

## Abstract

Research study on Social capital on the existence of the rural communities : A Case Study tourist community of Bangchao-cha Sub-District Pho-Thong District AngThong Province.

The objective of this qualitative research on “Social capital on the existence of the rural communities” is to study the development of Bangchao-cha community since from the period when Bangchao-cha was still an agricultural society to the period of the communities brought communal plan with tools to utilize in the community including the study of the effects on community from tourism and role of the social capital effecting the sustainable on the individuality of the basketry community of Bangchao-cha.

The results of the study has shown that the development of Bangchao-Cha during the B.E. 2500-2550 had been occurred in the communities into 4 areas as followed 1) Agricultural society with the production process on the agricultural professions relating to nature 2) Business based community society that brought the knowledge on the handicraft of the basketry for a main source of income in place of agricultural profession. 3) First communal plan with the support of the development unit and system of joint management as a form of committee of the center for the communities 4) Second communal plan with the expansion on continuation of the activities from 16 activities of the basketry business which each areas of the development has different forms of social capital accordance with context of the communities. For the changes which occurred from the tourism in the Bangchao-Cha community, the effect was positive on the additional income for the people in the community. In addition, the negative effects occurred on the youth imitating the inappropriate behavior of the tourists, reduction of the quality lifestyle and privacy of the people and the waste collection.

From the study above, there are suggestions for the communal management with the economic system as a guide or the business community. There shall be an emphasis on the essential of value added of the communal products along with the sustaining of the value of the society and unique culture. Moreover, the leader of the

community must be honest, decent, fair, unselfish and able to connect the capital in the community with the support from outside. As a result, the encouragement on good leaders who receive knowledge and development on their potential part will affect the efficiency of the communal management.

Therefore, the communal management and the groups with business activities must be concerned with the distribution of the interests and there should be a joint management system of community in the form of communal committee. Consequently, the members of the communities may give respect to the rules of the groups. Then, the important thing is to provide the community with the appropriate learning system that helps them recognize changes and increases the skills to learn about the communal business and new facts. Finally, this will satisfy the new form of social changes and the communities in these particular forms will sustain its individuality of the communities.