ARTS AND CRAFTS MANAGEMENT MODEL OF BAAN HUAI TA COMMUNITY, UTTARADIT PROVINCE

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ABSTRACT

Purpose: The objectives of the present research on the arts and crafts management model of Baan Huai Ta community, Uttaradit province were to analyze the community arts and crafts management model; develop the community arts and crafts management model; and evaluate the community arts and crafts management model of Baan Huai Ta, Uttaradit Province.

Theoretical Framework: This study employs the concept of local wisdom and product development and design.

Design/Methodology/Approach: The procedures involved building a network, acquiring knowledge, developing a community arts and crafts management model, developing community arts and crafts, evaluating the community arts and crafts management model. A qualitative research was employed consisting of observation, in-depth interviews, focus group discussion, and participatory action.

Findings: The analysis of community arts and crafts management model suggested the area-based potential of Baan Huai Ta with arts and crafts abilities including weaving, wickerwork, and wood carving. Her Majesty Queen Sirikit had graciously supported people in the community to receive career development trainings in arts and crafts intended to offer extra jobs for generating more income. Their products were delivered for distribution to the Bureau of the Royal Household and the Arts and Crafts Promotion Foundation.

Research Practical and Social Implication: Evaluation results of community arts and crafts works were as follow: increased value at a highest level; design concept at a highest level; selection of raw materials at a highest level; production process at a highest level; quality and beauty at a highest level; increased value added at a very high level; creating identity at a very high level; and generating value added at a very high level. The arts and crafts management model of Baan Huai Ta community, Uttaradit province comprised 4 components namely: analysis of community context; analysis of community management/network building; development of arts and crafts; and evaluation of arts and crafts management model.

Originality/Value: The development of community arts and crafts management models focused on the designs with applied local wisdom to provide community products. The design concept is based on the link of science and knowledge in coordination with applied local materials to develop community products with an aim to bring about value added, self-reliance, as well as group forming. This had led to the development of products consisting of 12 pieces of fabric art and craft products, 2 pieces of carving art and craft products, and 8 pieces of wickerwork arts and crafts products, totaling 22 products.

Keywords: Arts and Crafts Management Model, Community Arts and Crafts, Baan Huai Ta Community, Local Wisdom, Product Development Design.

MODELO DE GESTÃO DE ARTES E OFÍCIOS DA COMUNIDADE BAAN HUAI TA, PROVÍNCIA DE UTTARADIT

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RESUMO

Objetivo: Os objetivos da presente pesquisa sobre o modelo de gestão de artes e ofícios da comunidade Baan Huai Ta, província de Uttaradit, foram analisar o modelo de gestão de artes e ofícios comunitários; desenvolver o modelo de gestão de artes e ofícios comunitários; e avaliar o modelo de gestão de artes e ofícios comunitários de Baan Huai Ta, província de Uttaradit.

Estrutura teórica: Este estudo emprega o conceito de sabedoria local e desenvolvimento e design de produtos.

Design/Metodologia/Abordagem: Os procedimentos envolviam a construção de uma rede, aquisição de conhecimento, desenvolvimento de um modelo de gestão de artes e ofícios comunitários, desenvolvimento de artes e ofícios comunitários, avaliação do modelo de gestão de artes e ofícios comunitários. Uma pesquisa qualitativa foi empregada consistindo de observação, entrevistas em profundidade, discussão em grupo focal e ação participativa.

Constatações: A análise do modelo de gerenciamento de artes e ofícios comunitários sugeriu o potencial de Baan Huai Ta baseado na área com habilidades de artes e ofícios, incluindo tecelagem, vime e escultura em madeira. Sua Majestade, a Rainha Sirikit tinha graciosamente apoiado as pessoas na comunidade para receber formação de desenvolvimento de carreira em artes e ofícios destinados a oferecer empregos extras para gerar mais renda. Seus produtos foram entregues para distribuição ao Bureau da Casa Real e à Fundação de Promoção de Artes e Ofícios.

Implicação prática e social da investigação: Os resultados da avaliação das obras de arte e artesanato comunitários foram os seguintes: aumento do valor ao mais alto nível; concepção ao mais alto nível; seleção de matérias-primas ao mais alto nível; processo de produção ao mais alto nível; qualidade e beleza ao mais alto nível; aumento do valor acrescentado a um nível muito alto; criação de identidade a um nível muito alto; e geração de valor acrescentado a um nível muito elevado. O modelo de gestão de artes e ofícios da comunidade Baan Huai Ta, província de Uttaradit, compreendia 4 componentes, nomeadamente: análise do contexto comunitário; análise da gestão da comunidade/construção de redes; desenvolvimento de artes e ofícios; e avaliação do modelo de gestão de artes e ofícios.

Originalidade/valor: O desenvolvimento de modelos de gerenciamento de artes e ofícios comunitários focados nos projetos com sabedoria local aplicada para fornecer produtos comunitários. O projeto baseia-se na ligação entre ciência e conhecimento, em coordenação com materiais locais aplicados, para desenvolver produtos comunitários com o objetivo de gerar valor acrescentado, autossuficiência, bem como formação de grupos. Isso levou ao desenvolvimento de produtos que consistem em 12 peças de arte de tecido e produtos artesanais, 2 peças de arte de escultura e produtos artesanais, e 8 peças de artes de vime e produtos artesanais, totalizando 22 produtos.

Palavras-chave: Modelo de Gestão de Artes e Ofícios, Artes e Ofícios Comunitários, Comunidade Baan Huai Ta, Sabedoria Local, Design de Desenvolvimento de Produtos.

MODELO DE GESTIÓN DE ARTES Y ARTESANÍAS DE LA COMUNIDAD BAAN HUAI TA, PROVINCIA DE UTTARADIT

RESUMEN

Propósito: Los objetivos de la presente investigación sobre el modelo de gestión de artes y oficios de la comunidad Baan Huai Ta, provincia de Uttaradit fueron analizar el modelo de gestión de artes y oficios comunitarios; desarrollar el modelo de gestión de artes y oficios comunitarios; y evaluar el modelo de gestión de artes y oficios comunitarios de Baan Huai Ta, provincia de Uttaradit.

Marco teórico: Este estudio emplea el concepto de sabiduría local y el desarrollo y diseño de productos.

Diseño/Metodología/Enfoque: Los procedimientos involucraron la construcción de una red, la adquisición de conocimientos, el desarrollo de un modelo de gestión de las artes y artesanías comunitarias, el desarrollo de las artes y artesanías comunitarias, la evaluación del modelo de gestión de las artes y artesanías comunitarias. Se empleó una investigación cualitativa que consistió en observación, entrevistas en profundidad, discusión en grupos focales y acción participativa.

Hallazgos: El análisis del modelo de gestión de artes y artesanías de la comunidad sugirió el potencial basado en el área de Baan Huai Ta con habilidades de artes y artesanías que incluyen tejido, mimbre y talla de madera. Su
Majestad la Reina Sirikit había apoyado gentilmente a las personas de la comunidad para que recibieran capacitación de desarrollo profesional en artes y oficios destinados a ofrecer empleos adicionales para generar más ingresos. Sus productos fueron entregados para su distribución a la Oficina de la Casa Real y la Fundación de Promoción de Artes y Oficios.

Implicación práctica y social de la investigación: Los resultados de la evaluación de los trabajos de artes y oficios comunitarios fueron los siguientes: mayor valor al más alto nivel; concepto de diseño al más alto nivel; selección de materias primas al más alto nivel; proceso de producción al más alto nivel; calidad y belleza al más alto nivel; mayor valor agregado a un nivel muy alto; creación de identidad a un nivel muy alto; y generación de valor agregado a un nivel muy alto. El modelo de gestión de artes y oficios de la comunidad Baan Huai Ta, provincia de Uttaradit, comprendía 4 componentes, a saber: análisis del contexto comunitario; análisis de la gestión comunitaria/creación de redes; desarrollo de artes y oficios; y evaluación del modelo de gestión de artes y oficios.

Originalidad/Valor: El desarrollo de modelos de gestión de artes y artesanías comunitarias se centró en los diseños con sabiduría local aplicada para proporcionar productos comunitarios. El concepto de diseño se basa en el vínculo de la ciencia y el conocimiento en coordinación con materiales locales aplicados para desarrollar productos comunitarios con el objetivo de generar valor agregado, autosuficiencia y formación de grupos. Esto había llevado al desarrollo de productos que consistían en 12 piezas de arte textil y productos artesanales, 2 piezas de arte de talla y productos artesanales, y 8 piezas de artesanías de mimbre, con un total de 22 productos.

Palabras clave: Modelo de Gestión de Artes y Artesanías, Artes y Artesanías Comunitarias, Comunidad Baan Huai Ta, Sabiduría Local, Diseño de Desarrollo de Productos.

Introducción

“Nang Phaya Subdistrict” originally belonged to Hat La subdistrict, Tha Pla district, Uttaradit province, and it covered totally 12 villages. In 1970, the Thai government by the Department of Public Welfare had evacuated the people in some parts of this sub-district due to the flood (resulted by the construction of the Sirikit Dam) to the new settlement as an allocated land area in the south of the reservoir, however people in the 3 villages without flooding remained in their original place. This had caused much problem in terms of the administration and the living of people. To solve this problem, the Tha Pla District Office therefore submitted a request to establish a new sub-district. And later in 1978 it was approved by the Ministry of Interior and that the new sub-district was named "Nang Phaya Sub-district" which means the great lady. The reason to use this mane "Nang Phaya" came from the name "Lam Huai Phaya" which is a stream that flows from the mountain range "Phu Phaya Phor" as a high and steep mountain and the borderline between Uttaradit, Nan and Phrae Provinces. Baan Huai Ta was previously a large village of Tha Faek subdistrict which comprises 3 villages of Moo 8, Baan Huai Ta Tai, Moo 9 Baan Huai Ta Klang, and Moo 10, Baan Huai Ta Nuea. The village land area is located on the right bank of the Nan River. As the government was about to
build the Sirikit Dam that will cause the flood over the 3 villages, most of the people in these villages agreed to the government to move to the south area, but there were 7 families refused, as known from asking about.

“Baan Huai Ta” is a village under the Royal Project of Her Majesty Queen Sirikit for it is situated on the mountain in the north of the Sirikit Dam and was directly impacted by the construction of the dam. The old temples and ancient sites of the village were submerged underwater, and in the year with very low water level in the dam, these old temples can then be seen. Her Majesty Queen Sirikit cared deeply about the people here and had visited this village for 9 times while initiating the royal projects to help create extra jobs to raise people’s income. They included for example weaving and wood carving from which the products were delivered for sale to the Bureau of the Royal Household. People here at Baan Huai Ta had moved out of their original abundant place of living to sacrifice for the construction of the Sirikit Dam. In here there were no car roads to connect with the outside world, and only boat transportation was available and the travel takes more than 2 hours.

With the Arts and Crafts Promotion Project taking role to support the village agriculturists, more income had been generated from selling silk textiles which were further improved for standard width and quality for the dense weaving, and even dye without blemish. As a result, those agriculturists have been able to afford sending their children to study at a higher level. Consequently, the prosperity of the community, better quality of life, as well as stable and sustainable economy and society of the community were brought about. Additionally, the local wisdom, arts and crafts in each community that have been passed on through many generations were preserved and have thus been applied and maintained in tandem with the growth of the locality. It is moreover the determination to preserve the wisdom of the land in consistent with the Thai culture that signifies the long progress of such as the weaving techniques used for various types of silk fabrics that contained a growth history of certain area. Others included the patterns of each type of silk, tools and equipment for raising silkworms, silk reeling, silk bleaching and dyeing, and silk weaving. For this reason, Her Majesty the Queen therefore exalted the wisdom of Thai villagers to be widely known and also encouraged the inheritance of this wisdom from one generation to the next to prevent its loss but remaining in this land on and on. Her Majesty the Queen gave importance to the local wisdom particularly in silk weaving with two main reasons. One reason is that the native Thai silk came from a Thai variety of silkworm hat has been raised for a long time in each locality and successfully by agriculturists for they were easy to be raised. The variety is strong and once the cocoons completely develop, the silk threads can be drawn from them and brought to bleaching, dyeing,
Arts and Crafts Management Model of Baan Huai Ta Community, Uttaradit Province

and weaving. Agriculturists do this in a full range of household handicrafts work by growing mulberries, raising silkworms, drawing silk threads, bleaching and dyeing, weaving silk fabrics, and selling them. The second reason is about the use of silk threads as raw materials to weave silk fabrics in which Her Majesty the Queen graciously granted permission to the people in the project to use the native Thai silk threads to weave and produce Thai silk fabric to show its outstanding uniqueness in appearance as lustrous, soft and smooth, with knots and lumps, weight, flexibility, and dense. Her Majesty the Queen’s promoting the silk weaving using native Thai silk threads is significant to building reputation and yielding value added to the products as their appearances differ from those using imported silks. For this reason, Her Majesty graciously promoted the cultivation of mulberry plants and farming native variety of Thai silkworms, and weaving Thai silk with native silk threads. Accordingly, the Foundation for the Promotion of the Arts and Crafts had coordinated with relevant government agencies to prepare a project to promote the cultivation of mulberry plant and farming silkworms whereas the foundation acted on the marketing for those participating in the project, as a collaborative work to build the reputation of Thai silk to be better renowned worldwide.

This research was thus intended to develop the arts and crafts of Baan Huai Ta community in Uttaradit province to lead to career promotion as a job alternative for the people to work and have income throughout the year and to be able to continue living in their own settlements while reducing the problem of people moving from the rural to the urban. Most importantly, it shapes a warm community where people particularly the working age can utilize their time and devote their mental and physical energy to developing social well-being in their own community. This can eventually provide a positive impact on the rural social stability of the country.

This research on the arts and crafts management model of Baan Huai Ta community, Uttaradit province had the following objectives.

1. To analyze the arts and crafts management model of Baan Huai Ta community, Uttaradit province;
2. To develop the arts and crafts management model of Baan Huai Ta community, Uttaradit province;
3. To evaluate the arts and crafts management model of Baan Huai Ta community, Uttaradit province.

This research hypothesizes that Arts and crafts management model uses the guidelines for using the local wisdom by the researcher, making local residents recognize the value of
local knowledge in the same direction. This will make the community sustainable the local wisdom capable of transferring.

2 THEORETICAL REFERENCE

2.1 LOCAL WISDOM

Investigation of community context is a process of field visits to study, learn, and understand the story of a particular community in order to acquire the knowledge and understanding about the past and present situations and surrounding factors in the community, and familiarize with the community prior to starting the work. This is the key to affect the success of community development since it allows for identifying the development goals and directions corresponding to the needs and conforming to the authentic situation of community. Profound understanding about the community also enables the work with community to be easy and smooth with cooperation from all sectors.

2.2 DEVELOPMENT OF COMMUNITY ARTS AND CRAFTS

Development of community products to provide economic value and learning on creativity as well as skills in community products management in each aspect involved the followings.

1. **Product development** concerned with the designs that have never been produced in the community, as a newly created product applying local wisdom to invent arts and crafts products of the community. It is a link of science and knowledge in combination with applied local materials to develop and bring about patterns with value added, self-reliance, mutual reliance, and powerful group. The researcher has developed a range of products including fabric art and craft products, carving art and craft products, and wickerwork art and craft products for Baan Huai Ta community, Tha Pla district, Uttaradit province;

2. **Product design** involved designing and developing community arts and crafts to add value and promote sales. It also involves developing and improving the process of thinking, designing, and producing with an aim to enhance the capabilities and potential in marketing competitiveness of local communities. The products were required to have beautiful designs of community arts and crafts, quality production, suitable price for
quality. The development opportunities included the style of arts and crafts, novelty, modernity and beauty of products, and public relations. The researcher has designed 22 pieces of community arts and crafts products as shown below.

3 METHODOLOGY

To investigate the arts and crafts management model of Baan Huai Ta community, the researcher had explored the study area and its phenomenon while also consistently form the relationship with the target groups in the community. Once acquiring the data by the study issues, they were brought to the analysis. The researcher determined research procedures as follows.

3.1 ANALYSIS OF THE ARTS AND CRAFTS MANAGEMENT MODEL OF BAAN HUAI TA COMMUNITY, UTTARADIT PROVINCE

- Determination of the study area by collecting relevant documents and basic information from the review of literature, background investigation of documents, review of concepts and theories to find variables, methods for the analysis of data on community’s potential based on a summary document on community work plan;
- Construction of research instruments for investigating community context in arts and crafts which included in-depth interview form and non-participatory observation. The instruments were submitted for verification by experts and used for collecting data using a purposive selection method to study community context. Field visits were undertaken to work in the community and investigate the study site and phenomenon;
- Investigation of the community context was to field visit to work in the community and study the site and phenomenon simultaneously with consistently forming the relationship with the target groups. The research and development of the site was to study approaches to carrying out activities in the form of a knowledge management process to transcribe the body of knowledge on community local wisdom and that the arts and crafts community area was developed corresponding to the community’s need to result in the potentiality and readiness in various aspects of each community. Data in different aspects was explored from the selected arts and crafts Community;
- The analysis of study results employed a descriptive analysis of field data based on the study issues in order to guide the development of arts and crafts site of Baan Huai Ta
community conforming to the need by certain community area and also the potential and readiness in different aspects of each community.

3.2 DEVELOPMENT OF ARTS AND CRAFTS MANAGEMENT MODEL OF BAAN HUAI TACOMMUNITY, UTTARADIT PROVINCE

- Construction of instruments to investigate the prototype arts and crafts community. The researcher constructed instruments as in-depth interview form and non-participatory observation. The instruments were submitted to experts for verification and used to collect data using a purposive selection method for later developing a prototype arts and crafts community. The analysis of principles and theories related to research and development of arts and crafts area of the community was synthesized to determine approaches to developing a model of arts and crafts community.

3.3 EVALUATION OF THE ARTS AND CRAFTS OF BAAN HUAI TA COMMUNITY, UTTARADIT PROVINCE

- Construction of instruments to evaluate the prototype arts and crafts. The researcher constructed instruments including in-depth interview form and non-participatory observation, submitted the instruments to experts for verification, and used the instruments to collect data using a purposive selection method in order to further evaluate the community arts and crafts.

3.4 EVALUATION OF THE ARTS AND CRAFTS MANAGEMENT MODEL OF BAAN HUAI TA COMMUNITY, UTTARADIT PROVINCE

- Evaluation of the arts and crafts management model. The instrument as in-depth interview was constructed and submitted to experts for verification. Purposive selection method was employed and evaluation of the arts and crafts management model was performed by experts.
3.5 DATA ANALYSIS

- Collecting data pertaining to the comments based on the issues to be evaluated for the arts and crafts management model of Baan Huai Ta community, Uttaradit province;
- Verifying for the content coverage and accuracy of the evaluation form by thesis advisors, and revising the form as per their advice;
- Verifying for content validity of evaluation form by experts including;
- Analysis of data by taking the result from the evaluation of arts and crafts management model of Baan Huai Ta community, Uttaradit province to analyzing for mean and standard deviation. Interpretation criteria was determined as follows (Nirat Sudsang, 2005)

<table>
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<tr>
<th>Score Range</th>
<th>Interpretation</th>
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<tr>
<td>4.50 – 5.00</td>
<td>refers to a highest level of propriety</td>
</tr>
<tr>
<td>3.50 – 4.49</td>
<td>refers to a very high level of propriety</td>
</tr>
<tr>
<td>2.50 – 3.49</td>
<td>refers to a moderate level of propriety</td>
</tr>
<tr>
<td>1.50 – 2.49</td>
<td>refers to a low level of propriety</td>
</tr>
<tr>
<td>1.00 – 1.49</td>
<td>refers to a lowest level of propriety</td>
</tr>
</tbody>
</table>

The element meeting the criteria of mean 3.50 and over is considered the quality element and content. The data obtained was taken to revise the model of arts and crafts management for more comprehensive.

In addition, developing activities at the site focused on constructing knowledge through the management of previously existing knowledge to be integrated and expanded with the knowledge base of scientific research so as to construct new knowledge and disseminate them through public relations media. The operational approaches and steps were described next. (Jirawat Pirasan, 2009).

1. Organizing a forum for community information return. The activity to explore information of the study site and transcribing it into the local wisdom knowledge of each community allowed the community to learn about their original wisdom and become aware of the situation of local wisdom in arts and crafts. Subsequently, they collectively organized activities to recognize those masters of wisdom in each area who were selected by the Community;

2. Formulating a plan to develop a community arts and crafts management model. This involved the study site management by setting a common destination so that the community knew exactly what were expected and needed to work including the revision of roles of each individual and party accordingly to enable their full achievement. This
is based on study visits to the prototype arts and crafts community, exchange forums, trainings, and setting of vision, roles and responsibilities to suit the capabilities of each sector. It included coordination with several parts of network partners for the conservation, restoration, promotion, succession, and further application to expand those local wisdoms of each Community;

3. Knowledge transfer was intended to disseminate the local wisdom knowledge in arts and crafts to ensure that they are conserved, restored, promoted, carried on, and can be applied to expand the wisdom of each community following the issues in the formulated plan to develop a community arts and crafts management model. Respectively, community instructor teams were organized to transfer knowledge; short-term and long-term training courses were conducted; equipment and venues were prepared; roadshow activities were formed to be ready to transfer the local wisdom knowledge in arts and crafts outside of the Community;

4. Internal management involves a collective work to determine requirements, rules, regulations, shares, and resource management; collective self-assessment; collective analysis of problems and what are needed for continuous development so as to lead to problem solving and community self-reliance.

4 RESULTS AND DISCUSSION

4.1 RESULTS

The investigation and analysis of principles and theories related to the research and development of the arts and crafts sites of Baan Huai Ta community, Uttaradit province had guided to the synthesis for determining approaches to developing the community arts and crafts management model as in the details follow.

4.1.1 Part 1 Analysis of the arts and crafts management model of Baan Huai Ta community, Uttaradit province

The heart of a “learning community in arts and crafts” is the preservation of skills, wisdom, and knowledge in arts and crafts including the life and identity of the community at large. The arts and crafts were utilized as a tool to strengthen the community, create the
recognition of the value of arts and craft works that can be expanded for value added and eventually resulted in sustainable succession and development.

4.1.1.1 Community context

Investigation of community context is a process of field visits to study, learn, and understand the story of a particular community in order to acquire the knowledge and understanding about the past and present situations and surrounding factors in the community, and familiarize with the community prior to starting the work. This is the key to affect the success of community development since it allows for identifying the development goals and directions corresponding to he needs and conforming to the authentic situation of community. Profound understanding about the community also enables the work with community to be easy and smooth with cooperation from all sectors.

Other than possessing a potential in arts and crafts, Baan Huai Ta is also rich of natural capital since the village site is similar to an island with some low lands used for farming and the rest comprising hills and forests which is mostly bamboo forests. The area-based potential of Baan Huai Ta offers a community with the abilities in arts and crafts, textile weaving, wickerwork, and wood carving. It is hence the area for organizing activities to promote and develop products which have gained a lot of interest from villagers (Jirawat Pirasan 2000: 16) since there were a large number of products made by villagers who however lacked of the knowledge in designing and rising value added. In terms of product marketing, Baan Huai Ta is a village situated at the south of the dam, making the travel quite difficult as people can only relies on boat transportation, hence distributing products to the market is even difficult if without knowledge or receiving good support. In this respect, the research team had accessed the site to provide knowledge about product development, increasing product values, and public relations for increasing channels to generate income for people in the community.

4.1.1.2 Building networks

Thai society today has become more complex due to the development process that mainly focuses on economic growth and modernity. As a result, Thai people, Thai communities, and Thai society required an adaptation in terms of both strengthening the groups of people in the local area and seeking knowledge that directly responds to such adaptation. Sittinat Praputtnitisart stated about the learning process that leads to sustainable problem solving that
for those people living with problems to increase their potential in problem solving, the collective work among those living with problems, developers, and academics requires effective tools to create a true learning process for the problems to be solved at the point and constantly, making it benefit to each of these involved parties, that is to use a participatory action research process (Sittinat Praputtnitisart, 2004: 7).

The problem solving process by seeking means of action to achieve development or to truly and concretely solving problems in communities has an important characteristic that is to develop competencies people in the community. In this way, people living with the problems learn the process of "thinking and doing" in a more systematic way. It would be the development that is more sustainable than trying to force to completely solve any problem within any one concept, and it is the process in which each step is connected to one another (Sittinat Praputtnitisart, 2004: 12-13). Solving problems with a systematic practice is to equip people with strength to analyze problems systematically and lead to sustainable solutions.

4.1.2 Part 2 Development of the arts and crafts management model of Baan Huai Ta community, Uttaradit province

The investigation and analysis of principles and theories related to the research and development of the arts and crafts sites of Ban Huai Ta community, Uttaradit province was taken to a synthesis for determining approaches to developing the community arts and crafts model as in the details follow.

4.1.2.1 Construction of the community arts and crafts management model

The arts and crafts management model of Baan Huai Ta community, Uttaradit province presented the relationship among different components for developing community in arts and crafts. The model consisted of 4 main components namely: 1. Community context, 2. Community management/network establishment, 3. Arts and crafts development, and 4. Evaluation of arts and crafts.

Solving problems with systematic practice strengthens people in the community to systematically analyze the problems and led to sustainable problem solving. The denotation for the arts and crafts management model of Baan Huai Ta community is shown in Table1.
Table 1

Denotation of the arts and crafts management model of Baan Huai Ta community, Uttaradit province (CMDe)

<table>
<thead>
<tr>
<th>Terms</th>
<th>Abbreviations</th>
<th>Denotations</th>
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<tr>
<td>Context</td>
<td>C</td>
<td>Community Context</td>
</tr>
<tr>
<td>Management</td>
<td>M</td>
<td>Community Management/Network Establishment</td>
</tr>
<tr>
<td>Development</td>
<td>D</td>
<td>Development of Arts and Crafts</td>
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<tr>
<td>Key Performance Indicator</td>
<td>e</td>
<td>Evaluation</td>
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</table>

The value and significance of Thai handicrafts, arts and crafts, and folk handicrafts are that they are something very close to Thai people since the past. The tools and equipment used in daily life or things made on the beliefs and traditions were all developed and refined for full functioning and beauty upon the local preference. To analyze the model of arts and crafts and folk handicrafts management of Baan Huai Ta community, the focus was on the analysis of community context, community management and network establishment, development of arts and crafts, and evaluation of arts and crafts in order gain an insight about the community and accordingly determine development approaches.

Figure 1

Community Management Model (CMDe Model) Arts and Crafts Management Model of Baan Huai Ta Community, Uttaradit Province – CMDe (CMDe Model)

Source: Researcher, 2023

The elements influencing the arts and crafts management model of Baan Huai Ta community. The principle is that the knowledge coordination from inside and outside of the community was utilized to bring about the community learning process, self-reliance on technology available in community, economic self-reliance in community, self-reliance on natural resources in community, development of positive conscience on community, wisdom, and social self-reliance through mutual assistance and support.
Figure 2

*Community Management Model (CMDe Model)*

The outcomes of implementing the components of the arts and crafts management model of Baan Huai Ta community were subject to examination or evaluation. This research employed the evaluation by the guidelines and criteria for evaluating community arts and crafts and the criteria for evaluating community arts and crafts marketing.

4.1.2.2 Development of Community arts and crafts

Development of community products to provide economic value and learning on creativity as well as skills in community products management in each aspect involved the followings.

1. **Product development** concerned with the designs that have never been produced in the community, as a newly created product applying local wisdom to invent arts and crafts products of the community. It is a link of science and knowledge in combination with applied local materials to develop and bring about patterns with value added, self-reliance, mutual reliance, and powerful group. The researcher has developed a range of...
products including fabric art and craft products, carving art and craft products, and wickerwork art and craft products for Baan Huai Ta community, Tha Pla district, Uttaradit province;

2. **Product design** involved designing and developing community arts and crafts to add value and promote sales. It also involves developing and improving the process of thinking, designing, and producing with an aim to enhance the capabilities and potential in marketing competitiveness of local communities. The products were required to have beautiful designs of community arts and crafts, quality production, suitable price for quality. The development opportunities included the style of arts and crafts, novelty, modernity and beauty of products, and public relations. The researcher has designed 22 pieces of community arts and crafts products as shown below.

4.1.2.3 A sample of fabric art and craft product of Baan Huai Ta community, Tha Phla district, Uttaradit province

**Figure 3**

*Women’s cloth design*

Source: Researcher, 2023
Figure 4

Women’s cloth design

Source: Researcher, 2023

4.1.2.4 Samples of carving arts and crafts products of Baan Huai Ta, Tha Phla district, Uttaradit province

Figure 5

Carving arts and crafts product designs

Source: Researcher, 2023
4.1.2.5 Samples of wickerwork arts and crafts product designs of Baan Huai Ta community, Tha Phla district, Uttaradit province

**Figure 6**

*Wickerwork arts and crafts product designs*

In summary, the development of community products was classified into components including the products highlighting native handicrafts that are contemporary, unique, distinctive, attractive, and compatible with urban lifestyles; the products reflecting wisdom; handmade works with combined innovation; art and craft works that help create peace, concentration, and relaxation with pleasure. The purposes, production process, materials, aesthetic value, evolution of the work piece, and uniqueness followed the guiding factors for developing art and craft products taken from the community of practice through study visits, seminars, displays, and workshops undertaken by the community groups that share common aspects of interest and the same direction of knowledge, interest, and ability, that result in knowledge exchange, community networks, and product development process.

**4.1.3 Part 3 Evaluation of community arts and crafts of Baan Huai Ta, Uttaradit province**

The analysis of principles and theories related to research and development of the arts and crafts site of Baan Huai Ta community was taken to a synthesis aiming to generate the value of community products. This research focused on the community arts and crafts management model pertaining to the survey and selection of products as goods and increasing the value of products to meet the marketing demand. The researcher applied 2 methods.
1. Evaluation of arts and crafts of Baan Huai Ta community, Uttaradit province since they are significant to establishing community strength as an economic system that engages the society both objectively and subjectively concerning to their livelihood, way of life, and involvement in driving economic activities. The economic indicator of the community is income incorporated with happiness, understanding, acceptance, and sharing among people in the community. Evaluation consisted of these aspects;

1.1 Increased value The assessment result reported a highest level on this aspect. For any increased value, it has to first consider the need and preference of the target consumers and understand what attitude they have towards the community arts and crafts both physically and emotionally. What are the factors affecting their making or not making choice decision on surrounding things for their life. For the products, what issues and views that they take into consideration;

1.2 Design concept The assessment result reported a highest level on this aspect. The very important point is the consideration for community art and craft products. The concept is regarded the most important in strategic business management. It requires good basic knowledge and understanding about the consumers of arts and crafts products; product context; creativity and strategic thinking to create ideas that are different and outstanding;

1.3 Material selection The assessment result reported a highest level on this aspect. Consideration and selection of materials focus on those having stories to likely generate value added such as the materials belonging to locality, containing stories and distinctiveness, and representing “value”;

1.4 Production process The assessment result reported a highest level on this aspect. The focus is on considering the production process or method that might be modified to offer better value;

1.5 Quality and beauty The assessment result reported a highest level on this aspect. The consideration is on the presentation for consumers to perceive the “value” of the community arts and crafts products. The design will act to create “value added” in terms of convenience, preserved quality and beauty of the product;

1.6 Increased value added The assessment result reported a very high level on this aspect. The consideration is on providing value added of services for the community arts and crafts products. Consumers will receive both tangible and intangible services including for example the management of distribution channels for easy accessible by consumers, delivery service, Q&A service, or return of unsatisfied products, etc;
1.7 Creating uniqueness The assessment result reported a very high level on this aspect. The most important point to fostering the “value” of products is brand building along with brand communication. Branding is a means to promote the uniqueness of the whole community arts and crafts products. The “value added” was transformed into “value” to be perceived by consumers. Branding is more than having a name or advertisements but refers to a consistent “communication” at every point that consumer groups can contact so that they perceive more of the value of the products or services;

1.8 Generating value added The assessment result reported a very high level on this aspect. Consideration is on generating value added, making the community arts and crafts products to reach the target consumers as a means to increasing value on convenience for consumers, and generating the value of community products to promote the value and trust of the products themselves;

2. Assessment of the arts and crafts model of Baan Huai Ta community, Uttaradit province.

The outcomes from implementing the components of the arts and crafts management model of Baan Huai Ta community are subject to examination or process evaluation. This research employed the evaluation following the guidelines and criteria for evaluating arts and crafts and the criteria for evaluating community arts and crafts marketing. The research finding suggested that the evaluation of the arts and crafts model of Baan Huai Ta community consisted of CDMe components.

**Model evaluation (C) or (Context)** involves self-reliance in each of the basic elements of the community and that the community groups are strengthened to survive in changing situations. The principle is coordinating knowledge from inside and outside of the community to be utilized and bring about community learning process; self-reliance on technology locally available; economic self-reliance in community; self-reliance on natural resources in community; development of positive conscience toward the community; wisdom, and social self-reliance through mutual assistance and support.

1. Strengthening the community economy and developing community enterprises involved improving the quality of production standards; increasing productivity of community products; enhancing occupational competencies and increasing opportunities/options for extra jobs; promoting the integration of small-scale agriculturists in the community in the form of groups of agriculturist organizations and community enterprise; and developing and elevating skills and capabilities. Others included promoting the principle of good management for the groups with potential and readiness to proceed to commercial production that leads to industrial expansion at the international level;
connecting and expanding the production chain for economic value added with higher price per unit, lower production costs, higher income, and lower expenses;

2. Promoting a participatory learning process emphasized on learning outside the classroom to increase the skills and abilities of community members; reducing the knowledge gap between urban and rural communities; creating a lifelong learning culture that is consistent with the community way; giving importance to the use of community as a learning base that opens for opportunities to easily and directly access knowledge; training to acquire thinking and doing know-how; and promoting community’s systematic participation throughout the process;

3. Balancing the utilization and conservation of natural resources for sustainable development; management of natural resources and the environment under the involvement of local community with a focus on raising awareness, disseminating knowledge and understanding about the use of resources for production;

4. Preserving and uplifting the potential of local wisdom existing in the community with an emphasis on the transfer and use of local wisdom to expand research and development and to make arts and crafts as products. This involves developing a data storage system and building a knowledge database; providing social security for sage villagers; supporting funds for wisdom preservation and transmission; and supporting the utilization of local wisdom as well as the diversity of Thai art and culture as a way of life, good values, and Thainess for education, learning, rehabilitation, and development, including the transmission and dissemination to the world Society;

5. Establishing networks and cooperation to facilitate the linkage of knowledge and local wisdom, and also the alliances of commercial activities between community and various organizations of both the public and private sectors.

Model evaluation

(Management) is a component of analysis and development of products in each aspect. The principle is developing a community management model consisting of different elements namely: 1. Strategic management, 2. Knowledge management, 3. Knowledge exchange, 4. Method of collective thinking and approaching problems, 5.
Interaction and forming mutual relations, and 6. Mutual exchange and collective development of guidelines for excellent practice.

Model evaluation \( M \) by means of focus group discussion allows for acquiring the result of collective development with freedom of thought of each sector involving with implementing each step of the model. The main points of focus group discussion include 1) Principles of the community arts and crafts management model, and 2) Goals of the community arts and crafts management model.

Model evaluation \( D \) (or Development) is a component in the analysis of product development in each point. The principles of product development provided the structure of model development for community products which included these elements namely: 1. Products that highlight contemporary arts and crafts, 2. Products that are unique, distinctive, attractive, and compatible to urban lifestyle, 3. Products that reflect wisdom, 4. Innovative handicrafts, and 5. Arts and crafts that help keeping calm and concentrated.

Model evaluation \( D \) (or Development) by means of focus group discussion allows for acquiring the result of collective development with freedom of thought of each sector involving with implementing each step of the model. The main points of focus group discussion include 1) Principles of the community arts and crafts management model, and 2) Goals of the community arts and crafts management model.

Model evaluation \( e \) (or Key Performance Indicator) involves a learning process on arts and crafts of the community groups sharing common aspects of interest and leading to mutual learning exchange. The principle of the community arts and crafts management model is that mutual learning exchange emerged and community networks established. The evaluation process consisted of 1) Evaluation of community arts and crafts model, and 2) Evaluation of marketing. Model evaluation \( e \) by means of focus group discussion with the method of evaluating community product standards allows for acquiring the development result. The main points of evaluation included 1) Arts and crafts products, 2) Marketing, and 3) Community management model.

5 CONCLUSION

The analysis of arts and crafts management model of Baan Huai Ta community, Uttaradit province, and model evaluation composed of the following 4 steps.

1. Building networks and acquiring knowledge to compile information and develop the data on cultural-economic inheritance to be stored in database for further retrieve.
group forming established a mechanism system for developing the value of cultural inheritance. Research result found a group of 2 people or more sharing some characteristics, a sense of belonging to the same group, and one particular interest. The finding matched the meaning of learning community development that a group refers to an assembly of individuals who have a similar desire of something and a collective action on something. The gathering of people here may refer to the gathering of individuals within the community or individuals both inside and outside of the community or the gathering between group and group within and outside of the community. The need for forming in group to develop a learning community is to create power to drive activities and affect a broad expansion of action results. The power to drive activities does not only refer to the efficiency and effectiveness of action but also the rise of negotiating power, the establishment of paradigms and visions, and the opening of new perspectives arise out of the exchange of knowledge, abilities, and experiences that increase opportunities of solving problems and developing group potentiality as well.

Cultural group forming allows the group to engage in community development as it promotes an increased role of individual capital, a constant transfer of learning through community learning centers, and an involvement of people in every village to use cultural capital as a link to community development activities. As a consequence, a collective learning emerges among people and becomes a power to drive the community towards self-strengthening and sustainable self-reliance.

2. Developing a community arts and crafts management model, and conducting a survey of community product groups. To create arts and crafts today with rapid and complex technological advancements, the adoption of emerging technology to seek commercial benefits in order to offer products, services or to change business model might be an opportunity to make an exponential success. On the other hand, it might be a risk to serious consequences especially when particular innovations fail to get through the social trend for they are new products unknown to the market and consumers refuse to take a risk of being the first group to purchase them. It is hence unable to achieve the sale performance at the point for the community to survive.

One important reason is that the creation of business innovation involves the complexity of new technology that makes the products or services become complex in functioning. Users need to have sufficient knowledge about that technology in order to be able to take advantage of new technology effectively or they realize the benefits of complex functioning as value for money. With this kind of basic problem, new ideas emerge to make it easier for consumers or users of cultural products to use these modern products by applying art and design to help
reduce functioning complexity, hiding all the difficulties behind. Artistic innovation makes the functioning or service use become more user-friendly, easier and more natural to use.

3. Development of community arts and crafts. Arts and crafts have currently become an inseparable tool to create technological innovation that offers a new type of innovation as it is usually called artistic thinking or the innovation that uses an artistic concept to bring cultural products to market. The key principle of artistic thinking is the incorporation of the right brain involving the recognition of art and beauty with the left brain involving the understanding of science and technology to make a complicate and difficult matter become something easy to understand even for those general people.

4. Evaluation of the arts and crafts model of Baan Huai Ta community, Uttaradit province. A qualitative research was conducted including observation, in-depth interview, focus group discussion, and participatory action in combination with documentary data collection. The application of artistic strategy to the construction of arts and crafts needs to place emphasis on at least 3 different matters.

Firstly, it is most important to find artists and designers to take part in developing cultural products from the beginning. The basics of arts and crafts concept will help shape the value of community upon better understanding of consumer’s feelings, while general arts and crafts may look into the need and desire of target consumers. A community adopting new ideas in community arts and crafts management will look deeply into the emotions, feelings, experiences, attachments, and aspirations of consumers that will occur when using the product, hence without being induced towards only technology. Artists and designers will sense consumers’ feeling on their use of products through the use of tangible sample. A number of models had been made with 2-3 styles were found most perfectly suitable. The more the different models are made, the final one will be found proximately perfect. It is the designer's culture to consider the design being replicated over and over again as the development towards meticulousness and learning, not a result of errors or failures of previous designs.

Once acquiring a suitable design, the second important step is to create a full-size prototype of arts and crafts according to the design. This step allows the community to be aware of various problems and limitations in the production and actual use pertaining to materials, parts, and components of product. It is the use of prototypes to learn about the problem and seek solutions to best match its causes.

In step 3, once a prototype of art and craft was already constructed, it can be used for presentations or market testing or exchanging opinions with people involved. Since the prototype serves to guide the comments and feedbacks, it provides the facts straight to the point
without causing misunderstandings and leads to the readiness to enter the actual production line.

At present, new idea on community arts and crafts management has received attention and used for development or for solving complicated problems which include for example the development of educational system, community development, and in the world of innovative business. It spreads down to every step of arts and crafts creation to ensure that arts and crafts to be presented will receive response from the market even if they were the arts and crafts that consumers have never experienced before.

The management of community arts and crafts might generate new jobs. All of these arts and crafts activities are about bringing culture to serve various public issues of both the society and community which have been initiated for a long time by many artists of various groups. They collaborated with communities and societies in the form of creative projects and activities in order to encourage and support the community to exercise their right and their voice for better change in communities and societies.
REFERENCES


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