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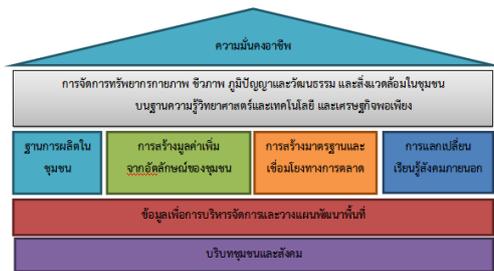
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The System and Mechanism in Managing Area-Based Collaborative Research for Development, Rajamangala University of Technology Suvarnabhumi

Kitti Boonlertnirun^{1*}, Suthisa Leasen², Phakhwan Thongrak³, Aekchai Rattanabanlue⁴, Montri Songthong⁵ and Tharane Nawatnatee⁶

¹Division of Plant Science, Faculty of Agricultural of Technology and Argo Industry, Rajamangala University of Technology Suvarnabhumi, Phra Nakhon Si Ayutthaya District, Phra Nakhon Si Ayutthaya Province, Thailand 13000

²Division of Physics, Faculty of Science and Technology, Rajamangala University of Technology Suvarnabhumi, Nonthaburi Campus, Muang District, Nonthaburi Province, Thailand 11000

³Division of Food Science and Technology, Faculty of Agricultural of Technology and Argo Industry, Rajamangala University of Technology Suvarnabhumi, Phra Nakhon Si Ayutthaya District, Phra Nakhon Si Ayutthaya Province, Thailand 13000

⁴Division of Industrial Engineering, Faculty of Industrial Education, Rajamangala University of Technology Suvarnabhumi, Suphanburi Campus, Samchuck District, Suphanburi Province, Thailand 72130

⁵Research and Development Institute, Rajamangala University of Technology Suvarnabhumi, Phra Nakhon Si Ayutthaya District, Phra Nakhon Si Ayutthaya Province, Thailand 13000

⁶Division of Tourism and Hotel, Faculty of Liberal Arts, Rajamangala University of Technology Suvarnabhumi, Phra Nakhon Si Ayutthaya District, Phra Nakhon Si Ayutthaya Province, Thailand 13000

*Corresponding author's E-mail: kitti.b@rmutsb.ac.th

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Abstract

The system and mechanism in managing research of Rajamangala University of Technology Suvarnabhumi vitally contributes to a higher education institution for community engagement. This study aims to 1) develop the system and mechanism in managing area-based collaborative research; 2) develop human resources as research coordinators and researchers; and 3) build knowledge and innovation relevant to the target areas. The system and mechanism in research management was designed as an action research by establishment of research and innovations for society center to support area-based research. Achievement motivation was based to manage the research programs and the projects. The results indicated the importance of good management at all stages of research conduct. That is, the upstream process reflects an analysis of the problem context and the demand for development of areas and research problems conforming to the demand, whereas the midstream process contains the development of researchers and research coordinators to gain knowledge, to improve attitude towards research for community, and to design the community-based research mechanism. At the same time, the downstream process supports the researchers for their academic work publication and for networking management on area-based development mechanism. All these lead to Interdisciplinary team-based research in which the researchers share common goals under strong achievement motivation resulting in academically accepted research that can be applied to the target community. Having continuously conducted research projects for 3 years since 2015 in Phra Nakhon Si Ayutthaya, Suphanburi and Nonthaburi province aiming to stabilizing in careers from community resources, the institute has run 14, 17, 17 projects in each province respectively with 55-59 researchers including 45-49 novice researchers. As for the first and second year of the research programs, 20 scholarly articles were published in academic journals. In addition, there were community exhibitions incorporated with provincial network. The community actively participates in academic activities and utilizes the knowledge from the research in various aspects including development planning in promotion of career groups, community-based tourism management, as well as grouping of community national resource and water conservation.

Keywords: Research for community, Innovations for society, Social engagement scholarship, University - Community Engagement



Improving Marketing Outlets for Baan Thung-Khaam Pig Farms, Nan Province

Winai Kaewlamun^{1*}, Kajohn Nitiwararuk¹, Sarawanee Khunmanee¹ and Wichai Tantasuparak²

¹School of Agricultural Resources, Chulalongkorn University, Bangkok Thailand, 10330

²Faculty of Veterinary Science, Chulalongkorn University, Bangkok Thailand, 10330

Corresponding's author email: winai.k@chula.ac.th

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Abstract

A group of 15 farmers in the Baan Thung-Khaam, Nan province, raised 37 sows to produce piglets for fattening. Finishing pigs are traditionally sold to middlemen, who decide pricing and sometimes force the price down. Like most Thai smallholders, this group of pig producers did not have entrepreneurship skills or the possibility to process pork for high-value products. The farmers tried to market the fresh pork themselves, but due to a lack of basic marketing know-how they encountered problems such as how to sell fresh pork daily. A research team was formed which consisted of lecturers, a veterinarian, an animal husbandry technical officer and students from the School of Agricultural Resources, Chulalongkorn University. The objective of this study was to create additional marketing outlets for fresh pork produced by the Baan Thung-Khaam farmer group. At the request of the farmers a study was initiated which focused on encouraging farmer participation and boosting their development. Various activities were conducted, such as data collection, farmer relationship management, focus group discussions, farm visits, improving butchering hygiene, buying new machines or equipment, organizing training courses for farmers to improve pork cutting skills, establishing a community enterprise of swine farmers and brand development. After improving product quality, hygiene and processing, the group was able to sell fresh pork and other products to the provincial hospital and other new customers. "Moo Yim Thung-Khaam" or "smiling pig of Thung-Khaam" became the brand name for the farmer group and it has allowed customer recognition of the products. The farmer group was organized into a small community enterprise. This project had an impact on the socio-economics of the farmers and the community. Farmers earned more income from pig production. Development networking was established and young farmers started to participate in the group.

Keywords: Nan province, Baan Thung-Khaam, Pork, Community enterprise, Smallholder farmer



“Home Garden” Household Food Security in Wat Bang Aoi Chang Community, Nonthaburi Province

Natsiporn Sangyuan^{*}, Tanasi Samphantharak Petyim and Prapassara Naka Phanumphai

Department of Landscape Architecture, Faculty of Architecture, Kasetsart University, Bangkok Thailand 10900

**Corresponding author's E-mail: natsiporn.sa@ku.ac.th*

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Abstract

The objectives of this research were to explore the benefits of home gardens and to study the guidelines for spatial conservation and development toward self-reliant community to enhance household food security in Wat Bang Aoi Chang community, Bang Si Thong sub-district, Bang Kruai district, Nonthaburi province. The researchers conducted participatory action research and collected data on home gardening, household and lifestyle of Wat Bang Aoi Chang community by using in-depth interviews and focus group discussions with key informants. The researchers also gathered data through action activities and community meetings. Data collected were arranged and then analyzed through content analysis, also the cause-effect relationships from participatory community activities were determined as a focus of the research. The participants proposed joint decisions on managerial guidelines and development policies associated with the conservation of self – reliant community particularly on the issue of food security. The results of this study indicated that the interest in the retainability of home garden was a common concern in Wat Bang Aoi Chang community because of urbanization trends and the changing lifestyle. The key informants jointly presented past and present home garden situations as well as defined home gardens as a household refrigerator. Houses with home gardens possessed an average land area of 3.2 rai. There were over 38 species of plants used in the household, which could reduce the household expense on food. Cost saving from consuming home garden produce was 7,096.63 baht per year per rai. The participants showed confidence in the qualities of their home garden produce in terms of cleanliness, safety, adequacy and nutritional value. In order to promote household food security and self-reliant community, the participants together proposed a managerial plan including 4 main actions: 1) Working on household accounts to show the hidden economical value of home garden produce consumed within each family; 2) Cultivating the awareness of the socio-cultural and economical values of home gardens among the local younger land owners; 3) Transferring local wisdoms and agricultural techniques to the next generations; and 4) Continuing and strengthening the work of home garden network in the community.

Keywords: Nonthaburi province, Wat Bang Aoi Chang community, Home garden, Household food security



The Potential Development Process of District Health Network for Elderly Care System, Takheun Subdistrict, Nakhon Si Thammarat Province

Rewwadee Petsirasan^{1,*}, Naiyana Noonil¹, Saifon Aekwarangkoon¹, Ratreerithirat², Phitan Sittipong² and Thaweepoon Sanpakdee²

¹School of Nursing, Walailak University, Thasala District, Nakhon Si Thammarat Province, Thailand 80160

²Thasala Hospital, Thasala District, Nakhon Si Thammarat Province, Thailand 80160

Corresponding author's E-mail: prewwade@gmail.com

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Abstract

This action research aimed to examine the capacity development process of district health system (DHS) and long-term care (LTC) system for the elderly at Thakheun subdistrict, Thasala district, Nakhon Si Thammarat province. The capacity development process is in two-fold: 1) DHS network partner was carried out in 10 community leaders. They have attended the District Health Management Learning course. The working potential is administered before and after taking the course. 2) The development of long-term care for elderly process is carried out with 45 trained networked participants. They have redesigned LTC system for elderly and implemented in 1,984 elderly between June 2014 and May 2015. The process includes preparation, planning, operation, and evaluation phases. The content analysis, thematic conclusion, and descriptive analysis are used for data analysis. The results are as the following: 1) the capacity development process of DHS network revealed i) established DHS-Cup Board; ii) transferring the core knowledge of the network partners; and iii) communication within the network, which helps improve the performance when compared to the pre-operation. 2) The development of LTC for elderly process comprised modification of positive perspective towards networking, clear role assignment for local networking members, and adjustment of plans to cover all dimensions required by the elderly. The evaluation phase showed that the provided care for elderly by DHS network has met LTC criteria. The impacts of current study include 1) effective network partner and (?) district health network formulation, 2) interpersonal and organizational communication facilitating action, and 3) community awareness in caring for the elderly and well-being.

Keywords: Nakhon Si Thammarat province, Takheun subdistrict, Long-term care, District health system, Elderly



Nipa Palm: Natural Resources and Tourist Destination of Khanap Nak Community, Nakhon Si Thammarat Province

Onanong Cheablum

Tourism and Hospitality Industry Program, School of Management, Walailak University, Nakhon Si Thammarat Province, Thailand 80160

**Corresponding author's E-mail: conanong64@gmail.com*

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Abstract

The aim of this study is to investigate the importance and value of nipa palm stands in relation to the local way of life of the residents in Khanap Nak community in the province of Nakhon Si Thammarat, as well as to develop a tourist route that will lead to tourism and conservation of nipa palm stands in the community. The study involved the participation of the community, and 12 key informants were selected for in-depth interviews by snowball sampling. Group brainstorming was performed for the purposes of raising awareness of the importance and value of nipa palm stands, planning and designing tourist route in collaboration with the community, determining tourism seasons, and taking a trial trip along the designed route with 20 tour operators, tour guides and tourists in order to survey their satisfaction of the route. The results suggest that nipa palm stands had importance and value to the community in 5 aspects, which include 1) being the source of conversation of the local way of life, 2) being the source of raw materials for food preparation, 3) being the source of raw materials for making supplies, 4) being the source of income generation for local residents, and 5) being the source of natural conservation. In terms of development of tourist route as a tool to conserve natural resources, the uniqueness of Khanap Nak community to be presented to the tourists and visitors was the relationship between the local people and nipa palm stands. The theme of the designed tourist route was "Visiting nipa palm stands, seeing the local way of life of Khanap Nak community at Pak Phanang river". The route was designed in circle with a total distance of 14.6 kilometers which can be completed by travelers in a half-day trip or a whole-day trip, depending on the activities and participation arranged by the community. According to the trial trip, the participants – namely, operators of lodgings/hotels, tour guides and tourists - reported a high level of satisfaction with an average score of 3.67 from 5. Regarding the plan for tourism development in Khanap Nak community, tourist attractions should be determined in accordance with different objectives of tourist groups such as the ones interested in local rice farming, ones wishing to learn about nipa palm stands, and ones aiming for hands-on experience and activities. In addition, the community should be allowed to take part in arranging tourism under the supervision of the Sub-district Administration Organization who leads the tourism management and development along with the community.

Keywords: Nakhon Si Thammarat province, Khanap Nak community, Nipa palm, Pak Phanang river, tourist route



Creative Tourism Activities for Elderly Tourists in the Basin Community of Khlong Pa Payom - Khlong Ta Nae, Phatthalung Province

Wassana Suwanvijit

Business Administration, Faculty of Economics and Business Administration, Thaksin University, Muang District, Songkhla Province, Thailand 90000

**Corresponding author's E-mail: swassana@gmail.com*

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Abstract

This research aims to explore activities, culture, and local wisdom of the locals in the basin community at Khlong Pa Payom - Khlong Ta Nae, Phatthalung province, in order to develop creative tourism activities. The process involved 32 samples including community leaders, residents, knowledgeable villagers, business groups, and other stakeholders through a Participatory Action Research. Semi-structured questionnaires were used as a research tool. In-depth interview, focus group interview, and participatory/non-participatory observation were used to collect data. The data was analyzed using descriptive statistics. Activities were evaluated by the following factors: 1) interest; 2) identity; 3) suitability; 4) availability; and 5) benefits. The results indicated a number of local activities, culture, and local wisdom as the area is resided by both Buddhists and Muslims. Interesting activities are those related to history and local herbal vegetables, which can be redesigned as a set of creative tourism activities for elderly tourists. This proposed set of activities takes 1-2 days, and consists of four creative tourism activities for the elderly tourists. These tourism activities are: 1) learning how to make herbal drinks; 2) learning how to cook spicy rice salad with herbs; 3) learning about herbal medicine; and 4) learning the history of Wat Khao Or. The results have been utilized in the community by sharing the lesson learned to the community; providing a manual for tourism promotion and development in the area; being a model for creative tourism at the Khon Khao Ya community which covers the upstream area; and trying out the program/activities. The feedback was positive and the proposed programs were well-received and evaluated at a good level. The study reflects that creative tourism activities can help encourage tourists to visit more often and also helps the community to be proud of their cultural heritage and can sustain the community in the long run.

Keywords: Phatthalung province, Basin community at Khlong Pa Payom - Khlong Ta Nae, Creative tourism, Elderly tourists