

This research aimed to study the knowledge transmission of Singha sculptor career in Chiang Mai on the aspects of the motivation for learning (study), the processes and obstacles of knowledge transmission. A purposive sampling was used to get a sample consisting of instructors and learners. Data were collected by using a documentary search method, interview and observation. The tools used in this research were an interview form, field note recording, audio-tape recorder and photography taking. Data were analyzed in content and presented in descriptive form.

The results of this research were as follows:

For learning motivation, it was found that the motivation was affected from environment, supporting from family members, personal interest, economic condition, and getting benefits from spare time.

Methods of transmission knowledge found were that the learners observed practice model and did it by himself; instructors gave an explanation and had the learner observe real model then let the learner practice. Steps of transmission started from the learner observed instructor doing work then the learner was to practice and learn from real situation. The product was evaluated by learner's ability, tactful practice, and product quality.

Factors associated with knowledge transmission were instructional media, materials, supplies and resource persons. A resource person acted as the center of learning. The principle of learning by doing was provided for learners. Learning atmosphere was in the way of working life. Finally, the period of learning and practice was about 1 to 5 years.

As for the condition and obstacles of the transmission, they were that most sculptors were old and not healthy and they taught sculptor knowledge to their relative only. However, not only a number of people who were interested and wanted to do the sculptor work were few but they also did not try hard to do the best. The economics problem was also concerned. Other obstacles were that the living cost was high, lacked of budget to support and the price of raw material was expensive. Finally, the work of this local art was not recognized as it should be.