

Pagornthep Phajee 2006: Factors Affecting One Tambon One Product Project for Sustainable Development: A Case Study of Muang-bang Village, Nongkhai Province. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Associate Professor Chuchee Piputsitee, Ph.D. 81 pages. ISBN 974-16-2492-1

The objectives of this study were: (1.) To study economic and social factors effecting One Tambon One Product project for sustainable development. (2.) To study direct effective and indirect effective for every factors which receive One Tambon One Product project for sustainable development. The measure of successful level of One Tambon One Product project for sustainable development had been used the effective criteria which assigns the average rate in 3 level of point rang, which are the average rate of 0.00 – 1.33 mean that the result of an evaluation is in low level, the average rate of 1.34 – 2.66 mean that the result of an evaluation is in medium level, the average rate of 2.67 – 4.00 mean that the result of an evaluation is in high level.

The result of this study was found that the gain from operation in this One Tambon One Product project for sustainable development has the total average point at 3.40 which mean One Tambon One Product project for sustainable development can achieve the gain in high level. When we consider the objectives in 2 aspects, we found that there is an average rate at 3.20 to rise quality of life level, there is an average rate at 3.59 to rise community empowerment. The study shows that all objectives of this project can achieve the gain in high level according to the criteria that had been set. Therefore, One Tambon One Product project can help both of quality of life and community empowerment.

Economics factors receive direct effecting from One Tambon One Product more than Social factors because developing economic factors are the main objective of One Tambon One Product project should be take

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