

Abstract

Research and Development for Comprehensive and Sustainable Wood Handicraft OTOP/SME at Ban Tawai, Hang Dong District Chiang Mai Province. The objectives are to support OTOP/SMEs wood carving handicraft cycle development and sustainability. To instruct competition carving capacity advance lead to wisdom property and set up product uniqueness to overcome the niche market including business management and productivity capacity for the main purpose of having product efficiency and fare for utilize sharing in future.

For the first phase of study result underneath the setting concept, that is determined 3 sampling groups, firstly, the producers which were the original Baan Tawai villagers, secondly, the carvers and thirdly, Thai and foreigner tourists who occasionally come to visit Baan Tawai in high season, the result of this study found that the 19 producers have process and wood carving production by using teak wood and softwood as main factors of production. They setup the factory in their home yard and most of the household members help to product in all production process, they always control and check up the product quality before release their goods to the customers in clouding well package before exporting, setting goods price by comparing costs and benefits which depend on their desire, the selling policies have both in wholesale and retails price, they have production planning but have no account and financial planning system.

The Problems and obstacles to develop this household industry are the lack of decorated material, tolls and the carvers, the product quality, the prominent and the uniqueness, including product and package design, problem in shop marketing location and foreigners communication, these are the problems mean in average medium level analyze by Philip Kotler's Marketing Mixed Theory.

By population data analysis found that all the carvers' population are male. they work for this carving for 10-19 years, most of them have income earning by wood carving per piece, they learn how to carve from their own family, from the former generation and specialize in 2-3 wood carving dimensions, for income earning it enough for their families but most of the carvers need to practice new technological skill, and for their opinion in carving their ought to setup the group or the carving club including carving wisdom school in their own village.

By analyzing the problems and obstacles of the carver's career mean in average highly level that they faced in price by piece completion among their wood carvers including, their family in debts but also the problems in lacking of skill training support and have unstable in income earning mean in average lower level.

By interviewing 156 cases of Thai and foreigner tourists who come to visit Baan Tawai with tour group in high season, selected only one who buy wood carving product, their found that most of the tourists buy furniture human and animal wood carving dolls, they get to know Baan Tawai information from their friends and furnish their home decorate by those of buying wood carving product.

The study result in marketing mixed theory found that all tourists satisfy with the wood carving product in average higher level in product price and personal while in place and promotion only in average medium level of satisfaction.

In conclusion for Baan Tawai villager's opinion of sustainability, the blood relationship within the villagers would be helpful to setup networking center for this household industry including employment and goods release share to nearby community. By easy going in learning and relaying from the present generation to the future young blood it should be heritage and it has the inculcation for those in future who have higher education and realize necessity in innovation and technological change using in the carving production, an economic and material changing in village should be utilize and the opportunity lead to integrated business changing that will be helpful to increase income and local development underneath keeping wisdom property which can keep an old generation uniqueness, for Baan Tawai villagers they ought to setup group club or village association that can be the cooperation beneficially for those who have in their same purpose.