

Abstract

This is a study on “Prestige, Authority or Money and the Promotion the Morale of Local Administration Leaders”. The objectives of the research were to study the morale condition of the local administration leaders, factors which had influences on their morale to perform the duties and ways to support their morale. This survey research had 2 components:

1. Literature review from books, articles, theses, legal and other related materials.
2. Field research using questionnaire to collect data from 259 local administration leaders in Cha-Am district. Petchburi province. Additionally, 10 leaders were interviewed.

The findings were as follow:

The majority of the samples were men, the average age was 46, married with 3-4 dependents. Most of the samples had been in the position for 3-4 years. They completed the lower secondary educational level and received a remuneration of Baht 2,500 per month. The total family income was Baht 5,000-10,000 per month. They had debts for more than Baht 100,000 with an nonreimbursable expenses in performing their duties of Baht 3,000 per month.

Most of the samples were highly satisfied with the prestige, authority and remuneration. The ranking order of the satisfaction was highest towards prestige, remuneration and authority came next in order. The mentioned satisfaction resulted in having high morale in performing the duties which reflected the determination, responsibility and sacrifice of the leaders. Additionally, they had good motivation. However, the samples expressed the need to receive more welfare support while performing duties as well as for their own personal needs. They wanted a budget for the carrying out the official tasks, activities, village development, especially, for travel expenses because the amount which they already received was insufficient to cover additional expenses. Most of the samples were glad to spend the received remuneration

to assist the others, feeling proud to do so. However, for those who had small income and big debts, they would not be in a position to perform the duties effectively because their income was only enough for their daily life.

The researcher suggested that the concerned governmental organizations amended the law to increase the remuneration as well as welfare benefits including promoting and developing their knowledge of performing their duties. Besides, the village committees should be encouraged to participate in determining the direction of the Tambon development. The leaders themselves must try to develop their knowledge and capability as well as making the village committees work continuously