing the ecotourism potential of Sub-Lungka Wildlife Sanctuary and the media use for ecotourism promotion, and development the public relation strategic plan and media for ecotourism promotion. The participation of both direct stakeholders highly regarded as the most important part of sustainable tourism development was applied in every step of research procedure. The findings were as following;

1. The result of the first phase indicated that Sub-Lungka Wildlife Sanctuary had a strong potential for ecotourism development as it was a great home with a balanced ecosystem for numerous flora and fauna and spectacular scenery. However, travel-related services includes services provided by hotels and restaurants, travel agencies and tour operator services, tourist guide services, transportation services and participation of local members of the community should be encouraged. Turning to tourism promotion, the implementation of effective public relation planning is required to boost up tourism activities through powerful media plan.

2. In the second phase, three types of media: pamphlets, tourist handbook, and website were produced. To the media content, "Experience Wild Nature of Sub-Lungka" was designed as a main theme, "Sub-Lungka : The last remaining forest of Lopburi" was a media topic, and the representation of Sub-Lungka as a forest area with balanced ecosystem was used as a central idea.

Turning to an awareness raising session for ecotourism, members of local community realized the significance and impact of natural environment destruction. Nevertheless, the understanding of the role of the role of host community as a direct stakeholder who would be the first one directly effected by the environmental impact was not fully recognized.

**Keywords:** -



## People's Participation Process Based on Community Rights to Preparation the Local Ordinances Sea: A Case Study of Tha Sala Sub District Administration Organization, Nakhon Sri Thammarat

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### Abstract

This is a quality research about the study of the struggle evolution of the fishermen in Tha Sala sub-district who fought the illegal fishing in the areas about 3,000 meters far around the coast and succeeded in receiving local legislation on sea as the first case in Thailand. It is also to study about the coastal resource management method in the community since the past until the present, and the participation in the legislation process and success of the community. The location for the research is Tha Sala district, Nakhorn Sri Thammarat. Essential information was provided by the target population by way of Snowball Sampling, such as leaders of the fishing network in the Tha Sala gulf, expert team from the local governance, head figure of the district, committee members of the legislation process and local authorities.

The research method is done in various ways, such as finding information from documents, participated and non-participated observation and interviewing the informants, and then bringing the information into the process of review, interpretation and analysis to find out a conclusion. The result of the research is that the fisherman in Tha Sala Have been found having a long history of fight, since 2490 when the fishing law was first introduced which made it a rapid growth. Around 2530 after it was declared as a specific economic zone of a neighboring country and the law was enforced, fishing boats were brought to do fishing in the Thai sea more. After the incidents of the invading Rur Krat Hoy (illegal fishing boats), there had been more systematic fighting against that and the villagers became stronger and formed a local fishing group. Later they developed their fishing network in the Tha Sala gulf, sent letters to the government, protested against the authorities, became part of the Subdistrict governance and other organizations and finally managed to get legislation on sea successfully.

The community created a coastal resource management method of their own. The community had its part in four processes of the legislation on sea, which was to be considered a real participation. The factors of their success are: 1. Right action in accordance with the principle of local legislation, 2. Villages had their awareness for collective interest, 3. Having strong leaders, 4. Receiving support from important organizations, both local and central institutes, 5. Fishermen had the opportunity of exchanging knowledge with other organizations, and 6. Having the mass media's help in publishing information to public.

**Keywords:** -



## Pico-hydropower Electrical Generator System for Households: Banlakosukae, Tambon Talingchan, Amphur Bannangsata, Yala Province

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### Abstract

This research was survey research, using participatory action research with youth and people in the community. The objective was to build Pico-hydropower electrical generator system for households. The youth and community involved and appreciated of conservation and renewable energy sources and created partnerships between institutions of higher education to local people

Small-scale hydropower electrical generator plays an important role in providing the basic necessity to the off-grid rural area community. The advantages of this type of generator include cost effective, reliability, ease of operation and environmentally friendly. Most of pico-hydropower generator (generally below 5 kW) can be manufactured locally and operated at a wide range of water flow rate. In this study, the AC washing machine motors were modified to be utilized as the electrical generator. The testing site of the setup was located in the province of Yala, Thailand. The results showed that the generator was capable of producing up to 800-1,000 W of AC power at the water differential height of 1.25 m and motor rotational rate of 650-750 rpm. The generated power was sufficient to power household 40-60 W fluorescent lamps, an 85-100 W Television, a 45 W electrical fan with approximately 100 W for extra usage.

**Keywords:** Pico-hydropower, Washing machine motor, Households



## Technology Transfer of Community Cooperation to on a Banana Leaf Presser Through the Project of Knowledge Management in Action in Community (KM:CPP)

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### Abstract

This research aim to the value development of innovation of a banana leaf presser by project of knowledge management in action in community. The implementation of theory value chain issues related to the management by methods matching product with User at the number two target. Includes target the key benefits and expand the audience with action research through technological cooperation of community.

The Results of the comparative study on the efficiency of the banana leaves pressing by using charcoal iron showed the machine could produce pressed banana leaves for 2070 pieces per hour; 3 times of charcoal iron using. Besides, the damaging rate was equivalent to 0%. Based on the fuel cost, the 220-volt heater consumed 31 baht per 8 working hours. Based on the smoothness and colour of the pressed banana leaved, its average AW value was found at 0.556 which was lower than the standard criterion as set. Thus, it could make the pressed banana leaves could be kept for a long time

The result of study to the value development of innovation of a banana leaf presser. To add value to research by through the participation of entrepreneurs and community from population sample by population sample use of a specific sample (Purposive Sampling). From three provinces in the region totals 106 people. There are 38 people Uttaradit, Phitsanulok and Sukhothai same 34 people. The storage of the preparation form of training of lives through the project of knowledge management in action in community. (Focus Group Discussion). The training system five events. Activity first: Education of Knowledge, Activity second: Knowledge Work Rally, Activity three: Cooperative Work Shop, Activity four: Mind Mapping Work Shop, Finally Activity 5: Evaluation Program. The statistics used for data analysis by frequency, percentage, mean, standard deviation.

And the analysis of the data revealed that four of satisfaction and understanding of the project were high ( $\bar{x} = 4.29$ ,  $SD = 0.61$ ) and satisfaction. Innovation of a banana leaf presser were high level ( $\bar{x} = 4.14$ ,  $SD = 0.69$ ), and the ability to measure knowledge before training in the lowest level ( $\bar{x} = 1.47$ ,  $SD = 0.92$ ). And ending after the training program is at a high level of understanding ( $\bar{x} = 4.11$ ,  $SD = 0.92$ ). And in adding value to products, Innovation extruder sheet of a banana leaf presser and explore the quantitative analysis of four. To maintain the production value of the product helps reduce environmental pollution and the alternative products to reduce production costs. The material can be purchased easily. Investment products can be processed by the operators. Marketing is a product distribution environment and takes into account global warning for nature conservation. The summary of development project is satisfaction and high-level project

**Keywords:** Invention of a banana leaf presser, Technological cooperation of community, Knowledge