## **ABSTRACT**

Title of Research Paper: The Potential of Rendering Services in Thai Traditional

Medicine Treatments Provided by Hospitals and Health

Centers in Pattani Province

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There are 2 objectives for this research; they are 1. to study the service potential of Thai traditional medicine of the hospitals and health centers in the government health service system of Pattani province, 2. to find out problems and obstacles in the services of Thai traditional medicine.

The methods of study are qualitative oriented by using the in-depth interview technique to interview 15 key-informants coupled with home visits and contexual observation; the data collected are analysed descriptively with the help of descriptive statistics.

Results of the study can be summarized as follows:

- 1. Most of the key-informants interviewed think that at present the services of Thai traditional medicine is not up to their potential because of many factors; the most important one is the responsibility of personnel involved which is relatively inadequate, the administration is not flexible enough to render good service. In addition, the budget is also inadequate and irregular.
- 2. Among problems and obstacles encountered, according to the key-informant's opinion, there are many, for example, the unclear policy and consequently the practices, limited budget and personnel, lack of planning in administration and lack of proper support from chief executives of the hospitals and health centers.

Recommendations emerged from this study, among others, are promoting more technical knowledge, more positive attitudes among the executives in accepting the Thai traditional medicine including coordinating with concerned agencies.