

Souvenir Products In Thai Buffalo Conservation Village, Suphan Buri Province, Thailand

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ABSTRACT

This study on the design of souvenir products, Thai Buffalo Conservation Village, Suphan Buri Province has two objectives 1.) to study buffalo characteristics through the study of tourist attractions, Thai Buffalo Conservation Village, Suphan Buri Province, as an inspiration on souvenir design. 2.) To design small plant pot souvenir products. This research is in terms of Research and Development based on the participation of the community in action research that conducts a systematic study. Focusing on developing ceramic products to add alternative options or method, the findings obtained from this research will be an inspiration for the design of souvenir ceramic products.

The results of designing ceramic products to be applicable as a souvenir in Thai Buffalo Conservation Village, Suphan Buri Province, are ceramic pots. By studying the characteristics of water buffalo show ground, the most popular tourist attraction in Thai Buffalo Conservation Village, Suphan Buri Province, its characteristics is employed as an inspiration in characteristics design to produce a piece of work consisting of office desk ceramic pot. One collection of office desk ceramic pot consists of 4 pieces which its collection is inspired by the relationship between humans and buffaloes and the roles of the buffaloes as an integral part of agriculture. The earth tone is considered the mood tone featuring the product which is indicative of emotion and reflects the aura of the tourist attractions to feel natural touch. The target group that uses the product is women from school age to early working age, aged 20-29 years. A place for use of ceramic souvenirs is at a desk as a casual, non-formal work corner. The pots will be placed on the office desk and are as simple to use as normal pots. However, they come with an automatic water dispenser for cactus planting. They can be placed on the desk and have an additional function that can be used as a pen holder. The materials and production process are hand-made ceramics employing hand forming techniques so that it is feasible for the villagers to produce and create beauty.

Keywords: Souvenir design, Thai Buffalo Conservation Village, Ceramic pots.

1. INTRODUCTION

Thai Buffalo Conservation Village or what the villagers simply call is "Ban Khwai". It was established on March 25, 2002, occupying over 70 rai of land. Its location is adjacent to Highway No. 340, which is the main road of Si Prachan District, Suphan Buri Province. Ban Khwai is a project that

reflects the traditional way of life of rural Thai people in the past who are closely related and connected with buffaloes. Therefore, water buffaloes have played a critical role and had close bond with the farmer's life since prehistoric times. Buffaloes help in the matter of rice cultivation, farming, plowing rice fields to produce rice which is the main source of nutrition to feed the people of

the country. The buffaloes are always friends of the hardships of Thai farmers. But in the modern era, machines have completely replaced buffaloes. The buffaloes, hence, are out of duty in rice farming. As a result, the population of buffaloes has rapidly declined all over Thailand. Thai Buffalo Conservation Village was set up with the aim of raising the awareness among the Thai people to commemorate the buffalo's merit for helping on Thailand's agriculture. This tourist attraction is also established to help to promote income for the community and encourage buffaloes to be received public attention and valuable care. Its aim is also to conserve the Thai buffaloes so that the buffaloes are not extinct for youngsters of next generation including tourists to be able to come to visit.

"Buffaloes are buffaloes." What is so interesting about them? But now we have learned the important role the buffaloes have played including their benefits, which make us appreciate them more. When coming in and stay closely to them, they really create the feeling of affection. Their looks are even cuter than before because of their intelligence. The intelligent animals as buffaloes can be tamed and trained with no different from cats and dogs. We have suddenly thought why we were not

interested in them in the first place. It is certain that we know buffaloes, everyone knows the buffaloes, but we do not pay attention to the buffaloes or give the importance of them. Therefore, it is very terrible if this "Khwai" which is "the tourist attraction" disappears with time or at some point in time.

The researcher therefore came up with an idea to study the characteristics from this tourist attraction and adopt them as an inspiration in the design from the most popular spot among tourists. The design reveals the context of the buffalo's characteristics through the work pieces of this souvenirs as well as to insert the story and make them more appealing.

2. RESEARCH OBJECTIVES

1. To study the buffalo characteristics and make use of them in the design of souvenir products
2. To design ceramic pot products applicable for use as souvenirs

3. Research Conceptual Framework

Conceptual framework is projected to create ceramic products for an application of souvenirs in Thai Buffalo Conservation Village, Suphan Buri Province.

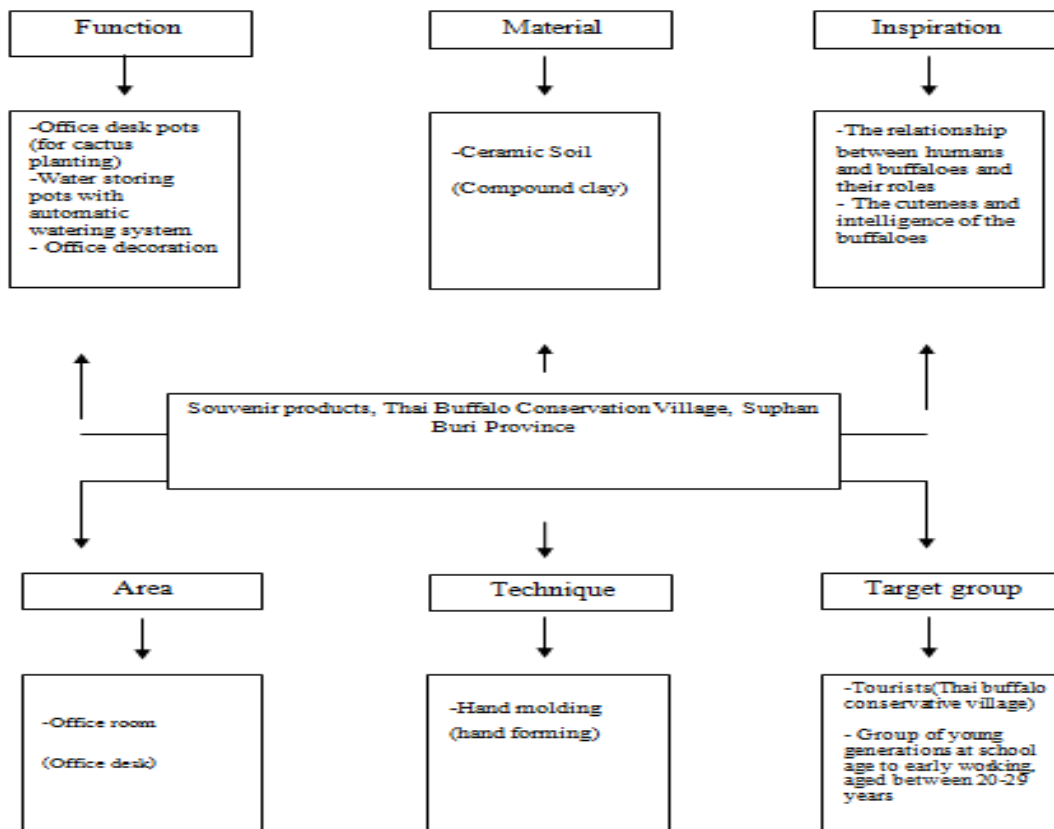


Figure 1: Conceptual framework used in research**4. RESEARCH METHODOLOGY**

This research is the research and development which the community participating in action research that make use of a systematic study. It emphasizes on developing ceramic products to add new alternative or methods.

4.1. Scope of Research

The scope of this study is divided into the following sections:

1.1 Content scope

To study the characteristics from the water buffalo show ground, the tourist attraction that has been received the most attention from tourists at Thai Buffalo Conservation Village, Suphan Buri Province. The characteristics of water buffalo are applied in the design to produce a piece of work consisting of 1 collection with 4 pieces of office desk ceramic pots. This collection is inspired by the relationship between humans and buffaloes and the role the buffalo plays. The earth tone is selected as the mood tone as to convey the emotion and reflect the aura of the tourist attractions to feel closed to nature.

1.2 Area scope

1.2.1 Thai Buffalo Conservation Village, Suphan Buri Province

1.3 Design scope

1.3.1 1 collection of 4 pieces of ceramics pot souvenir products

5. Data Collection and Data Analysis

The tools of data collection consist of data recording, interviews, random questionnaires distributing in the work field. It also include data obtained from research on internet, libraries, videos,

articles and related researches. The findings obtained will be analyzed and summarized for use as a guideline for the design of souvenir products in Thai Buffalo Conservation Village, Suphan Buri Province

Research Phase I: Preparation and Data Collection


(1) Studying data, documents and related researches, these knowledges were applied in the study to create knowledge and understanding for the researcher as well as applied as components in this research.




(2) Visiting work filed to study and analyze the tourist attraction of "Ban Khwai", each spot, each main zone was chosen for the study including ticket selling point -Bok Market -Farmer Village -Water buffalo show ground -Farmer Museum -Buffalo Stalls - "Kin Fae Doo Khwai" Coffee Shop -View point in the middle of canal -Paddy fields -Animal cages -Sugar cane crushing plant -Herbal garden - Thai House Resort - Buffalo Monument. Based on the study of area data, it was found that "Ban Khwai" in each tourist point/ each zone was interesting. The researcher selected to analyze by using the data collection tools of observation and interview with a manager of the Thai Buffalo Conservation Village, Suphan Buri Province to find out a signature or the most popular spot the tourists love to visit. The finding indicated that the most popular spot is the water buffalo show ground.



Analysis of the Water Buffalo Show Ground



The water buffalo show ground is considered the top-rated point that receives the most attention from tourists. The researchers analyzed each show as follows:



Table 1: Analysis of the water buffalo show ground




Context	Illustration	Description
Passing a rope through the nose of Buffalo (called "Son-Ta-Pine")		The principle of passing a rope through the nose of buffalo (Son-ta-pine) is to lead the buffalo to the trees with a suitable crossbow. Then hold it up so that the head is on the handle and string the rope behind the buffalo's ears. Tie up behind the occipital to force the buffalo to start working

Rice field Plowing		Plowing requires one buffalo. However, rice field are plowed twice. The first plow is called Tai-da which is plowing to "till" or dig-up, mix, and overturn the soil. Leave it for about 7-10 days and then come back for a second round of plowing called Tai-Pare.
Rice field Harrowing		It incorporates 1-2 buffalos to hit the soil so that it does not become a pothole and the grass clippings are put on the fields. Therefore, it can be cultivated and sown until it become a seedling.
Bullock cart preparing		Back then, there were no cars. When travelling anywhere, farmers had to prepare bullock cart in order to carry more things than they can themselves carry.

Performance	Illustrations	Description
Sugarcane juice making by buffalo workers' rotation force		Making sugarcane juice from buffalo workers using sugarcane crushing machines from local wisdom
Threshing		In the old days, there were no machines for threshing rice. Based on local wisdom from the villagers, buffalos are used to perform rice threshing for example buffaloes are to trample on them to get the rice out of their ears.

Stepping on the buffalo		<p>There are three methods of stepping on a buffalo.</p> <ul style="list-style-type: none"> - Stepping on the buffalo horn and jump up - Stepping on its side: Two hands pull it backward and jumped up. - Stepping on its backside: Use the hands to pull the tail and step on the back leg. Alternatively, run with two hands catching its back tightly and jump up
Buffalo bridge		<p>In the past, the farmers went to the rice fields during the rainy season and faced with the problem of heavy rain and flooding over the bridge. Hence, the bunch of buffalos were brought to make a bridge. it is the origin of the Buffalo Bridge.</p>

Performance	Illustration	Description
Buffalo raising knees		<p>Gesture when commanding a buffalo to raise its knees. The buffalo will raise its front legs and bend its knees.</p>
Buffalo greeting		<p>Gesture when commanding a buffalo to greet, the buffalo will kneel on its front two legs and bound his head down.</p>

Buffalo sleeping		Gesture when commanding the buffalo to sleep, the buffalo will lie down as the normal gesture of buffalo when sleeping.
Buffalo lying dead		Gesture when commanding the buffalo to lie down and die. The posture is not the same as the sleeping gesture, which the buffalo will lie down in the dormant position as if it is really dying.
Buffalo smiling		Gesture when commanding the buffalo to smile, the buffalo will raise its upper mouth to show its gums and teeth.

Summary from Table 1 the water buffalo show ground

From Table 1, it can be seen that the performances of this part are quite various. Therefore, the researcher determined 4 performances to be incorporated in the characteristics design for the workpiece based on the selection criteria the researcher chose as below.

1. The crucial role that buffaloes play, is farming.
2. The Interesting role of buffaloes that numbers of people in the next generations do not know, including the researcher himself. Therefore, the shows demonstrating the relationship between humans and buffaloes and the roles of the buffaloes were chosen by the researcher to be applicable for the design. These will be divided into buffalo plowing, buffalo threshing, Passing

a rope through the nose of Buffalo, water buffalo bridge

3. Making a visit the work field to study the tourist attraction "Ban Khwai" in order to randomly give questionnaires to tourists or people who visit this tourist attraction with the number of N = 100 in order to determine the target group and guidelines for the design of work. The target group is summarized as follows

The target group is female, at school age to early working age, aged 20 – 29 years old, the purpose of purchasing souvenirs is to purchase souvenirs for others including for themselves, souvenirs are usable product / decorative or ornamental products, the factors affecting the selection of products are products with new and interesting designs and the price of the products, a souvenir is in the form of a cactus planting pot for office desk, the estimated price is 299-399 THB.



Figure 2: In the work filed to collect data

Research Phase 2: Design and summary of Sketch Design 1 collection. The human- buffalo relationship and the buffaloes' roles towards humans.

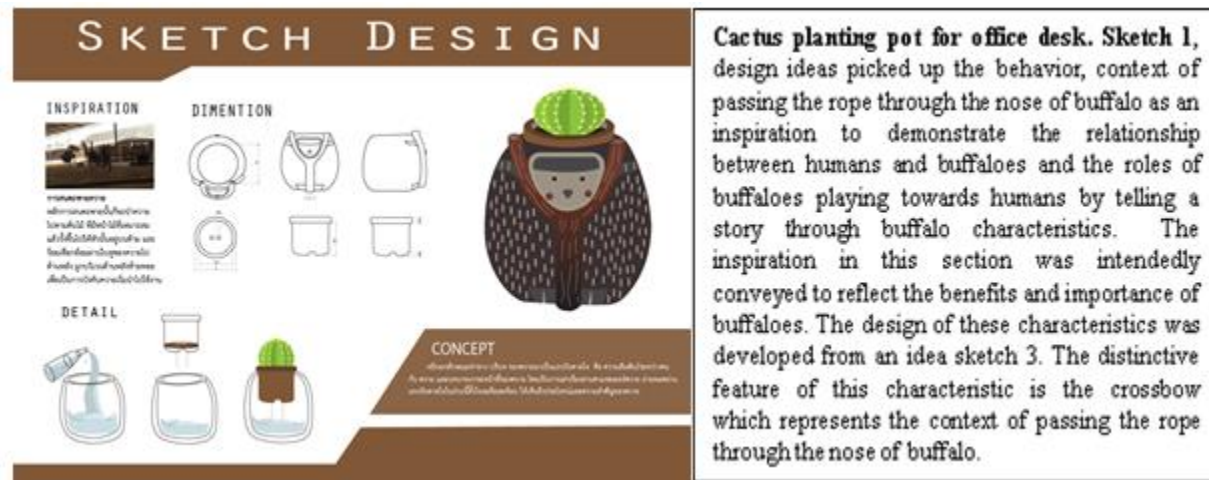


Figure 3: Sketch Design character, Son-Ta-Pine Khwai, designed by Namthip Charoensuk

INSPIRATION: Passing a rope through the nose of buffalo (called “Son-Ta-Pine”) The principle of passing a rope through the nose of buffalo (Son-ta-pine) is to lead the buffalo to the trees with a suitable crossbow. Later hold it up so that the head is on the handle and string the rope behind the buffalo's ears. Tie up behind the occipital to force the buffalo to start working

CONCEPT: Behavior and the context of the buffalo picking up as an inspiration are human-buffalo relationship and the role played by the buffalo. Conveying through buffalo characteristics story-telling, the inspiration transmitting aimed to reflect the benefits and importance of the buffaloes.

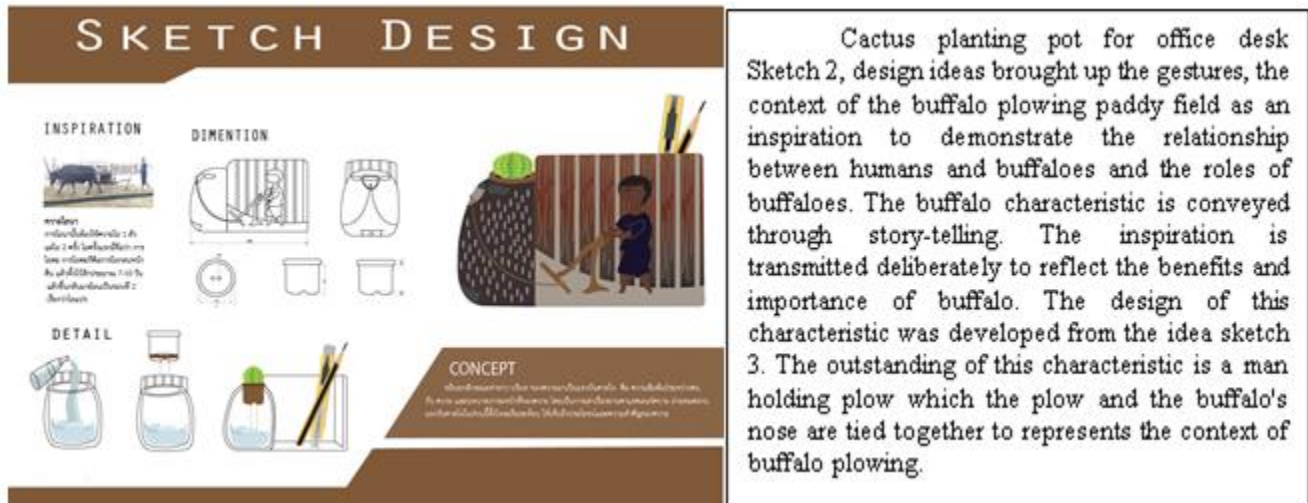


Figure 4: Sketch Design character: buffalo plowing, designed by Namthip Charoensuk

INSPIRATION: Buffalo Plowing requires one buffalo. However, rice field are plowed twice. The first plow is called Tai-da which is plowing to "till" or dig-up, mix, and overturn the soil. Leave it for about 7-10 days and then come back for a second round of plowing called Tai-Pare.

CONCEPT: The buffalo's posture, context brought up as an inspiration is the relationship between humans and buffaloes and the crucial role of the buffaloes. By telling a story through buffalo characteristics, the inspiration is deliberately conveyed to reflect the benefits and importance of buffaloes

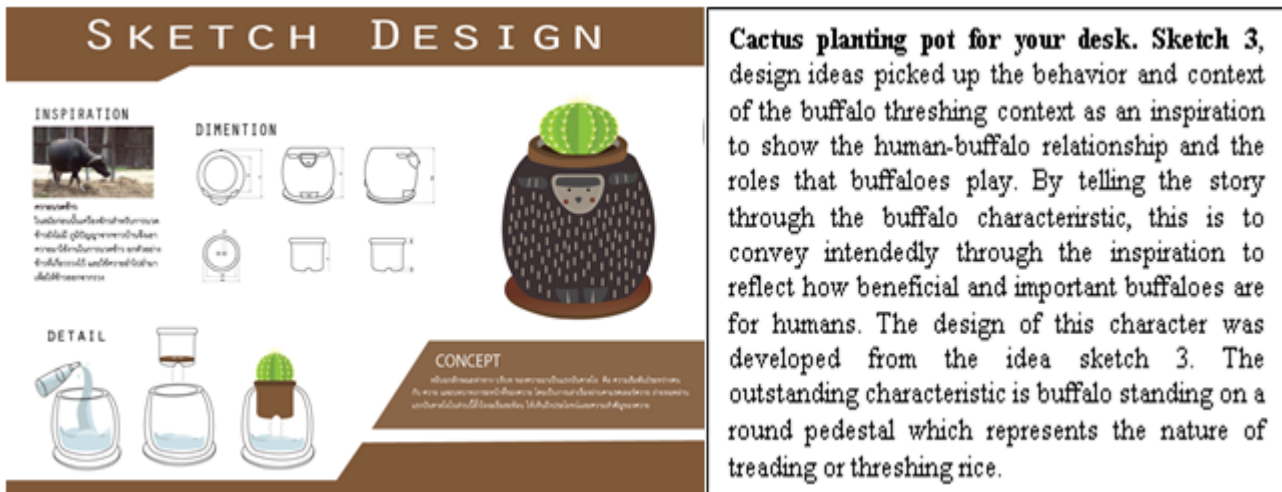


Figure 5: Sketch Design character: buffalo threshing, designed by Namthip Charoensuk

INSPIRATION: Buffalo threshing in the old days, there were no machines for threshing rice. Based on local wisdom from the villagers, buffaloes are used to perform rice threshing for example buffaloes are to trample on them to get the rice out of their ears.

CONCEPT: The buffalo's posture, context brought up as an inspiration is the relationship between humans and buffaloes and the crucial role of the buffaloes. By telling a story through buffalo characteristics, the inspiration is deliberately conveyed to reflect the benefits and importance of buffaloes.

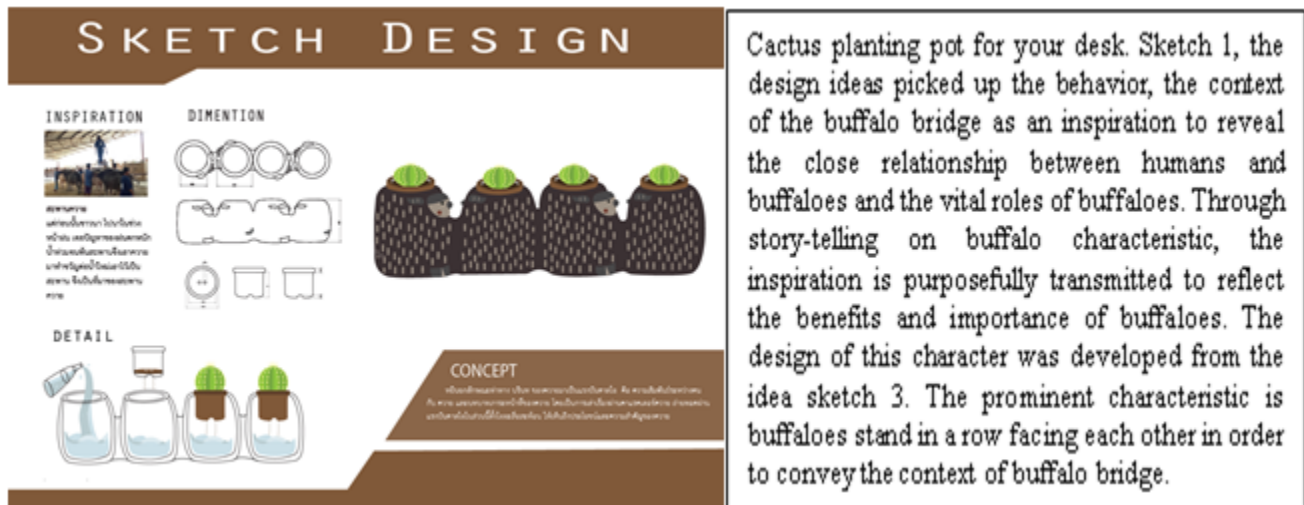


Figure 6: Sketch Design character: buffalo bridge, designed by Namthip Charoensuk

INSPIRATION: The farmers went to the rice fields during the rainy season and faced with the problem of heavy rain and flooding over the bridge. As a result, the bunch of buffaloes were brought to make a bridge. It is the origin of the Buffalo Bridge.

CONCEPT: The buffalo's posture, context brought up as an inspiration is the relationship

between humans and buffaloes and the crucial role of the buffaloes. By telling a story through buffalo characteristics, the inspiration is deliberately conveyed to reflect the benefits and importance of buffaloes.

Research Phase 3: Prototyping - Laboratory Experiment



Figure 7: Prototype collection, human-buffalo relationship, and roles of buffaloes towards humans.

6. CONCLUSION OF RESEARCH RESULT

The findings of the analysis of the design is Cactus planting pot for office desk from the prototype



Figure 8: Souvenir prototype: Model 1



Figure 9: Souvenir prototype: Model 2



Figure 10: Souvenir prototype Model 3



Figure 11: Souvenir prototype Model 4

7. DISCUSSION OF RESEARCH RESULT

Based on the research for ceramic product design to application as a souvenir in Thai Buffalo Conservation Village, Suphan Buri Province, the researcher studied, collected data for analysis, then, designed. The findings are as follows:

The analysis of the water buffalo show ground is implemented as a guideline to create interesting design and meet the requirements for beauty and functionality. The forms and direction of the workpiece mainly depend on the target group as potential customers. The summary of the design for the souvenirs consists of 4 pieces of office desk pots for planting cactus as follows:

1. 1 model of office desk pots with “Son-Ta-Pine Khwai” characteristic
2. 1 model of office desk pots with “buffalo threshing” characteristic
3. 1 model of office desk pots with “buffalo plowing” characteristic
4. 1 model of office desk pots with “buffalo bridge” characteristic

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