

ABSTRACT

Title of Research Paper : Community Organizations' Attitude toward the Strength of the Tambon Community in Tambon Bangnomkho, Sena District, Ayuthaya Province

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The major objectives of the study were 1) to find out the strength of the tambon community in Tambon Bangnomkho, Sena District, Ayuthaya Province, 2) to identify the factors influencing the community organizations' attitude toward the strength of the Tambon Bangnomkho community, and 3) to point out the problems or obstacles to build the community strength. The population included 815 members of seven community organizations. The total of 150 samples were selected by multi-stage sampling. A constructed questionnaire was used to collect the data. Percentage, mean, standard deviation, t-test and F-test were employed for data analysis.

The findings were summarized below:

1. Most of the subjects were male. The majority fell in the age range of 41-50 years. They finished primary education and were engaged in general employment. The income range was 5,001-10,000 baht a month. They lived in the communities for more than 30 years.
2. As a whole, the strength of the Tambon Bangnomkho community was found to be at a rather high level. When individual dimensions were considered separately, group leadership was found to be at a high level. Participation of the community members in development activities and group administration and management were found to be at a rather high level, while self-reliance of the group was found to be moderate.
3. The factors found to significantly influence the strength of community people in Tambon Bangnomkho, Sena District, Ayuthaya Province were age, occupation, learning within the community, form of communication and support from outside organizations. On the contrary, sex, education, income, number of residential years, knowledge and understanding of the

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objectives and operation of the community organization and expectation of the benefit were found to have no relationship with their opinion about the strength of the tambon community.

Recommendations

1. The public and private agencies should help educate tambon community people about community economy, especially production, food processing, building a marketing team, and sale promotion, so that people can be self-reliant in the long run.
2. New leaders in different areas should be trained to succeed older leaders. All leaders should be developed in terms of knowledge and leadership skills all the time.
3. Democratic participation should be promoted to make community people realize the importance of participation. A training course should be held to educate them the participative management for community development.
4. Local youths and students should be encouraged to participate more in the activities of the community organizations.
5. Community organization members and people in general should be clearly informed of the objectives and operation of community organizations. A meeting should be held for this purpose. Also, leaflets and brochures can be used for public relations.
6. Forms of communication in the community should be improved. For example, there should be announcement boards to inform people of tambon development activities and problems.
7. Common interests from joining the community activities should be fairly shared.
8. Cooperation with other organizations inside and outside tambon in the form of network should be extended so that community activities can be carried out continuously.