Abstract- Studying folk wisdom, therefore, is strengthening and systematizing various areas of knowledge. The strong system is an answer that moves society and leads the lower class to take each step on self-reliance. Wisdom varies due to several external factors, such as differences in biology, culture and local lifestyles. The purpose of this research is to educate Thai people about original wisdom and the process of its development and implementation to suit modern lifestyles and prepare for coming changes these days. The most dangerous threat to wisdom is the culture of commercialism – that is when wisdom is sold and financially valued even though social culture actually shows greater “value” than how much it is financially worth. Value is the true importance, not a concrete, touchable substance or materialism. When the process of local evolution, such as employment, local product creation and usage of resources, absorbs the culture of commercialism, original wisdom plays more limited roles. As a result, communities nationwide witness similar products that lack their local wisdom and uniqueness.

Thai society should be aware of the importance and value of wisdom to become knowledge-based society.

Keywords- lifestyle, local product, wisdom

INTRODUCTION

Five border provinces in the South of Thailand notably show biological, social and cultural diversity. The areas are filled with different fields of wisdom. However, due to deadly violence and chaos in the past years, continuous development, both from their domestic sectors and external ones, has been halted. Nevertheless, the areas still express their unique characteristics, and they are suitable places for studies and researches on “wisdom, evolution and the relationship between lifestyles and community-based product design development.” This research is expected to serve as an example for other researches on other local communities, be properly applied to everyday lives, contribute to permanent local development and be a useful database for drafting polices and strategies in Songkhla, Satun, Yala, Pattani, Narathiwat and related organizations. To carry out this research, His Majesty the King’s speech of “understanding, approaching and developing” given to the five border provinces in the south is applied. Preserving and transmitting local wisdom.Conforming to His Majesty the King’s speech on “UNDERSTANING, ACCESS and DEVELOPMENT” given to those who work in the five southern provinces. Both State and private sectors can adapt and put the research reports in to practice in accordance with the Government’s policies that support local product development projects.
RESEARCH OBJECTIVES

1) To study different areas of factors that are relevant to local wisdom in the five southern provinces.

2) To analyze the preservation and evolution of wisdom which goes harmoniously with lifestyles, rapidly changing biological, social and cultural conditions.

3) To study how to develop and make local products diversified and unique based on the potential in each community.

4) To publicize the research in order to permanently develop local communities and serve as a database for drafting polices and strategies in Songkhla, Satun, Yala, Pattani, Narathiwat and related organizations.

RESEARCH FRAMEWORK

Studying lives, biological conditions, traditions, believes, local wisdom and communities’ house decoration and fashion products in Songkhla, Satun, Yala, Pattani and Narathiwat. Presenting examples of how wisdom can be applied to designing product models.

EXPECTED BENEFITS

1) Understanding factors that are related to wisdom in the five southern provinces.

2) Understanding the relationship between man and man, man and nature, and man and the supernatural, and also the diversity of societies, religions, cultures, traditions and believes under different influences.

3) Understanding original folk wisdom and applying it to the evolution of product designs based on the potential in each community.

RESEARCH FINDING

Factors in the creation and development of “wisdom”

a. Physical factors - The five southern border provinces are located on the most diverse areas of lands, consisting of five forms of ecology: 1) watershed forests, 2) fresh water zones and lowland, rice field and bog forest valleys, 3) nipah palm forests in brackish water zones, 4) mangrove forests in salt water zones, which are situated lower than nipah palm forests and 5) sea ecology.

b. Economic and social factors - Neighboring Malaysia, shipping and trade among Muslims cause economic and social changes according to neighboring markets. Due to the society’s localization, wisdom should be developed to increase local socialization.

c. Political factors - Unlike other regions, local politics in the area faces no obvious conflicts. However, there are deadly violence and chaos caused by several factors. To solve the problem, one needs to truly understand the local beliefs and lifestyles here.

d. Cultural and value factors - The majority of people in the five Southern border provinces are committed Islamic Thai believers. Therefore, local cultures are performed in accordance with Islamic ideas, practice and value.

Wisdom that is related to lives and human fundamental needs

a. Physical needs - the four requisites – food, clothes, residence.

1) Food - Common local food is Muslims’ halal food. Fresh vegetables, as well as Kaow Yum (rice with various kinds of vegetables and the South’s famous budu sauce made of fermented fish), are also eaten as side dishes.
2) Clothes – Under religious discipline, Muslims are obliged to wear thoroughly covering clothes. Colors, designs and styles of clothes in the five southern provinces, therefore, express their local uniqueness.

3) Residence – Due to diverse landscapes, different wisdom, materials and constructing structure are implemented to be suitable for each area of land.

4) Medicines – Folk medicines is widely popular. This includes herbal ones that are generally available in modern drug stores in the five provinces.

b. Mental needs – Peace and security are understandably wanted in the southern provinces, where chaotic, violent incidents regularly take place. People in the areas look for a different form of peace and security from that in other regions.

Wisdom that is related to natural resources and environment

a. Natural resources – Local natural materials, such as Krajood (plant in the sedge family), Toeypanan (a type of pandan) and toddy palm fibers, have long been used to make local products. Designs and techniques have also been continuously developed to respond to consumers’ needs.

b. Environment – Because the southern areas are close to the sea, they are windy and filled with sand, geographically suitable for batik cloth production. Inspirational environment also plays part in unique product creation.
Lifestyles

For Islamic Thais, “religion is a lifestyle, and a lifestyle is religion.”

Local products in community

a. To develop local products, local resources and wisdom are needed to analyze strengths, weaknesses, opportunities and obstacles of each community.

b. One important method to develop local products is that product and product development trends must be well studied by collecting related information in order to answer domestic and global customers’ demands.

Local product development trends in the five southern provinces

a. Create community’s uniqueness.

b. Resources management.

c. Relations between social lives and development.

REFERENCES


