

The two main objectives of this independent study were to find out the characteristic of workers both participated group and non-participated groups in the restaurant business, and moreover try to indicate factors affecting the labor force participation in such business, in Muang District of Chiang Mai. The data of the sample workers 346 persons both participated and non-participated groups were used to analyze in this study. The study of general workers' characteristic showed that most of workers who participate in restaurant business were single whose came from the rural area. Most of them do not have their own land. Moreover, they also have lower educational level, lower income and age as compared with the non participated group. The purpose of the workers who willing to participate in the restaurant business was to seeking for additional family income and to find out the better jobs by obtaining the job information through the provision of jobs position by the mass medias, friends and relatives.

The discriminant analysis found that the salary obtained by workers, access to job information through mass medias and personal contacts, number of family members who earn income, type of workers' previous occupations, workers family's financial burden, size of their

owned land, family's occupations and the attractiveness of entertainment activities in restaurant business were the main factors that affecting labor force participation rate of the workers in restaurant business. Moreover, The study results showed that the prediction ability of this discriminant model equaled to 80.3 percent.

The policy implication obtained from the study results are as follow; the government should supervise and regulate the restaurant entrepreneurs to follow the labor law and paying the workers who works in restaurant at the legislated wages announced by government. Due to most of participated workers are poor and do not have their owned land. Most of them are the land-less farmers and or on-farm workers in rural areas. Therefore, the land reform policy should be the urgent need for government to pursue and implement, in order to make the land available through the land redistribution scheme for the rural poor family. Moreover, the government should enhance the productivity and try to create more value added for the primary products in agricultural sector through the focusing on agro-industry oriented policy. For the short-term policy, the government should focus on the facilitating activities such as the activities of information provision involving the jobs position available. For long-term policy, the government should encourage the entrepreneurs to invest or erect much more the agro-industries in order to create jobs position in the rural area. Meanwhile, the family planning policy still be in a focus of the government as a policy tools to reduce the dependency ratio of young population in such rural area.