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| Research Title | A Development of Indicators for Applying Sufficiency Economy of Community Business: A Case Study of Home Stay Village in Nong Khai Province. | |
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This study used qualitative research methods. In the case study of Home Stay village Ban Jom Jang Mu.1 Tambon Si Kai Amphoe Mueang Nong Khai province and Ban Wangnammok Mu.5 Tambon Phra Phutthabat Amphoe Si Chiang Mai Nong Khai province aims to study the practice operation community business of Home Stay village in Nong Khai province. And development of indicators for applying Sufficiency Economy of community business of Home Stay village in Nong Khai province. Target groups include registered Home Stay, community leaders, neighbors and stakeholders. The data collection from the document, observation, in-depth interviews, focus groups and workshop in the duration of 12 months.

The findings of the study were as follows:

The practice operation community business of Home Stay village in Nong Khai province include: to participate, use capital community, an agreement, transparent, income distribution. Have continued activities, external agencies support and linked to tourism.

A development of indicators for applying Sufficiency Economy of community business of Home Stay village in Nong Khai province. The Sufficiency Economy Philosophy in the following seven elements.

Middle path: there were 11 indicators include things use applied, leadership forcefully, abide ancestor teach, honest, conserve and savings, harmony, charitable, treat things have, nourish kindness, reasonable and use highlights for Selling point.

Moderation: there were six indicators include eat local food, make revenue, use manure and organic fertilizer, growing vegetables, crop to eat and reduce expenses.

Reasonableness: there were 11 indicators include harmony, charitable, inherit tradition, make revenue, use vacation avail, reduce expenses, things use applied, learned, make household account, conserve and savings and good model.

Self-immunity: there were 12 indicators include harmony, charitable, growing vegetables, crop to eat, make household account, eat local food, use manure and organic fertilizer, house clean, family snug, healthy, strong community and good environment.

Conditions of knowledge: there were eight indicators include meeting continued, use highlights for Selling point, exchange of knowledge, observe activities, abide ancestor teach, learned, things use applied and inherit tradition.

Conditions of morality: there were nine indicators include service standards, charitable, abide precept, honest, sincere, do activities together, respect, harmony and inherit tradition.

Balance and sustainability: there were 11 indicators include inherit tradition, growing vegetables, treat things have, harmony, make revenue, exchange of knowledge, there work, Industrious, family snug, leadership forcefully and good environment.