

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Science in Agricultural Extension

ATTITUDE TOWARDS BEEKEEPING IN LONGAN ORCHARD OF LONGAN
GROWERS IN SANTISUK SUBDISTRICT, PHAN DISTRICT,
CHIANGRAI PROVINCE, THAILAND

By

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The objectives of this study were to investigate: longan growers' attitude towards beekeeping in longan orchard and their socio-economic background, study of the relationship between the attitude and growers' background to apply the result to change, and the longan orchard owner's attitude towards beekeeping. The data were collected by mean of interview schedule from 166 longan growers in Santisuk subdistrict. Statistical Package for Social Sciences (SPSS/PC⁺) was used to analyze data and presented as percentage, mean, range, standard deviation, chi-square test, and coefficient correlation.

The finding indicated that a majority of the respondents (81.33%) were male. They had an average age of 52 years and average income of 27,428.92 Baht per

year. The respondents had an average experience in longan orchards for 16.89 years, with average longan orchard area of 3.66 rais, and 25.30 percent of the longan orchard had been located for beekeeping. Two-third of the respondents acknowledge beekeeping information most frequently through television. The problems in beekeeping identified as the least problems in the following aspects: bee varieties, beekeeping activity, beekeepers personality, revenue advantage, and neighbour.

Most of the respondents had positive attitude towards bees and beekeeping with disinterest attitude towards beekeepers and revenue advantage. The relationship of socio-economic to longan growers attitude was significant in education, beekeeping problems, revenue advantage and neighbour. Non-significantly correlation were found in the factor as follows: sex, age, income, experience in longan orchard, message perception, beekeeping problems in domestic bees, beekeeping activities and beekeepers.

The respondents recommended that no more than 60 hives should be kept in one longan orchard. The hives should be stalled at a distant from houses and community in the village. The hives transfer was recommended at night fall or at dawn, with prestatd number of hives. The compensation was recommended as royalty each time of honey harvesting.

The researcher recommended that the beekeepers should appraise for common standard of rent fee, and supply water vessel where there is no natural water resource. They should advise longan growers how to keep longan right on technology, and keep good repertoire with longan growers. They should keep the longan growers well informed relationship between bees and longan flowers, and solve the problems from bees immediately. It is also recommended that the related

governmental agency promote and arrange for beekeeping training to the longan growers as sideline income. The agency should be the coordinator between longan growers as beekeepers in areas where problems in beekeeping arise.