

Research Title	Knowledge Management of Local Wisdom of Food in Don Wai-Market Community, Nakhonpathom Province
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This research study investigated the transfer of local wisdom on food of Don Wai Market Community, and explored the best practices for the transfer of local wisdom through knowledge management. It also aimed to draw the map showing use of local wisdom on food of Don Wai Market Community. Lastly, the study aimed to publicize knowledge of local wisdom on food of Don Wai Market Community and the best practices of transfer of local wisdom in electronic and printed media.

This study employed knowledge management process in the methodology. The study is mixed research methods, which are qualitative and quantitative methods. The qualitative research was used for the pre-survey and in-depth interview. The population was food entrepreneurs in Don Wai Market Community and local people in the area. The pre-survey sample was 15 food entrepreneurs while the other sample for in-dept interview was 16 local people namely, 3 key informants, 9 casual informants and 4 general informants. For quantitative research, 64 food entrepreneurs in Don Wai Market Community responded to the questionnaires. The main tool of quantitative research is questionnaires. Additionally, the results were applied in focus group to conclude the best practice of the transfer of local wisdom.

The findings found that:

1. According to qualitative data, the findings showed that the transfer of local wisdom on food from generation to generation was divided into three types:

- 1) Old generation which had been in a business for over 20 years had transferred good recipes to their descendants – sons and grandsons. It was difficult to become extinct. The income was high.
- 2) Middle generation which had been in a business for 10-20 years displayed a good level of stability. There had also been stable business succession. Most of the businesses were family-owned businesses which the owners expanded their businesses and offered to their relatives outside the community.
- 3) New generation which had been in a business for less than 10 years represented an uncertainty in succession. It was a new trade which was a result of a mix of contemporary cultures.

2. Main factors of the best practices in the transfer are a sender/transmitter that passes on knowledge to others, business transfer process and a receiver. According to quantitative data, findings showed that main factors of the transfer of local wisdom on food at Don Wai Market leading to succession to next generation were place and location of Don Wai Market that was not far from Bangkok ($\bar{x} = 4.32$), development of recipes with retaining the original recipes ($\bar{x} = 4.20$), and duration of transfer of making food that the receiver paid attention to learn how to make food from the sender ($\bar{x} = 4.02$) respectively. The transfer of local wisdom on food can pass on promoting conservation of local wisdom on food. Factors promoting conservation of local wisdom on food included retaining original taste ($\bar{x} = 4.38$), maintaining the identity of food production and food making process ($\bar{x} = 4.31$), and using correct ways in transferring local wisdom on food ($\bar{x} = 3.86$) respectively. The hypothesis results between personal information and the transfer of local wisdom on food found that the results was significant at the 0.05 level with a correlation between thoughts about transfer of making and selling food and the transfer of local wisdom on food. Additionally, There was no significant correlation between food entrepreneurs' personal information and conservation of local wisdom on food with a statistical significance level of 0.05. However, it was found that the transfer process or teaching how to make food, duration

of transfer of making food, place and location, and development of recipes were correlated with conservation of local wisdom on food at a significance level of 0.001. Meanwhile, there was a significant correlation between external factors affecting learning and conservation of local wisdom on food which was significant at the 0.01 level.

Moreover, the findings indicated that factors on the transfer of local wisdom on food had a high positive correlation ($r=0.726$) with factors on conservation of local wisdom on food at a significance level of 0.001. It can be said that if local people in Don Wai Market Community have transferred local wisdom on food to next generation, conservation of local wisdom on food will be increasingly shown.

3. From making the Global Position System map using of local wisdom on food of Don Wai Market Community, the study has found that there have been 64 food entrepreneurs in Don Wai Market Community including 25 food entrepreneurs, 33 dessert entrepreneurs and 6 products-from-agriculture entrepreneurs.

4. Knowledge of local wisdom on food of Don Wai Market Community and the best practices of transfer of local wisdom have been publicized in electronic and printed media.