

AWARENESS OF THE IMPORTANCE OF UDON THANI YOUTH IN THE FIELD OF NATURAL RESOURCES AND ENVIRONMENTAL CONSERVATION

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ABSTRACT

Self-awareness is the ability to perceive and understand. Idea Emotions This will help humans evaluate their strengths and shortcomings for further self-improvement. This is in line with the concept of Chaiyapan (2019) that self-realization is the ability to find and understand one's own good points and weaknesses and understand the differences of others in terms of gender, age, education level, religion, as well as health. For a person to adapt appropriately to various environments. Self-awareness includes understanding one's own needs and thoughts to improve them. When a person has awareness or knows himself well, he or she will be able to use that knowledge to create a positive attitude that will affect his or her development and pass it on for the development of others. Brainstorming showed that the majority of respondents were males (60%) and females (40%) with an average age of 18 years and were studying in the first year of higher education.

Level of awareness of youth in Udon Thani Aspects of protection Preserving and conserving natural resources and the environment overall is high (mean = 4.12, standard deviation = 0.45). It was found that the youth in Udon Thani province had a high level of awareness of the importance of natural resources and the environment (mean = 4.23, standard deviation = 0.30), followed by good role models for youth for natural resources and environment (mean = 4.10, standard deviation = 0.57). When considering the 4 types of Cops, namely 1) Helping Communities, 2) Best Practice Communities, 3) Knowledge-Stewarding Communities, and 4) Innovation Communities, it was found that learning communities in the targeted areas are to organize, upgrade, and develop the knowledge that members use regularly namely Knowledge-Stewarding Communities. Suggestion (1) Activities should be held continuously in the same area and other areas with similar characteristics and contexts. Before being further developed to be a model for creating youth for knowledge and awareness of protection. Preserving and conserving natural resources (2) Botanical learning centers should be developed in school areas and higher education institutions to stimulate a sense of cherished natural resources and may be developed as a responsible eco-tourism destination. to the community in the future.

Keywords: Awareness of the importance, natural resources, environmental conservation

INTRODUCTION

Self-awareness is the ability to perceive and understand. Idea Emotions This will help humans evaluate their strengths and shortcomings for further self-improvement. This is in line with the concept of Chaiyapan (2019) that self-realization is the ability to find and understand one's own good points and weaknesses and understand the differences of others in terms of gender, age, education level, religion, as well as health. For a person to adapt appropriately to various environments. Self-awareness includes understanding one's own needs and thoughts to improve them. When a person has awareness or knows himself well, he or she will be able to use that knowledge to create a positive attitude that will affect his or her development and pass it on for the development of others.

Educational institutions are the second most important incubator and incubation site after family institutions. Educational institutions are continuously supervised and there is a period each day to take care of them. Training and instilling good conscience in children for at least one-third of the time each day. Childhood is also considered the age of initiation and initiation of the system of thought. Analysis methods, including guidelines for future livelihoods. If we take steps to promote awareness of the value of all things around us, we will be able to do so. It creates a sense of protection, preservation, and protection of both vegetation and all living beings to achieve dependent, cherished coexistence and protection against possible destruction.

Therefore, to preserve and preserve this image of natural beauty. It can continue to exist and survive while contributing to a significant conscience. This will lead to development in the form of turbocharged development, i.e. development from the youth level, and ultimately return the results to the community.

OBJECTIVE

1. To study the level of awareness among youth in Udon Thani in terms of natural resources and environmental conservation.
2. To design an important consciousness for Udon Thani youth. Conservation of natural resources and the environment.

METHODOLOGY

This research the main objective is to design an important consciousness for Udon Thani youth. Conservation of natural resources and the environment. The three concepts are (1) knowledge management, (2) local wisdom, and (3) community participation. The research began with qualitative data collection methods to gather and synthesize data by studying the context from resource-gathering activities. The framework for the utilization of resource information center activities for resource development planning and awareness building are important parameters of this research plan to obtain information in the community using the concept of knowledge management as the process of creating and acquiring knowledge, applying knowledge, preserving knowledge, and sharing knowledge.

The sample consisted of 150 youth in Udon Thani province according to their level of education, namely Primary, Primary, Junior High, High School, and Higher Education, who used interview forms and questionnaires as tools to collect information.

RESULTS

Brainstorming showed that the majority of respondents were males (60%) and females (40%) with an average age of 18 years and were studying in the first year of higher education.

Level of awareness of youth in Udon Thani Aspects of protection Preserving and conserving natural resources and the environment overall is high (mean = 4.12, standard deviation = 0.45). It was found that the youth in Udon Thani province had a high level of awareness of the importance of natural resources and the environment (mean = 4.23, standard deviation = 0.30), followed by good role models for youth for natural resources and environment (mean = 4.10, standard deviation = 0.57). When considering the 4 types of Cops, namely 1) Helping Communities, 2) Best Practice Communities, 3) Knowledge-Stewarding Communities, and 4) Innovation Communities, it was found that learning communities in the targeted areas are to organize, upgrade, and develop the knowledge that members use regularly namely Knowledge-Stewarding Communities. Students and people in the community to be able to expand the body of knowledge for use in protection.

"I think that the conservation of plants or trees is an indication of the abundance of the area, both as a habitat for animals and as a source of human food. If not preserved or conserved, abundance will be lost, resources will be diminished. It is appropriate to educate the community about conservation or at the university with these kinds of enrichment activities" (Informant Code 023).

In terms of consciousness, the opinions of the sample were mobilized at 2 levels, namely the sample who were studying at the basic education level and were studying in higher education.

Among the respondents studying at the basic education level, it was found that 80.00% agreed that the important consciousness must arise from knowledge about natural resource conservation correctly and concretely. Schools should be an important incubator of knowledge about natural resource conservation. This is evident from the interviews of students at the basic education level. as follows.

"I want schools to have subjects that are taught in this way (natural resource conservation), but not the ones that are taught only in the classroom." (Informant Code 001)

"If we do it from a young age and keep doing it, we have to feel cherished, especially if we do it ourselves, the more we take care of it, which the school has to teach properly and make fun of us, not like rote." (Informant, Code 009).

"Consciousness is important, create it, teach students the right way to do it first, then gradually do it, we do it, the whole school does it, and in the end, it is embedded in it, it can be done by itself without teaching, but don't force it, sometimes when the teacher forces it, it doesn't want to do it." (Informant, Code 003).

In terms of the respondents studying higher education, it was found that 86.67% agreed that the important consciousness must come from seeing tangible benefits and if not protecting, preserving, cherishing, and conserving natural resources, how will it negatively affect communities and society? If the youth are aware of the benefits, there will be an important consciousness of protection. Preserve and conserve This is evident from the interviews of students in higher education as follows:

"To be cherished, you have to know how to damage it if you lose it, because everyone today has not seen the negative consequences." (Informant, Code 019).

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"Thai people do not see the coffin without shedding tears, they have to show a picture of what the problem is, even if they feel that they have to conserve and they have to do something to survive." (Information Code 026).

"I think that the conservation of plants or trees is an indication of the abundance of the area, both as a habitat for animals and as a source of human food. If not preserved or conserved, abundance will be lost, resources will be diminished and resources will be depleted if not maintained. You have to convey that image." (Informant, Id. 029).

In the field of knowledge management, When the SECI Model Nonaka, Toyama, & Konno (2000) was applied to knowledge management, it became a model of knowledge management. as follows.

1) Socialization: Sharing and creating: Knowledge is created together through brainstorming among youth.

2) Tacit knowledge is obtained from the exchange of learning together among the youth who present the guidelines that they have used to cover them. Preserving and conserving natural resources for finding appropriate joint management guidelines

3) Externalization: Jointly creating a handbook to create learning through important consciousness, which will lead to the preservation, preservation, cherishing, and conservation of natural resources through the cooperation of youth and communities.

4) Internalization: The implementation of the guidelines obtained from the manual in practice in the educational institutions in which they are studying.

CONCLUSION AND FUTURE WORK

Level of awareness of youth in Udon Thani Aspects of protection Maintain and conserve natural resources and the environment at a high overall level (average = 4.12, standard deviation = 0.45). It is to organize, upgrade, and develop the knowledge that members use regularly, namely the Knowledge-Stewarding Communities based on interviews, which explain how to create guidelines for knowledge

development for students. Students and people in the community to be able to expand the body of knowledge for use in protection. Preserve and conserve natural resources concretely.

In terms of critical consciousness, it was found that 80.00% of the respondents studying at the basic education level agreed that the important consciousness must stem from knowledge about natural resource conservation that is correct and concrete. Schools should be an important incubator of knowledge about natural resource conservation. Meanwhile, among respondents studying higher education, 86.67 percent agreed that the important consciousness must arise from seeing tangible benefits and if not protecting, preserving, cherishing, and conserving natural resources, how will it harm communities and society? If the youth are aware of the benefits, there will be an important consciousness of protection. Preserve and conserve.

The results of the study showed that it is consistent with the study of Nonaka, Toyama, & Konno (2000) in the field of knowledge management SECI Model. This includes jointly creating a learning manual through important consciousness that will lead to the protection, preservation, cherishing, and conservation of natural resources through the cooperation of youth and communities and can apply the guidelines from the manual in practice in the educational institutions in which they are studying. To serve as a mutually beneficial guideline and result from mutual engagement.

Therefore, raising awareness is the importance of local wisdom. being consistent with the results of the study Chuvichian, Soonthornpipit, Lertasawaphat, Yoowattana & Phonyiam (2023) It was found that the consumer's level of novelty had a direct positive influence on the consumer's attitude toward local wisdom products.

In addition, in the field of creating important awareness for joint protection. preserve and conserve natural resources; It must have a concrete characteristic. There is a set of knowledge that is guided in the form of a practical manual and can demonstrate the negative consequences if not protected. This is in line with the study of Boonyuen (2018) to study the development of a set of activities to strengthen public awareness of natural resources and environmental conservation of youth in Tonna Mae Lao community, Chiang Rai province. The results of the study showed the development of a series of activities to raise public awareness of resource conservation. Nature and environment of youth in Mae Lao upstream community, Chiang Rai province has developed public consciousness in natural resource and environmental conservation of youth, will develop public consciousness and create attitude, participation activities and community exploration activities, behavior development activities, self-worth development activities, and creative positive thinking development activities.

The conservation of vegetation and vegetation will have a positive impact on the promotion of tourism according to the guidelines. BCG Model in terms of green economy, whereby BCG Model is one of the engines driving the economy. Under the six-year long-term plan (2021-2026), which consists of Bio-Economy, Circular Economy, and Green Economy, tourism is one of the target industries. As a result, Thailand's tourism development model has changed from the original to not only record images from various angles of beautiful nature but also to be able to take note of how to preserve and preserve this image of natural beauty. It exists and it can survive.

Future work according to the study suggestion (1) Activities should be held continuously in the same area and other areas with similar characteristics and contexts. Before being further developed to be

a model for creating youth for knowledge and awareness of protection. Preserving and conserving natural resources (2) Botanical learning centers should be developed in school areas and higher education institutions to stimulate a sense of cherished natural resources and may be developed as a responsible eco-tourism destination. to the community in the future.

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