

C731412 : MAJOR GOVERNMENT

KEY WORD: PROJECT IMPLEMENTATION / LAND TITLING / DEPARTMENT OF LANDS

SALIENT FACTORS AFFECTING THE SUCCESS OF PUBLIC POLICY IMPLEMENTATION .
A CASE STUDY OF LAND TITLING DEVELOPMENT PROJECT. THESIS ADVISOR :
ASSO. PROF. PORNSAK PHONGPHAEW, Ph.D. 196 pp. ISBN 974-635-609-7

This study investigates factors affecting the effectiveness of policy implementation of the land titling development project. It is was hypothesized, based on theories of policy implementation, that the success of project implementation was affected by the following factors, respectively : (1) the clarity of policy goals, (2) the clarity of task and authorization, (3) capacity of the implementation organization, (4) project control, evaluation and promotion, (5) public relations, and (6) motivation of the implementators.

Survey research was applied in the study. Questionnaires were used for collecting data of 360 samples which were drawn randomly from the list of 1,148 titling officers in the project. Interviewing and direct observation were also added in the study to get some in-depth information.

The main findings are that the aforementioned hypothesis have been confirmed partly. The six mentioned factors have significant relationship with the degree of the project effectiveness. They played the role of effectiveness as follows, respectively : (1) public relations, (2) motivation of the implementators, (3) capacity of the implementation organization, (4) project control, evaluation and promotion, (5) the clarity of task and authorization, and (6) the clarity of policy goals.

The study indicates that theory of policy implementation can be fairly well applied to the land project implementation. However, more the study should be done for each particular project in details for the sake of operation.

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