

The Development of Potential in Skilled Laborers in Producing Basketry

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Abstract : The purposes of this paper were to study the production problems of basketry in the central region and to study the development of potential in skilled labourers in producing basketry in three provinces: Suphanburi, Ayuthaya, and Aungthong. A quota sampling was utilized to get 486 respondents from 243 basketry communities that were registered with OTOP project. A focus group was also used with a connoisseurship model to study knowledge and factors that related to the development of potential in skilled labourers in producing basketry. The findings revealed that the process getting service is the major problem for customers to get service. Also, there should be more of a variety of knowledge for customers. In terms of technology, the variety of information was rated as the most important problem. In terms staff's ability, the knowledge of staff was the most important problem. For the development of potential in high skilled labours for basketry, the findings revealed that having proper tools was considered the most important factor. In terms of economy, the findings revealed that the basketry job must provide sufficient income was considered the most important factor. In terms of using natural resources, efficiency is the most important factor. In terms of mentality, integrity is the most important factor. Finally, in terms of society and culture, help in the local activities is the most important factor.

Keywords : basketry, development, potential, skilled labours

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