

C735295 : MAJOR REGIONAL PLANNING

KEY WORD: RICE MARKET / LOCATION / NETWORK / LOWER NORTHEAST REGION / REGIONAL RICE MARKET / LOCATION RICE MARKET

SOYSOOK PHONGSPUL : THE DEVELOPMENT GUIDELINES FOR LOCATION AND NETWORK OF RICE MARKET : THE CASE STUDY OF LOWER NORTHEAST REGION. THESIS ADVISOR : ASSIST. PROF. DR. BANASOPIT MAKVICHAI. 244 pp. ISBN 974 - 635 - 766 - 2

The objective of this research is to study the factors that define locations and network of rice market in the lower northeast region, composing of Chaiyaphum, Nakhon Ratghasima, Buri Ram, Surin, Si Sa Ket, Ubon Ratchathani, Yasothon, Amnat Charoen and Mukdahan. From analyzing the factor upon utilizing 'Location theory', a summary of recommendation of proper location for building rice network center for the region and local area is then reached. A research concerning the rice market from the public and private sector, including a comparison of study of rice network from other regions are summarized as the factor in identifying the best location and network of rice market in the lower northeast region.

Factors concerning the guidelines for location and network of rice in the lower northeast region composed of factors regarding to location, labour, transportation, rice mill, basic management, export values, sea ports, marketing limitation, People federation of agriculturer, communication and finance.

All these factors are collected in order to conduct questionnaires for a target group within 9 provinces in which composing of : Agriculture group : 120, Rice mills : 32, Rice marketing : 7, Network concerning with the rice market : 80 ; 27 fields were identified as the employees of United Bank of agriculture while 34 were agriculture officers, and 19 were commercial officers. The total questionnaires-of 239.

To analyze the potential of the right location by Average Percentage Weighting of the total factors, each factors were indexed and transfered into weight value. Together with the analysis of basic study without transferring factors into weight value but rather on the level of consequence of each factor to summarize the proper location and network of rice market for the lower northeast region.

The most classified province is Nakhon Ratchasima, Ubon Ratchathani, Buri Ram, Surin, Si Sa Ket, Chaiyaphum, Yasothon, Amnat Charoen and Mukdahan. Nakhon Ratchasima and Ubon Ratchathani are the most suitable location for establishing regional rice center in which each municipality is suitable for establishing local rice center.

ภาควิชา... การวางแผนภาคและเมือง.....

สาขาวิชา... การวางแผนภาค.....

ปีการศึกษา... 2540.....

ลายมือชื่อนิสิต..... สิริอง สิว นงษ์พุด.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....