

Research Title : Art and Career Development of Local Communities in Loei
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ABSTRACT

The objective of this research is to study types, styles techniques, tools and local materials used to create art works; changes and development in styles, techniques, tools and material; obstacles and the needs to overcome it of local people in Loei province. A non-structure in-depth interview was used as a method. The sample group was people living in faros tourism areas of loei-Pho Kradueng, PhuRue, Chiangkhan and Dansai-who produced art works as a profession or a sideline job. They were divided into 4 groups of 10 : Professional artists, women, teenagers and youths, which were 40 people.

It was found that main and sidline professions in arts were divided into 2 groups: household handicraft and souvenirs. In the past, handicrafts were made for household uses or as a souvenir in the vicinity. When communication and trousporation were developed, art works were made as a souvenir for both dowestic and intervatiousal tourists. New technology and equipment were used to ahance the styles techniques, and aesthetic standard and to produce in great quantities and speed. A though people needed to produce were art works as tourists were rising, artistic profession was not well developed because of the lack of material, new techniques, budget, market place and effective marketing. In order to proworke artistic profession, as a main and sidline career for local people of Loei, to be a good source of in creasing income, these problem must be solved.