

## Abstract

Wat Ek, Krasaesin District, Songkhla Province has organized the “Dhamma retreat on significant days project” every year for the past six years. Each year, there are four minor retreats on four significant days, Mākapujā Day, Visākhapujā Day, Āsālahapujā Day and National Father’s Day. Its operations have made Wat Ek successful in numerous ways, especially in the promotion of both theoretical and practical Buddhist studies. Nevertheless, there are still some problems.

This study used a combination of in-depth interviews and questionnaires. The in-depth interviews were used to get data from a group of five project supporters and five project executives. The questionnaires were given to a group of 230 project participants. The research found that respondents found this project to have many good points, including its objectives, activities, project duration and total efficiency. Participants strongly supported all aspects of this project, including buildings and locations, food, activities, project personnel and their friends in the project.

The research did indicate important problems stemming from the project’s lack of personnel and inadequate budget. Both contributed to project management inefficiency. Likewise, there are a very small group of organizations willing to give budgetary support to the project.

The results of this research include guidelines on organizing and executing this kind of project for other temples in the future. Project executive who keep these points in mind during the development process can avoid at least some of the management difficulties that this project experienced, while recreating its successful aspects. This can lead to more efficient and successful projects of this type.