

This objective of this research was to study the factors affecting the retention of wood carving career in Ban Kewlae Noi and Kewlae Laung communities, San Pa Tong District, Chiang Mai.

Data were collected from primary and secondary sources. The former were collected directly from operators and supporters of the local career in the villages through interviewing whereas the other was collected from document, printed material and related research. The researcher analyzed and evaluated the data in accordance with the research's objectives. The results of this research were summarized as follows:

1. General context of Ban Kewlae Noi and Kewlae Laung villages:

By geographically, the two communities are not far from Chiang Mai City, where transportation system is connected to other districts and provinces. The villagers can travel to do the business conveniently.

Ban Kewlae Noi and Ban Kewlae Laung are large communities with crowded population. Temple is the center for villagers to gather for official meeting, social and traditional events such as Slakpat, Songkran Festival (Thai New Year) and etc. Culturally, the people pay respect to the elder or senior in the community. The unique culture is also

shown from the way they speak, manner and behavior. The villagers respect and considerate of other's opinion and attitude. They help and support each other in both private and public interests. Economically, the villagers generate mainly income from farm products (for example soybean) and wood carving products.

2. Factors affect the retention of the local carving career.

2.1 Passing of the local wisdom on to young generation.

The local wisdom in woodcarving is old heritage, which has been passing on to new generation for a long time. In addition to the old knowledge, the woodcarvers have continued to develop the work progressively. In the past, elephant gesture was very outstanding and famous product. Now a day, the carving is made in different various products and designs, but they are still maintained with authentic unique and exquisite handicraft, which the carvers have obtained skills and experience from parents or the elder. Presently the carving products are combined with skill of local wisdom, creativeness and modern design to attract buyers.

The local carving career can be widely expanded and be retained to next generation if the knowledge of vocational work is introduced to students at school.

2.2 Internal factor affect the retention of the local career.

The pride of owning handmade carving product is the internal factor to inspire young people to become interested in wood carving work and motivate them to pursuit the local career. Carving is independent work, which the operators can do at their house. Carving needs a lot of work details, attention and exquisiteness. More important factor is the operator patience to produce a piece of work. Moreover, the pride of being part of the local, where the knowledge and experience in carving have been taught to new generation for over 40 years, already establish connection and desire to retain the local career in the their blood.

2.3 External factor, it is found that there is still much demand of wood carving products in the market as the buyers want the product for decoration at their houses or to give as gift. The wood carving products have spiritual value to both producers and users.

2.4 Material used in woodcarving.

Raw material used in wood carving is available in the villages and other adjacent areas. The villagers also grow trees at their farm area to substitute wood, which was

cut down for carving. Therefore the operators will always have the material to supply their carving and the local career can be retained.

2.5 Promotion and support of the Local career. Wood carving receives promotion and support from both government and private sectors in several ways including training, production procedure and distribution.

2.6 Process of production and distribution. The process of production and distribution can create more value added to the products, which the operators can develop, design, display and package the carrying products to meet market demand.