

**A LOCAL WISDOM TRANSMISSION PROCESSES AND TACTICS:
A CASE STUDY OF MUNICIPALITY TAMBONFA-HAM,
MUANG DISTRICT CHIANG MAI PROVINCE**

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ABSTRACT

A Local wisdom transmission processes and tactics aims to study how to convey wisdom and activities that to transmission local wisdom from local expert to the youth in case of Fa-ham Municipality, MuangChiangMai, Thailand. The study is based on interviews and observations local wisdom amount 10 wisdoms including Lana drum (sa-bad chai drumming), Lanna spinning top (bha-khangwo), Lanna dancing arts (fawn), Lanna food (local style food), Banana leaf arts (baisri), Lanna rituals, Lanna toys (made of leftover material), Lanna dessert (local sweet dessert), Lanna games (traditional local games) and Lacal herbs. The study found that the local wisdom transmission process consists of 3 step: preparation, transmission and evaluation. And the transmission tactics used is divided into 2 parts: 1) the transmission way/form are varied into 8 models and 2) the transmission activities are varies into 9 activities. The senior citizen will obviously evaluate and choose appropriate tactics to serve with their youngster in conveying folk wisdom.

KEYWORDS: Local Wisdom, Transmission Processes and Tactics, Chiang Mai

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