

THE DEVELOPMENT OF THE INTEGRATED SUPPLY CHAIN CENTER USING SUFFICIENT ECONOMY APPROACH: A CASE STUDY OF BETTA FISH VILLAGE IN NHONGPAKROENG, MUENG, NAKHON PATHOM

by

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ABSTRACT

Due to the study “Building the Betta Fish Supply Chain Database System for Export,” the researchers conducted field studies and several interviews on people who participated in the Betta fish supply chain system in Nakhon Pathom. The results show that the quality of Thai ornamental fish are widely accepted around international market especially the Betta Splendens (Siamese Fighting Fish) which is a local breed and very popular in the market. The researchers believe that Betta fish businesses in Thailand are in the forms of household business and community enterprise which have a very distinctive characteristic of its own. The nature of the business, according to the researchers, is merit a thorough research study and knowledge exchange about life cycle of the Betta fish, breeding technique, breeder way of life, and traditional knowledge in fish farming. This would leads to the development of integrated eco-tourism center which would create more income and improve standard of living of breeders and the locals. Furthermore, it will also preserve traditional folkways with the inclusion of creative economy approach for the local community. The objectives of this research study is to develop the potential for the supply chaincenter, “the Betta Fish Village,” and the integrated Betta fish supply chain study center through sufficiency economy approach. The case study for this research is focuses on Betta fish farming community in Nhongpakroeng, Mueng, Nakhon Pathom. The scope of the study will be focuses on local community context, community capital such as economic and social capital, and human capital in order to develop further into the development of potential eco-tourism center, “Betta Fish Village.” This would be the creation eco-tourism sightseeing place that integrated study center and the creation of creative economy for sustainable development for local community.

KEYWORDS

Potential, Supply Chain, Betta Fish, Sufficiency Economy

BACKGROUND AND OBJECTIVES

The creation of local community strength by increasing its potential by focusing on the use and maximizing its resources for self-reliance sufficiently and sustainably is the strategy of the 11th National Development Plan. Nakhon Pathom is a province that is known for its biological diversity and fertile natural resources. The province also has a rich traditional local knowledge that supports sustainable development. Moreover, the area made its name as the largest Betta (Siamese fighting fish) breeding place in Thailand. The Betta, which is the most popular local breed for decades, was raised as export product due to its beautiful coloration on its tail. The researchers conducted field studies and several interviews on people who participated in the Betta fish supply chain system in Nakhon Pathom. The results show that Thai ornamental or aquarium fish are wildly accepted by importers around the world due to its quality, especially for the Betta. The researchers believe that Betta fish businesses in Thailand are in the forms of household business and community enterprise which have a very distinctive characteristic of its own. The nature of the business, according to the researchers, is merit a thorough research study and knowledge exchange about life cycle of the Betta fish, breeding technique, breeder way of life, and traditional knowledge in fish farming. This would leads to the development of integrated eco-tourism center which would create more income and improve standard of living of breeders and the locals. Furthermore, it will also preserve traditional folkways with the inclusion of creative economy approach for the local community. The researchers selected Nhongpakroeng, Mueng, Nakhon Pathom community as the study area due to the density of Betta breeders in the area and the reputation of the Betta as one of the best in Thailand. The area also known for its sufficiency agricultural way of life and the use of traditional knowledge that can be develop into a well known eco-tourism center for the province in the future. The administration in the province can also build tourist route that appropriate to its tradition and folkways. This would increase potential for Nakhon Pathom in term of competitiveness in order to be a province that has a higher standard of living and develop at the national level. Hence, the objectives of this

study is to develop potential for eco-tourism center, “the Betta fish village,” and integrated Betta fish supply chain study center using sufficiency economy approach for breeders group in Nhongpakroeng, Mueng, Nakhon Pathom.

THEORY AND SCOPE OF THE STUDY

The research study the development of the integrated supply chaincenter using sufficiency economy approach: the case study of Betta fish village in Nhongpakroeng, Mueng, Nakhon Pathom aims to develop community potential by integrated with others development fields to achieve the highest level by using the following theories and concepts.

Tourism behavioral analysis

According to Nawarat Pleaynoi, Mekong Region Tourism Research Center, Khon Kean University (2548), the analysis of tourism behavior commonly focuses on the three important factors that individual use in selecting destinations. These factors include travel expenditure, time for travel, and commitment on traveling. These three important factors are the determinants that satisfy human thirst for traveling. It is also that scope that point out the differences of direction and behavior based on the limitation of factors such as income, time, and commitment on tourist places that have better quality and modernity.

The commitment in traveling is always changed as McIntosh and Goeldner (1980: 124-125) indicate that it’s usually based on 4 motivators, i.e.:

1. Physical Motivators: this is the factor that encourages tourism for leisure, relaxation or health, and sporting activities or vocation on the beach.
2. Culture: this factor encourages tourism for knowledge or learning experience that focuses several local cultures.
3. Interpersonal Motivators: this factor encourages tourism that lead to the meeting of relatives or many people.
4. Status or Prestige Motivators: this is the factor that aiming to improve the status of the individual in order to increase prestige and honor. For example, travel abroad, seminar or observe activities trip etc., are the kind of traveling that shows honor or success in career.

Moreover, there are more important motivators such as career motivators which originated from daily operation in workplace or welfare from private company such as travel for a seminar, observe activities, training, or award from career achievement etc. As a result, the above motivators are the origin of the objectives of each individual in finding travel destination.

Tourism Destination Development

Kotler (cited in Richardson and Fluker, 2004) states that travel destination is the existing place according to perception of traveler. Travel destination can be divided into many levels, for example, area level, local level, national level, and regional level. However, for convenience, World Tourism Organization divided travel destinations according to administrative level, which is village, sub-district, district, province, and continent.

Middleton (cited in Richardson and Fluker, 2004) indicates that travel destination is the product of tourism which consists of 5 elements.

1. Interesting point – for instance, area where there are beautiful scenery, museum, shopping mall, or amusement park etc.
2. Accommodation – for instance, hotel, restaurant, public transportation, tourist center etc.
3. Accessibility – easiness to access to travel destination which also referring to number of choices.
4. Image – for instance, thought and belief of travelers on the travel destination.
5. Price – this include all the travel expenditure i.e., travel expense, accommodation, entrance fees. The travel expense of the same travel destination can vary differently according to the level of traveling method and accommodation or even travel seasons.

Concept related to the logistics of sustainable tourism

Pureath Foundation (2007) says that sustainable tourism is the kind of tourism that satisfied the need of travelers and the host community. It focuses on natural resources, cultural, and local community way of life management for highest benefits at present and in the future.

Nowadays, sustainable development is the trend that all groups are interested in. In order to push forward sustainable development, it is necessary that all sides must commit to the course and maintain under the concept of sustainable development as follows:

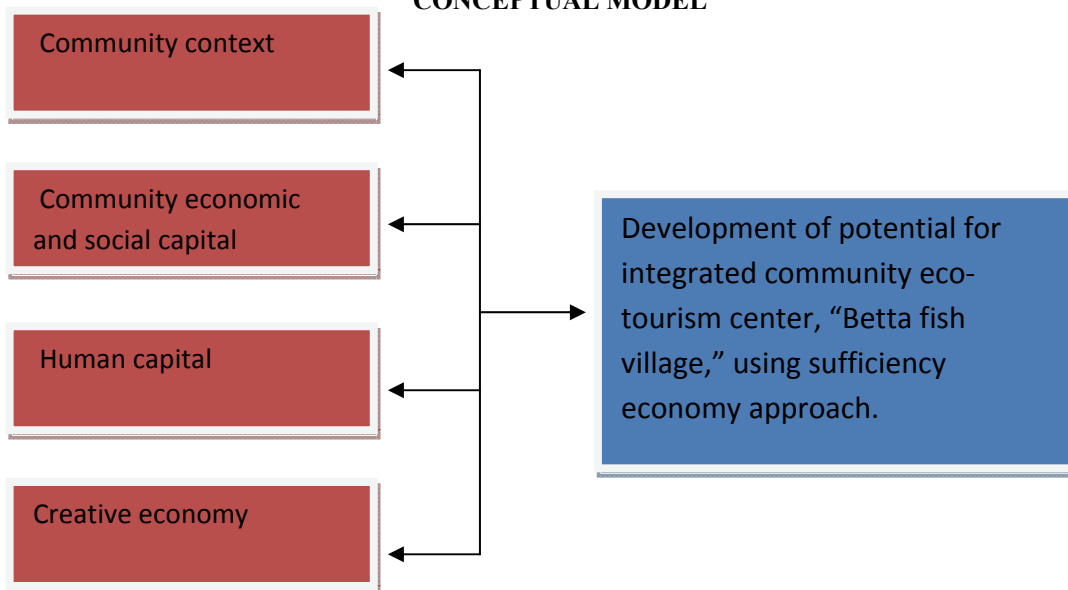
1. Sustainable development must operate under the capability to support by local natural resources, culture, tradition, ways of life that related to tourism.
2. Realizes about community participation
3. Allows host community to receive economic benefits that resulted from tourism management justly.
4. Must be guided by the desire of host community.
5. Allows visitors to understand and learn about local area, natural resources, and traditional ways of life.

The researchers will incorporate these sustainable tourism concepts to study the development of traditional and eco-tourism for the local community in order to develop into tourism and learning center in the future.

CONCEPTUAL FRAMEWORK

Conceptual framework of the study to develop integrated eco-tourism center, “Betta fish village,” by using sufficiency economy approach at Nhongpakroeng, Mueng, Nakhon Pathom will be focuses on local community context, community capital such as economic and social capital, and human capital in order to develop further into the development of potential for eco-tourism center, “Betta Fish Village.” This would be the creation eco-tourism sightseeing place that integrated study center and the creation of creative economy for sustainable development for local community. This can be explains by the following conceptual model:

**FIGURE 1
CONCEPTUAL MODEL**



BENEFITS OF THE STUDY

1. The study aims to know about the community context, community economic and social capital of the Betta breeders in Nhongpakroeng, Mueng, Nakhon Pathom.
2. Learns about the way to improve the potential of the integrated community eco-tourism center, “Betta fish village,” using sufficiency economy in Nhongpakroeng, Mueng, Nakhon Pathom.
3. To build integrated eco-tourism center which will be the pilot learning center that incorporated many fields of study with creative economy and sufficiency economy approach.

RESEARCH METHODOLOGY

Description	Month											
	1	2	3	4	5	6	7	8	9	10	11	12
1. Researchers have participated with betta fish community and supply chain												
2. Set up discussion among communities												
3. Study prototype of betta fish learning center												
4. Collect information and study feasibility												
5. Study and analysis Betta fish learning center												
6. Discussion with betta fish stakeholders and study betta fish learning center												
7. Set up team and committees of betta fish village to operate supply chain betta fish learning center												
8. Set up supply chain betta fish learning center in Nakornpatom												
9. Open supply chain betta fish learning center												
10. Brainstorm learning center performance and report to Thai Research Center												
10. Conclude data and information												
11. Analysis การวิเคราะห์ข้อมูลและเขียนรายงาน												
12. Present research to Thai Research Center												

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