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RESEARCH ARTICLE

The Role of Handicrafts in Enhancing the Potential of Older Adults and Strengthening Cultural Value in Ban Huai Sai Tai Community, Phetchaburi Province

Sakarin Hongrattanavorakit*, Sukunya Chantakul, Khajon Aitsarasuchip and Sucheera Phongsai

Faculty of Home Economics Technology, Rajamangala University of Technology Phra Nakhon, Bangkok, 10300, Thailand

(*Corresponding author's e-mail: sakkarin.ho@rmutp.ac.th)

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Abstract

Thailand is transitioning toward a super-aged society, making the enhancement of older adults' potential to promote self-reliance and improve their quality of life an important issue in community development. The integration of local wisdom and cultural capital through handicraft activities represents a promising approach to enhancing both income generation and the social value of older adults. This study aimed to (1) investigate the needs for enhancing the handicraft-related potential of older adults in Ban Huai Sai Tai Community, Phetchaburi Province; (2) design and develop handicraft products that embody the community's identity and cultural values through participatory engagement of the elderly; and (3) promote knowledge and skill transfer mechanisms in handicrafts to support the sustainable preservation and valorization of community cultural heritage. The target group comprised 30 elderly participants who voluntarily engaged in the study activities. Data were collected using semi-structured interviews, behavioral observation forms, performance assessment instruments, and structured questionnaires. Descriptive statistics, including frequency, percentage, and mean, were employed for data analysis. The findings indicate that the elderly participants demonstrated a strong demand for occupational development, particularly in acquiring new skills that could be extended into income-generating activities. Additionally, there was a clear need for further institutional and technical support in pursuing handicraft-based livelihoods. Expert-selected product prototypes included souvenir garlands, potpourri fans, palm-leaf boxes, and fabric keychains. Behavioral observations and performance assessments revealed outcomes at a good level, while overall satisfaction with the knowledge and skill transfer process was reported at the highest level. The findings indicate that enhancing older adults' potential through handicraft activities contributes to increased occupational opportunities, strengthens self-worth, and supports the preservation and transmission of local wisdom. These outcomes further contribute to sustainable community development and cultural preservation.

Keywords: Handicrafts, Elderly potential development, Community development, Sustainable livelihoods

Introduction

Thailand is rapidly transitioning into an ageing society, and within the next 10-20 years, the proportion of older adults is expected to increase significantly. This demographic shift necessitates that both individuals approaching old age and the current elderly population prepare to cope with changes in physical and psychological conditions. When older adults possess adequate knowledge, competencies, and capabilities, they can actively contribute to economic and social development in an effective manner (Saengthong, 2017). The fundamental needs of older adults include products and services specifically designed to accommodate their conditions. Many elderly individuals still aspire to maintain self-reliance and life stability,

particularly in terms of financial security and long-term health. Consequently, they tend to prioritize health-related products and convenience in consumption. In addition, some older adults seek new experiences and show interest in initiating businesses or becoming entrepreneurs after retirement (Jones, 2018) . Furthermore, a study by Yamsrisuk et al. (2023), which examined approaches to promoting elderly occupations in the Andaman provinces (Phuket, Phang Nga, and Krabi) , indicated that career development for older adults must be tailored to the specific context of each locality. This includes consideration of traditional occupations, personal backgrounds, prior experiences, as well as geographical and resource conditions.

In Mueang District, Phetchaburi Province, it has been suggested that the concept of " active ageing" should be promoted, with a focus on enhancing economic security and improving quality of life. Since the majority of elderly individuals belong to low-income groups, there is a pressing need to expand opportunities and provide appropriate support. Increasing elderly participation from a moderate to a higher level is essential, particularly in two key dimensions: (1) engagement in employment or income- generating activities to strengthen economic stability, and (2) participation in group activities, elderly clubs, and community events to foster social relationships and cohesion (Zurick et al. , 2020) . Similarly, elderly individuals in Ban Huai Sai Nuea, Phetchaburi Province, have expressed a need for training programs that integrate local wisdom with academic knowledge through participatory learning processes. Such approaches not only facilitate knowledge retention but also foster pride in local cultural identity (Peeraphatchara et al., 2022). Based on these issues, the researchers conducted a preliminary survey on the occupational development needs of elderly individuals in Ban Huai Sai Tai Community, Phetchaburi Province. The findings revealed that the elderly showed particular interest in handicraft- related occupations, as these activities enable them to generate income independently, promote well-being, and make productive use of their leisure time. In addition, a study by Pattarajaree (2020) on community participation and its influence on tourism management in Cha-am Municipality, Phetchaburi Province, suggested that policies should emphasize knowledge development in family- and community-level business practices. Such policies can enhance community participation in development processes, ultimately leading to economic sustainability and continuous income generation. Although numerous studies have addressed occupational promotion and quality of life improvement among the elderly, there remains a limited body of research focusing specifically on the role of handicrafts in enhancing elderly potential. In particular, studies integrating technological transfer with local wisdom and academic knowledge at the community level are still scarce, especially in the context of Ban Huai Sai Tai Community, Phetchaburi Province.

Therefore, it is imperative to investigate and develop strategies for promoting handicrafts as a key mechanism for enhancing the potential of older adults. This includes enabling productive use of leisure time, developing vocational skills, and increasing income-generating opportunities, alongside preserving and extending the cultural value of the community. Such an approach is expected to contribute to the sustainable improvement of the quality of life of the elderly within the context of Ban Huai Sai Tai Community, Phetchaburi Province.

Objectives of the study

1) To examine the needs for enhancing the handicraft-related potential of older adults in Ban Huai Sai Tai Community, Phetchaburi Province.

2) To design and develop handicraft products that reflect the community' s identity and cultural values through the active participation of older adults.

3) To promote the processes of knowledge and skill transfer in handicrafts, leading to the sustainable preservation and enhancement of the community' s cultural value.

Research methodology

This study emphasized the active participation of older adults and community members in collaboratively designing, implementing, and developing activities aligned with the community's context and needs, with the aim of fostering learning and promoting sustainable development. (Participatory Action Research: PAR)

1) Target group the target group of this study consisted of 30 older adults from Ban Huai Sai Tai

Community, Phetchaburi Province, who voluntarily participated in the research activities.

The participants in this study consisted of five key informants and a target group of 30 older adults from the Huai Sai Tai community, Phetchaburi Province. Participants were selected using purposive sampling based on the following inclusion criteria: being registered with the Huai Sai Tai Community Quality of Life Development Center in Phetchaburi Province and expressing willingness to participate in the study. All participants were informed about the study objectives, research procedures, potential benefits and risks associated with participation, as well as their right to withdraw from the study at any time without any consequences. Written informed consent was obtained from all participants prior to their participation in the study

Table 1 Handicraft products representing community identity and cultural values

Category of craft products	Prototype 1	Prototype 2	Prototype 3
Garland crafts	 Animal-shaped garlands	 Souvenir garlands	 Wrist garlands
Aromatic products	 Potpourri fans	 Herbal inhalers	 Scented soaps
Local material crafts	 Palm-leaf flowers	 Palm-leaf boxes	 Palm-leaf hanging ornaments
Fabric crafts	 Fabric keychains	 Fabric bags	 Cushion pillows

2) Development of research instruments the research instruments were developed as follows:

2.1) A semi- structured interview guide was designed to explore the needs for developing the handicraft-related potential of older adults in Ban Huai Sai Tai Community, Phetchaburi Province. The interview questions focused on participants' interests, existing skills in craft production, and their needs for occupational development.

2.2) A semi-structured interview guide was developed to examine the design and development of

handicrafts that reflect the community's identity and cultural values through the participation of older adults.

2.3) Handicraft product designs were developed to represent the community's identity and cultural values. Four categories of handicrafts were created: garlands, aromatic products, local material crafts, and fabric crafts, with three design prototypes for each category.

2.4) A behavioral observation assessment form was employed, comprising five dimensions: learning interest, responsibility, thriftiness, neatness, and teamwork. The instrument was constructed using a three-point rating scale, consisting of good, fair, and needs improvement.

2.5) A performance evaluation form was utilized, covering three stages: preparation, implementation, and final output. The assessment employed a three-point rating scale (good, fair, and needs improvement).

2.6) A satisfaction questionnaire was designed to assess participants' perceptions of the knowledge and skill transfer process in handicrafts. The questionnaire was divided into two sections as follows:

Section 1 consisted of a questionnaire on the general characteristics of the respondents, including

gender, age, occupation, monthly income, experience in participating in occupational promotion activities, and the application of acquired knowledge. The items were presented in a checklist format based on predefined response options.

Section 2 comprised a satisfaction questionnaire assessing participants' perceptions of the knowledge

and skill transfer process in handicrafts. The questionnaire was divided into four dimensions: content, instructors, facilities, and handicraft-based career development for economic value enhancement. The items were measured using a five-point Likert scale, ranging from highest satisfaction, high satisfaction, moderate satisfaction, low satisfaction, to lowest satisfaction.

2.7) The content validity of the interview and questionnaire instruments was assessed by five experts. The experts evaluated the appropriateness of the content and language used in the instruments. Content validity was determined using the Index of Item– Objective Congruence (IOC).

3) Data collection

3.1) The needs for developing the handicraft-related potential of older adults in Ban Huai Sai Tai Community, Phetchaburi Province, were investigated using semi-structured interviews. A purposive sampling technique was employed to select 30 participants, including community leaders and community members. The data were analyzed using qualitative research methods.

3.2) The conceptual framework for the design and development of handicrafts reflecting community identity and cultural values, based on elderly participation, was explored through semi-structured interviews. A purposive sample of five key informants comprising community leaders, craft designers, and handicraft instructors was selected. The data were analyzed using qualitative research methods.

3.3) The researchers developed handicraft product designs across four categories: garlands, aromatic products, local material crafts, and fabric crafts, with three design prototypes for each category. Draft designs were refined based on expert evaluation, feedback, and recommendations, and subsequently developed into prototype products.

3.4) A training program was implemented to promote the transfer of knowledge and skills in handicrafts across four categories: garlands, aromatic products, local material crafts, and fabric crafts. A total of 30 elderly participants voluntarily attended the training sessions, which were conducted over a three-day period from May 28–30, 2025.

3.5) Behavioral observations were conducted to assess participants' performance in crafting garlands, aromatic products, local material crafts, and fabric crafts. The evaluation employed a three-point rating scale: good, fair, and needs improvement.

3.6) A performance assessment of actual work outputs was conducted across the four types of handicrafts, using a three-point rating scale (good, fair, and needs improvement).

3.7) A satisfaction questionnaire was administered to evaluate participants' perceptions of the knowledge and skill transfer process in handicrafts. Data were analyzed using descriptive statistics, including frequency, percentage, mean, and standard deviation, and were presented in tabular form accompanied by descriptive analysis.

The levels of satisfaction were interpreted using a five-point scale as follows: mean scores of 1.00-1.80 indicated the lowest level of satisfaction; 1.81-2.60 indicated low satisfaction; 2.61-3.40 indicated moderate satisfaction; 3.41-4.20 indicated high satisfaction; and 4.21-5.00 indicated the highest level of satisfaction.

Results

1) Needs for enhancing the handicraft-related potential of older adults in Ban Huai Sai Tai Community, Phetchaburi Province

1.1) Interest and potential in handicrafts

The findings indicate that older adults demonstrated interest and potential in four main categories of handicrafts: 1) Garland crafts: Garland making is commonly used for various occasions, including weddings, ordinations, funerals, religious ceremonies, and important cultural events. Souvenir garlands can be developed as supplementary occupations or community-based enterprises, serving as gifts or souvenirs for different occasions. This activity also promotes concentration, patience, and attention to detail and initiatives, which can provide local artisans with sustainable income and promote cultural heritage through the sale of these handcrafted items. can be further developed into community enterprises or One Tambon One Product (OTOP) initiatives. 2) Aromatic products: The production of aromatic items can be commercialized, as such products are in market demand for personal use, gifts, and souvenirs. Locally available materials— such as dried flowers, pandan leaves, lemongrass, and jasmine— can be easily utilized in community training programs. These activities are enjoyable, beneficial, and suitable for all age groups, with potential for development into community enterprises or OTOP products. 3) Natural material crafts: Phetchaburi Province has abundant palmyra palm resources and local wisdom related to traditional palm-leaf handicrafts, such as weaving, folding birds and fish, and making traditional toys. Palmyra palm leaves are inexpensive and readily available materials that can be developed into souvenirs and decorative items, including fans, bags, baskets, storage boxes, and home décor. These products can also be expanded into community enterprises or OTOP further development initiatives, which would provide local artisans with sustainable income opportunities and promote cultural heritage through the sale of these crafts. 4) Fabric crafts: Sewing and fabric-based crafts can be used to produce souvenirs for various occasions, such as weddings, ordinations, and funerals. These can be developed into supplementary occupations and handmade products, including souvenirs, dolls, and home decorations. Handmade fabric products are popular among general consumers and gift markets. Many elderly individuals in the community possess basic sewing skills, which can be further developed into community enterprises or OTOP products.

1.2) Experience in handicraft production

The results revealed that most participants had limited experience in handicraft production. This was primarily due to a lack of learning opportunities, absence of formal training programs, and limited access to skill development initiatives within the community. Additionally, many individuals were occupied with work or family responsibilities, leaving little time to practice craft skills.

1.3) Purposes of engaging in handicrafts

The majority of participants reported two main purposes for engaging in handicrafts: 1) Household use: Producing essential items for personal use, such as palm-leaf baskets, herbal balms, charcoal products, and storage containers. 2) Supplementary income generation: Selling handicraft products as a secondary occupation or as a source of income during periods of unemployment, particularly within elderly community centers.

1.4) Needs for occupational development

The findings indicate that most participants expressed the following needs: (1) Skill development for career advancement: Participants expressed a strong desire to learn new handicraft skills such as natural material crafts, fabric crafts, and aromatic products to develop into viable occupations. They preferred flexible work options that align with their lifestyles, such as home- based production using locally available materials. Additionally, they sought to increase household income and reduce financial burdens, while also expressing an interest in transferring knowledge to family members to strengthen relationships and cultivate vocational skills among younger generations.

(2) Preferred training schedule: Most participants indicated that morning and afternoon sessions on weekdays were the most convenient, as evenings were typically reserved for personal activities and caregiving responsibilities. (3) Need for additional support: Participants expressed the need for further support in developing handicraft- based occupations, both for household use and for income generation. This includes access to materials, training, and opportunities to market their products, particularly within elderly community centers.

Table 2 Summary of expert evaluations in handicraft product design

Product category	Selected prototype	Rationale
Garland crafts	 Prototype 2: Souvenir garlands	Souvenir garlands made from artificial flowers (e.g., plastic crown flowers or jasmine replicas) are recommended instead of fresh flowers. These materials are flexible, lightweight, easy to handle, and non-perishable, allowing for long-term storage and continuous use or sale.
Aromatic products	 Prototype 1: Potpourri fans	The production of potpourri fans involves simple, non-complex procedures that require only basic skills such as cutting and assembling, without the use of hazardous tools. The activity promotes enjoyment and relaxation through natural fragrances, helping to reduce stress and anxiety. It utilizes locally available materials, such as palm leaves, dried pandan leaves, and dried flowers.
Local material crafts	 Prototype 2: Palmyra palm leaf trays	Decorative trays made from palmyra palm leaves utilize locally available, low-cost, and safe materials that do not require complex processing. Arranging decorative elements on the trays enhances planning, observation, and fine motor skills. These products can generate income through sales or be used as gifts in community events.
Fabric crafts	 Prototype 1: Fabric keychains	Fish-shaped fabric keychains are highly suitable for teaching older adults due to their simple production process and short production time. The activity involves basic sewing skills, such as cutting fabric and hand or machine stitching, while also encouraging creativity through the selection of colors, patterns, and decorative elements. These products can serve both functional and aesthetic purposes as valuable handmade items.

2) Design and development of handicrafts reflecting community identity and cultural values through the participation of older adults

2.1) Product design concepts based on expert opinions

The findings from expert consultations regarding handicraft design for older adults in Ban Huai Sai Tai Community, Phetchaburi Province, can be summarized as follows: 1) Garland crafts: The design of garlands suitable for older adults should not be overly complex. Simple garland styles, such as souvenir garlands, are recommended. Artificial materials (e.g., plastic flowers, jasmine replicas, or beads) may be used instead of fresh flowers to enhance durability, ease of storage, and convenience in production. These products can serve as small souvenirs for distribution at religious ceremonies, temple events, or community activities. 2) Aromatic products: Aromatic handicrafts can be developed by integrating local wisdom and Thai herbal resources with value- added craft production. Common materials include dried pandan leaves, dried flowers, kaffir lime, and dried lemongrass. These products are practical and suitable for supplementary occupations within the community, such as herbal inhalers, soaps, and potpourri. 3) Local material crafts: Handicrafts made from local materials, particularly palmyra palm leaves, represent the utilization of natural resources available in the Ban Huai Sai Tai Community. These materials can be transformed into products with both cultural and economic value. Examples include enhancing traditional weaving techniques, producing artificial flowers from palm leaves, and creating souvenirs and home décor items such as keychains, baskets, bags, and storage boxes. 4) Fabric crafts: Fabric- based handicrafts, such as keychains, cushions, and souvenirs, are appropriate for older adults due to their relatively simple production processes. These crafts can be further developed into income- generating activities within the community, particularly among housewives or elderly individuals with basic sewing skills. Such products are easy to produce, low in cost, and visually appealing, making them attractive to tourists and general consumers.

2. 2) The design and development process of handicrafts

Reflecting community identity and cultural values was carried out through the active participation of older adults. This participatory approach enabled the integration of local knowledge, practical experience, and community context into the development of handicraft products, ensuring both cultural relevance and practical applicability.

Table 3 Observation results of student performance in garland crafts, aromatic crafts, local material crafts, and fabric crafts

Items	Group No.				
	1	**2**	**3**	**4**	**5**
1. Interest and Curiosity	3	3	3	3	3
2. Responsibility	3	3	3	3	3
3. Thriftiness	3	3	3	3	3
4. Cleanliness and Orderliness	3	3	3	3	3
5. Cooperation	3	3	3	3	3
Overall	**15**	**15**	**15**	**15**	**15**
Performance Level	**Good**	**Good**	**Good**	**Good**	**Good**

Note: Performance levels: Good (11-15), Fair (6-10), Needs Improvement (0-5).

3) Knowledge and skill transfer processes in handicrafts for sustainable cultural preservation and value creation

3.1) Behavioral observation results

The results of the behavioral observation analysis of elderly participants in handicraft activities in Ban Huai Sai Tai Community, Phetchaburi Province, indicated that participants were divided into five groups. Across all groups, participants demonstrated good levels of performance in garland making, aromatic product production, local material crafts, and fabric crafts.

3.2) Performance evaluation results

The results of the performance assessment revealed that all five groups achieved good levels across all stages of the handicraft process, including preparation of materials and equipment, implementation of production procedures, and completion of final products. Participants successfully completed tasks within the allocated time for all types of handicrafts, including garlands, aromatic products, local material crafts, and fabric crafts.

Table 3 Satisfaction with the promotion of knowledge and skill transfer processes in handicrafts (Garland crafts, aromatic products, local material crafts, and fabric crafts)

Item	Mean	S.D.	Level of satisfaction
1. Content			
1.1 Level of knowledge prior to training	3.46	0.56	High
1.2 Level of knowledge after training	4.52	0.53	Highest
1.3 Usefulness of the content for daily life (e.g., productive use of time)	4.86	0.37	Highest
1.4 Applicability of knowledge for income generation	4.82	0.40	Highest
1.5 Appropriateness of training duration	4.75	0.44	Highest
2. Instructors			
2.1 Effectiveness in knowledge delivery	4.82	0.39	Highest
2.2 Ability to encourage participant engagement	4.68	0.47	Highest
2.3 Clarity and relevance in responding to questions	4.83	0.38	Highest
3. Facilities			
3.1 Adequacy of project communication and publicity	4.86	0.35	Highest
3.2 Ease and convenience of accessing training information	4.88	0.37	Highest
3.3 Availability and readiness of training materials and equipment	4.92	0.28	Highest
3.4 Cleanliness and organization of the training venue	4.92	0.33	Highest
3.5 Appropriateness of food, snacks, and beverages	4.91	0.30	Highest
4. Handicraft career development for economic value enhancement			
4.1 Participation in career-building or activity engagement	4.89	0.32	Highest
4.2 Interest and aptitude in participating in activities	4.78	0.47	Highest
4.3 Development of collaborative networks	4.82	0.44	Highest
4.4 Support from public and private sectors in addressing needs and challenges	4.70	0.53	Highest
Overall	**4.76**	**0.41**	**Highest**

3.3) Satisfaction survey results

General characteristics of respondents The demographic characteristics of the respondents can be summarized as follows:

Gender: The majority of participants were female (90.00%), while males accounted for 10.00%.

Age: Most participants were aged 60-70 years (83.00%), followed by those aged 71-80 years (17.00%).

Occupation: A total of 57.00% of participants were employed, while 43.00% were unemployed.

Monthly income: The majority of participants had a monthly income below 10,000 THB (69.00%). Those earning 20,001-30,000 THB accounted for 10.00%, while 10,001-20,000 THB, 30,001-40,000 THB, and 40,001-50,000 THB each accounted for 7.00%.

Experience in occupational promotion activities: Most participants (70.00%) had no prior experience in occupational promotion activities, whereas 30.00% had participated in training programs organized by the Department of Skill Development.

Application of acquired knowledge: The majority of participants (67.00%) applied the acquired knowledge to supplementary occupations or income-generating activities. Additionally, 30.00% applied the knowledge in daily life, while 3.00% transferred the knowledge to others.

Satisfaction with the knowledge and skill transfer process The analysis of participants' satisfaction

with the promotion of knowledge and skill transfer in handicrafts covered four dimensions: content, instructors, facilities, and handicraft-based career development for economic value enhancement. The results are presented as follows:

As shown in Table 2, the participants reported the highest level of satisfaction with the promotion of knowledge and skill transfer processes in handicrafts, including garland crafts, aromatic products, local material crafts, and fabric crafts. Overall satisfaction was at the highest level, with a mean score of 4.76 (S.D. = 0.41).

Table 4 Performance evaluation results for garland crafts, aromatic crafts, local material crafts, and fabric crafts

Items	Group No.				
	1	**2**	**3**	**4**	**5**
1. Preparation stage					
1.1 Materials	3.00	3.00	3.00	3.00	3.00
1.2 Equipment	3.00	3.00	3.00	3.00	3.00
2. Implementation stage					
2.1 Work process	3.00	3.00	3.00	3.00	3.00
3. Completed products					
3.1 Garland crafts	3.00	3.00	3.00	3.00	3.00
3.2 Aromatic crafts	3.00	3.00	3.00	3.00	3.00
3.3 Local material crafts	3.00	3.00	2.91	3.00	3.00
3.4 Fabric crafts	3.00	2.83	3.00	2.91	3.00
3.5 Completed on time	3.00	3.00	3.00	3.00	3.00
Overall score	**24**	**23.83**	**23.91**	**23.91**	**24.00**
Level of satisfaction	**Good**	**Good**	**Good**	**Good**	**Good**

Note: Performance levels: Good (17-24), Fair (9-16), Needs Improvement (0-8).



Figure 1 Activities promoting the transfer of knowledge and skills in handicrafts for older adults in Ban Huai Sai Tai Community, Cha-am Municipality, Phetchaburi Province.

Conclusion and discussion

1) Needs for enhancing the handicraft-related potential of older adults

The findings indicate that older adults in Ban Huai Sai Tai Community, Phetchaburi Province, demonstrated strong interest in handicraft activities, including garland crafts, aromatic products, local material crafts, and fabric crafts. The primary purposes for engaging in these activities were household use and supplementary income generation. This may be attributed to the fact that engaging in preferred activities enhances happiness and satisfaction, thereby fostering motivation for continuous learning and skill development. Furthermore, such engagement enables consistent and sustainable participation, contributing to self-value enhancement and the potential development of income-generating occupations at the household level. These findings are consistent with the study by Sukprasert and Kaewsritong (2024), which emphasized that effective occupational promotion for older adults requires a systematic process of analyzing needs, problems, and contextual factors within the community. Similarly, Suwanlaong (2018) found that early-stage elderly individuals exhibit significantly higher demands for capacity development across four dimensions—physical, psychological, social, and work-related knowledge and skills—early-stage older adults and middle-stage older adults exhibit significantly different levels of overall development needs. In particular, early-stage older adults demonstrate a greater demand for work-related capacity development than their middle-stage counterparts. Moreover, the findings align with Urairat and Sabaiying (2017), who highlighted that self-esteem among older adults is influenced by relationships with the community and external social networks. In addition, Ratchusanti (2016) revealed that traditional knowledge management among older adults was previously organized through group-based enterprises. These groups were supported through access to raw materials and skill development training, with the primary objective of strengthening group cohesion and increasing the income of members.

2) Design and development of handicrafts reflecting community identity and cultural values through elderly participation

The study identified four categories of handicrafts developed through the participation of older adults, namely garland crafts, aromatic products, local material crafts, and fabric crafts. Expert selection resulted in the following preferred prototypes: souvenir garlands (Prototype 2), potpourri fans (Prototype 1), decorative palmyra palm-leaf trays (Prototype 2), and fish-shaped fabric keychains (Prototype 1). These selections may be

attributed to the relatively simple production processes of all four types of handicrafts, which are not overly complex and are well-suited to the physical capabilities and conditions of older adults. In addition, the materials used such as palmyra palm leaves, fabric, and other natural resources—are readily available within the local community, thereby reducing production costs. Furthermore, the selected products possess aesthetic appeal and practical utility, as they can be used as souvenirs, gifts, or everyday items. As a result, these products demonstrate strong potential for commercialization, enabling older adults to generate supplementary income and enhance the economic value of both individuals and the community. These findings are consistent with the study by Amparot (2025), which suggests that appropriate approaches to supplementary occupational development in Ban Eua Athon Community, Nakhon Si Thammarat Province, should emphasize home economics-based activities, particularly the creation of artistic handicraft souvenirs, alongside the development of management and marketing skills. Such an approach enables communities to generate supplementary income and sustainably improve their quality of life. Additionally, the findings align with Thongtumluing (2021), who highlighted that home economics can enhance the quality of life of older adults through various activities and training programs tailored to gender, age, and individual interests, with the aim of promoting physical, emotional, social, and psychological well-being based on relevant social theories of ageing.

3) Knowledge and skill transfer processes in handicrafts for sustainable cultural preservation and value creation

The findings from behavioral observation and performance assessment indicate that elderly participants, organized into five groups, demonstrated good levels of performance across all handicraft activities. Participants were able to effectively carry out each stage of the production process, including the preparation of materials and equipment, adherence to procedural steps, and completion of final products within the allocated time. Their performance outcomes were evaluated at a good level. Furthermore, the results of the satisfaction assessment revealed that participants reported the highest level of satisfaction with the knowledge and skill transfer process in handicrafts. This may be attributed to the appropriate design of learning activities, which were well aligned with the capabilities of older adults and emphasized experiential, hands-on learning. The procedures were simple and easy to follow, and the use of locally available materials facilitated accurate understanding and practical application. In addition, instructors provided clear explanations and encouraged active participation and knowledge exchange among participants. As a result, participants developed greater interest, a sense of pride in their work, and increased motivation to apply the acquired knowledge in daily life or to develop supplementary income-generating activities. These findings are consistent with Singhporn (2024), who reported that training programs that allow older adults to engage directly with real-world technologies significantly enhance learning effectiveness, as hands-on experience improves understanding of both processes and functional applications. Similarly, Chochu (2019) emphasized that effective learning processes for improving the quality of life of older adults in occupational contexts should begin with inspiration from role models, followed by group formation and exposure to best practices through study visits to other communities. Moreover, Hutanon et al. (2018) found that individual characteristics, training environments, and training motivation have a direct influence on the effectiveness of vocational training for older adults, while training design exerts an indirect effect through its influence on participant motivation.

Practical implications and recommendations

1) Continuous promotion of activities that facilitate the transfer of knowledge and skills in handicrafts among older adults should be encouraged. Such initiatives are essential for enhancing skill development and enabling the practical application of acquired knowledge to generate sustainable supplementary income.

2) Relevant agencies should provide support in terms of materials, equipment, funding, and the development of diverse handicraft product designs that align with market demands. In addition, the promotion of marketing channels should be strengthened to increase opportunities for value creation and income generation among older adults in the community,

thereby contributing to the sustainable preservation and enhancement of cultural value.

Recommendations for future research

1) Future studies should explore the development of new handicraft product designs, with an emphasis on utilizing locally available resources. This approach would enhance product diversity and strengthen the unique identity of the community.

2) Further research should focus on advancing knowledge in product design, packaging development, and value-added creation. Additionally, extending the duration of training programs is recommended to allow older adults to engage in continuous practice and achieve higher levels of skill proficiency.

3) Future initiatives should promote marketing channels and the formation of elderly community groups, such as participation in local markets, exhibitions, and online platforms. Moreover, follow-up studies should be conducted to assess the application of acquired knowledge, with the aim of enhancing income-generating opportunities and supporting sustainable improvements in quality of life.

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Declaration of generative AI in scientific writing

During the preparation of this manuscript, the authors used ChatGPT (OpenAI) to improve the language, grammar, clarity, and overall readability of the text. The AI tool was not used to generate, analyze, or interpret the research data or to draw scientific conclusions. After using this tool, the authors carefully reviewed and edited the content as necessary and take full responsibility for the final version of the manuscript.

CRediT author statement

Sakarin Hongrattanavorakit: Conceptualization, Methodology, Formal analysis, Investigation, Data curation, Project administration, Funding acquisition, Writing – original draft, Writing – review & editing. **Sukunya Chantakul:** Methodology, Investigation, Validation, Resources, Data curation, Writing – review & editing. **Khajon Aitsarasuchip:** Investigation, Validation, Data curation, Visualization, Writing – review & editing. **Sucheera Phongsai:** Investigation, Resources, Supervision, Validation, Writing – review & editing. All authors have read and approved the final version of the manuscript.

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