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NARUNATH SONLOY : THE MANAGEMENT GUIDELINE FOR BANG KA CHAO GREEN AREA PROJECT IN PRAPADANG DISTRICT, SAMUTPRAKARN PROVINCE. THESIS ADVISOR : KASEM KULPRADID, M.Sc., SANCHAI SUTIPANWIHAN, M.Sc., SAIMUANG VIRAYASIRI, M.S., KLUEPHAN BAIIRAKUN, M.Sc., 180 p. ISBN 974-662-278-1

Because of increasing in residential landuse in Bangkok, which affect the Green Area pattern, there are the policies to preserve Green Area and Bang Ka Chao Green Area Project. Project management are significant especially to organization. In this thesis, system approach is used for analysis in area system and contingency or situation model is used for organizing that makes it suitable for area system and area environment to achieve the objective of green area preservation. The objectives are to study changes in green area and management to recommend management guidelines for Bang Ka Chao Green Area especially in the organization. After Bang Ka Chao Green Area Project was established, the study area was divided into 3 sub-system zones including Park Zone, Urban Forestry Zone and Agricultural Zone being private properties. Park Zone was studied through structural interview to policy makers. Urban Forestry Zone was studied by using questionnaires and urban forestry management model with local people. Agricultural Zone was studied to evaluate landuse changes during 1977-1997 by using secondary data and translation of aerial cameras and evaluating local people's attitude through questionnaire. After that group discussion from local leader is used for brainstorming and recommending guideline in the organization and management by content analysis.

The study showed that organization guideline were committee pattern. The Park Zone was organized by Park Zone Committee which consisted of the Research and Development Party, the Promotion and Cooperation Party and the Performance Party. Urban Forestry Zone was organized by Urban Forestry Section Committee and Local Section Committee for Agricultural Zone. The main function of 3 committees were to manage agricultural green area pattern or agriculture tour and conserve in environmental condition. The Park Zone Committee, arranged to be either by co-operate from Subdistrict Administrative Organization or independent organization, will be the center of area information for other committees. The study recommend that organization should use active strategy to make good relationship between bureaucracy and community. The active strategies for bureaucracy include community based planning, re-engineering governmental management, local co-operation and continuous performance evaluation. The community should also search for good leaders and set up community network encouraging the local people to plan the community based project.