Doungpon Tangwong 2011: Handicraft Product Development from Tai – Songdam Native Textile at Khao Yoi District, Phetchaburi Province. Master of Arts (Home Economics Education), Major Field: Home Economics Education, Department of Vocational Education. Thesis Advisor: Assistant Professor Narumon Saratapan, Ph.D. 134 pages.

The purposes of this research were: 1) to study the need of handicraft products of Tai Song Dam native textile, 2) to develop the handicraft products of Tai Song Dam native textile, and 3) to study the satisfaction with handicraft products of Tai Song Dam native textile. The study was devided into three phrases. Questionnaires were employed to collect data during the first and the third phrases from 200 tourists visiting and buying products at the Tai Song Dam Cultural Center, Kao-Yoi District, Phetchaburi Province. Data analysis was comprised of percentage and mean; analyzed by mean of a computer program. The second phrase consisted of the assessment of adjustments in accordance with the comments perceived by three expertises.

The findings revealed that the tourists requested to diversity the handicraft products into dissimilar styles for each type: 1) home textile in the form of a parlour decoration sets, 2) items of household appliance in the form of cubic tissue boxes, and 3) souvenirs in the form of mobile phone pocket. The original colors of handicraft products made of Tai-Song Dam native textile met the tourists' demands.

The handicraft products were improved in accordance with the recommendations perceived by three experts on Tai-Song Dam native textile. The improvements included decorations with saew on embroideries and tassels.

The tourists' satisfaction towards the improved products showed to be on high levels for each type: 1) home textile in the form of a parlor decoration based on new design and quality 2) items of household appliance in the form of cubic tissue boxes based on theirs usefulness, and 3) souvenirs in the form of mobile phone pocket based on theirs quality and new designs.

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