

Abstract

Research Title : Management Pattern for Lodging Business in Bang Khonthi
Samut Songkram with Sufficient Economy Approach
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The objectives of this research are to study management pattern suitable for lodging entrepreneur in Bang Khonthi Samut Songkram, to concern about their obstacles and to set the management pattern for this business with sufficient economy approach.

For supply side, the results from qualitative research by in-depth interview technique with 8 managers show that the most entrepreneurs use the way of sufficient economy. They run the business from their saving by their local resources and with their wisdoms. They have strictly concern about their business effect to the environment. Rak Bang Khonthi group, the popular one example, shows that they use this approach more than 7 years and their business are gradually development. For demand side, the results from 400 tourists reveal that almost travelers are satisfied in 11 items.

Suggestions from this research are the local government must promote Bang Khonthi in the theme of ecotourism, local culture, environmental concern and strong relation in the community. The business promotion strategies should related in the same direction and the entrepreneurs should use the professional management concepts at the same time. Absolutely the financial transaction, revenues and expenses including value of the assets, must record systematically. This information will help them to forecast the short and long term business plan by this approach.