

Abstract

This study was done on the topic of "Strategies for the Development of Women's Political Participation in Pattaya City", with the objective to study the strategies to develop women political participation in Pattaya City.

Method of this study was the action research with the process of Appreciate-Influence- Control (AIC) based on the SWOT Analysis to formulate the strategies for developing the women to participate in the politics of special local administrative organization of Pattaya City. The sample groups consisted of one vice president of Pattaya City Senate and one mayor (random sampling from 8 administrators consisted of 1 president, 2 vice presidents of Pattaya City Senate, 1 mayor and 4 vice mayors) for in-depth interview, two women who was not elected, and the 24 persons with 20 females and 1 male from communities and 3 civil society peoples with 2 males and 1 female.

Research results revealed that there were 6 strategies formulated from the brain storming of sample group who participated in the AIC process based on the SWOT Analysis as follows:

Strategy 1: To create the learning network about politics for women.

Strategy 2: To construct the information system for promoting knowledge and understanding of politics for women.

Strategy 3: To adjust the positive attitude and corrected belief of politics for women.

Strategy 4: To raise awareness of political participation of women.

Strategy 5: To cultivate the consciousness of politics for women.

Strategy 6: To support women to make decision to play role in politics.

Recommendations from this research and for further researches were as follows:

1. Participants in this meeting are satisfied to get knowledge and understanding the importance of collaboration to promote women to take role and importance in politics about women to be in the administrative committee of Pattaya City.

2. The research of this study would be a useful policy and action plan for women development in term of political participation in Pattaya City.

3. It should be hold workshop about the political participation again in order to create the network for political participation of women and men to gain more knowledge and understanding, cultivate the consciousness and raise awareness to continuously realize the importance of politics.

4. The members from this workshop should be able to arrange for crating the guidelines for other social problem solving such as drug addict problem, and aids infection.

5. The research should be done on monitoring the results of this workshop that they are able to implement further or not and whether they can implement according to projects/ activities to accomplish or not.