

Thesis Title: An Operation to Strengthen Community Based on the Sufficiency Economy Philosophy Undertaken by Subdistrict Administrative Organizations in Tha Sae District, Chumphon Province

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Abstract

The objectives of this research were to: 1) determine the operation to strengthen community of subdistrict administrative organizations in Tha Sae District, Chumphon Province, 2) examine relationship between the sufficiency economy philosophy and performance of strengthening community undertaken by subdistrict administrative organizations in Tha Sae District, and 3) propose the guidelines for operation to strengthen community based on the sufficiency economy philosophy. The mixed methodology was used in this research. The quantitative data were collected for preliminary study from 178 samples drawn from personnel the organizations in Tha Sae District, Chumphon Province. The quantitative data were developed into qualitative data by using structured in-depth interview form for interviewing 10 key informants, consisting of chief administrators of the organizations. The data were analyzed by using percentage, mean, standard deviation, Pearson's Product Moment Correlation Coefficient, and content analysis.

The research results were as follows:

1. The operation to strengthen community undertaken by the organizations was overall at the highest level, ranging from the higher mean scores as having cooperative network, assigning work in organization and management, and having shared ideal and vision respectively.

2. There was an overall positive relationship at a high level with statistical significance at .01 level between the sufficiency economy philosophy and the performance of strengthening, the community in the area.

3. Important guidelines for operation to strengthen the community based on the sufficiency economy philosophy consisted of continuous operation on activities conforming to the community's tradition and culture. Preparation, monitoring, and evaluation of every activity for future improvement must be done.

The research findings revealed that the operation for strengthening community had to be continuously done by focusing on establishing an cooperative network and sustainable development practice.