

The purpose of this research were to study problems and obstacles of One Tambon One Product Project and to study the role of the Tambon Administrative Organization on One Tambon One Product Project, San Kamphaeng District, Chiang Mai Province. The population used in this research were 16 Chief Dierctors and Deputy Chiefs of Tambon Adiministrative Organization, and the sample were 74 Tambon Administrative Organization Assemblies. Research intruments used in this study were an interview form and a rating – scale questionnaire. Data were analyzed by using frequency, percentage, mean and standardaviation variable.

Results of this research determined that on the Tambon Administrative Organization Assembly's opinion ; problems and obstacles of the potenliality of Tambon Administrative Organization existed at in high level. The problems and obstacles of production system, marketing system, native inhabitant, and government concesns were rated at medium level. As a what, the opinion on the Tambon Administrative Organization's role towards One Tambon One Product Project were rated at high level. On considering on each item, it was found that as for the highest mean, the Tambon Administrative Organization should coordinate with the Bureau of District Community Development Authorities on organizaing One Tambon One Product Project.