

<b>Research Title</b>	Community Needs Assessment for Capacity Development to Value Added Enterprises of Ecotourism of Nakhon Nayok Province
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This research aims to study the community needs assessment for capacity development to, value added enterprises of ecotourism, community and local wisdom and the resources that have in community toward the ecotourism enterprises of Nakhon Nayok Province. This studies under the strategic economic development framework of ecotourism enterprises in the local community. The target area is a location of entrepreneurial ecotourism in form of the learning center, natural agriculture, rice fields, agricultural field and enterprises that linked to ecotourism enterprises. Target population is the people in those areas, therefore, it uses a multi - stage sampling methodology in random sampling from 4 districts of Nakkon Nayok Province. This one randomized 10 enterprises of ecotourism and related enterprises by the simple sampling program. And sampling 250 populations that the household level from those target areas is randomized by Taro Yamane table and co – with Cohen concept. In addition, it also collected data by random sampling 100 tourists for interview.

The process of analysis, assumes hypothesis from initial survey, take to finding behavior of community for determine value proposition to create minimum viable

product, which it takes to test the community behaviors' needs. The result of test will be analyzed together with the result of analyzed from, data of the small group meeting and seminar, entrepreneurs from enterprises that involves and links to ecotourism enterprises, including the result of analyzed from the tourists.

The study found that, community need to create a productivity to develop capacity development to value added enterprises of ecotourism included;

1. Sustainable community resource management.
2. Ability to manage production activities and services.
3. Developing mechanisms and tools as well as techniques for developing local quality standard of productive and services.
4. Developing uncomplicated, manufacturing promotion and marketing processes.
5. Developing service capabilities for consumers and users.
6. Developing knowledge and experience.
7. Developing partners and networking of activities, community organizations and agencies.
8. Developing participation in community activities and performing.

Recommendation for the study are followers: First, to encourage community members being useful an existing learning centres in their area. Second, there should creating and understanding between government agencies and people in the community that engage in occupational activities linked to ecotourism enterprises. Third, there should have a manual for both public and private agencies that are responsible to develop the potential of the community. Fourth, there should develop a thinking system of community. Fifth, there should be a better knowledge and understanding develop the networking. Sixth, there should be supported in the storing system of a productivity. Seventh, there should be studied in various ways by integrating diversity sciences into community enterprise development and linking different types of activities.

The Policy recommendation are followers: First, the roles of local governmental organizations in promoting and supporting should be greater than in the past. Second, there should be an understanding between government agencies and the people community that engage in occupational activities linked to ecotourism enterprises. Thirdly, government agencies should cooperate with the community to develop and to solve problems, especially, the needs to be promoted and to be supported. Fourth, the government should consider the real needs of the people rather than to see as likely and the people should be treated by policy implementation. Fifth, creating a role for the local government as a network partner is important to the enterprise community as well as the ecotourism enterprise.