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Development of Cherngwai Black Bone Chicken Raising and Procedures of Upgrading the Product Quality of the Cherngwai Black Bone Chicken Herb Community Enterprises, Phitsanulok Province

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Abstract

The main cost of the herbal black bone chicken raising business by the communal enterprise in Cherngwai village, Taluktiem subdistrict, Phrompiram district, Phitsanulok province was from the feed. The target of the enterprise was to decrease the cost of the production and to increase the income. Additionally, the enterprise needs to ensure that the herbal stewed black bone chicken product meets the food and drug administration standard. The purposes of this research are to develop the herbal black bone chicken raising processes and to standardize the herbal stewed black bone chicken product. The research employs a participatory action approach consisting of the following steps: 1) decreasing the cost of the production through the use of some local plants such as Mulberry leaves, Turmeric, and Kariyat in the chicken feed for the Cherngwai black bone chicken with the proportion 3:0.01:0.01 and 2) improving the herbal stewed black bone chicken product quality to meet the standard of the food and drug administration through an action training. The results showed that the use of those local plants helps decrease the feeding cost and hence the production from 14.39 baht/kg to 13.94 baht/kg (6.70% of the cost of the feed-in each production round). The feed also appears as safe and does not affect to production performances of Cherngwai black bone chicken. The herbal stewed black bone chicken products, has received the standard as set by the food and drug administration. In conclusion, such development resulted in more consumers' trust and sustainability of careers for that communal enterprise.

Keywords: Phitsanulok province, Black bone chicken, Herbal stewed black bone, Standard of the food and drug administration, Local plants



Development of Chrysanthemum Drying Process for the Sa-Ngo Royal Project Development Center, Chiang Rai Province

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Abstract

Chrysanthemum flower (*Chrysanthemum indicum* Linn) cultivation is the main occupation of farmers in the area of Sri Don Mun subdistrict, Chiang Rai province, Thailand. The flowers are harvested and sold to the Sa-Ngo Royal Project Development Center for the drying process. However, the previously-used dryers were unable to dry the flowers in time, resulting in a spoiled product. This research project aims to develop an efficient drying process and drying plants for the Sa-Ngo Royal Project Development Center to comply with the safety standards at the level of community enterprises to support flowers product from the farmers. The result showed that after the improvement of the dryer, the upgraded dryer had a drying rate of $0.127 \text{ (g}_{\text{water}}/\text{g}_{\text{dry matter}}) \times \text{min}$, the rate of return (ROR) was 206.61% per year, and the break-even point (BP) of the cost was 6 months. The selling income of fresh chrysanthemums flower increased from 42.50 to 47 baht per kg. As a result, the higher purchasing price of harvested materials had welcomed more farmers to join the program from 10 to 250 families, projecting a total income of over 5.85 million baht in 2020. In conclusion, this subsidy guidance follows the policy of promoting the sustainability of the Royal Project Development Center and strengthens the center as a revenue-generating source for local farmers according to the sufficiency economy philosophy.

Keywords: Chiangrai province, Sa-Ngo Royal Project Development Center, Dryer, Chrysanthemum flower



Local Food Value-Added Creation for Tour Program in Lan Saka District, Nakhon Si Thammarat Province

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Abstract

Local cuisine is an essential element in creating the experience for tourists visiting a place for local culture and it also generates additional income for the community. Using a participatory action research approach, this study aimed to explore local food and souvenirs, as well as design local culinary tourism in Lan Saka district, Nakhon Si Thammarat province. The survey results showed that Lan Saka district has various local food such as Kang Madua Kai Baan (fig curry with domestic fowl), Khao Yum Song Kruang (rice salad with vegetable and extra ingredients), Som Tam Mung Kut Kad (raw mangosteen salad), Kang Hua Klag (caladium in yellow curry with shrimp), and Kang Hora (green taro curry). The local souvenirs include durian wrapped with Betel palm leaves, preserved Champedak, pickled fish, freeze-dry wild jam, and passion fruit juice. Tourism itinerary designs are an outcome of multi-party collaboration, including the locals, tour agencies, and external collaborators. The programs have been inspected and evaluated by scholars, experts, tourist guides, and tour agencies. They arranged trips vary from half-day, one-day, and two-day trips. Each trip starts at Ban Khiri Wong Community, with connections to other subdistricts, thus tourists can take part in cooking local food and buying local souvenirs. This activity also encourages local youths to learn and cook local dishes to carry on the culture and culinary wisdom. Finally, the tour agencies have operated local culinary tourism programs for visitors from other regions, resulting in a 17.65% increase in tourists and an 18.92% increase in revenue.

Keywords: Nakhon Si Thammarat province, Lan Saka district, Local food, Tour program, Culinary tourism



Development of Community-Based Tourism Products of Ban Thong Kung, Kamphaeng Phet Province

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Abstract

The large-scale farming community of ladyfinger banana is located in Ban Thong Kung, Tha Phutsa subdistrict, Klong Klung district, Kamphaeng Phet province. It is known as a traditional community of the province. The unique way of life and culture is suitable for developing community-based tourism products. The research first aims to creatively develop community-based tourism products in relation to local history, culture, and identity. Thus, the development are conducted in three aspects, namely the local sweet herb crunchy cereal bar, local cuisine based on local banana farmer's recipes, and the travel route of tourist attractions. The second objective is to develop community potential based on Thailand Community-Based Tourism (CBT) Standard. The third objective is to develop marketing channels for the community-based tourism. After discovering problems and investigating the potential of the community in terms of tourism, an assessment of the community potential based on CBT Thailand criteria. The development process was conducted as follows: 1) planning and developing with the cooperation between researchers and the community, 2) developing local products, 3) developing community potential, and 4) developing marketing channels. The development resulted in increasing community income to 80,000 bath/year and increasing the number of visitors to 660 visitors/year. The highest score of evaluating tourism potential based on CBT Standard was the aspect of preserving and promoting cultural heritage. Finally, the project yields the development of marketing channels both online and offline including websites, social media, in-store selling, joining trade shows and exhibitions, and selling to local retail stores.

Keywords: Kamphaeng Phet province, Large-scale farming community of ladyfinger banana, Community-based tourism, Tourism products, Marketing channels development



Potential Development of Community Based on Thai-Mon Cultural Resources, Ban Ngio Community, Pathum Thani Province

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Abstract

Ban Ngio community, Sam Khok district, Pathum Thani province is a community consisting of Buddhist Thais and Thai-Mon descendants who have co-existed for ages under their traditions and beliefs based on Thai-Mon culture. This research aims to develop the community potential based on the local resources. It employs a participatory action research process targeting public recognition of the community and a channel for support from government agencies. A community enterprise, the Local Tourism Community of Ban Ngio, was established to serve the following purposes: 1) to promote community clusters for career development and internal support, 2) to develop knowledge and skills for people in the community, and 3) to promote community-based tourism. The research steps comprised: 1) training local interpreters, 2) establishing a learning station of traditional Mon breast cloth weaving within the community, 3) developing local products to meet the product standard, and 4) marketing the products both inside and outside the community. As a research result, the community clusters mean supplementary careers of selling local products which have increased the incomes. Additionally, the collaboration of people in the community contributes to unity and sustainable community development. In conclusion, the opening of Thai-Mon cultural tourism has generated income as well as promoted preservation of the local culture and traditions.

Keywords: Pathum Thani province, Ban Ngio community, Thai-Mon cultural, Community enterprises, Community tourism