

Thesis Title : The Strategy of Meditation Center Management:
A Case study of Wat Maheyong Vipassana Center,
Phranakorn Si Ayutthaya District, Ayutthaya Province

Researcher : Phra Rungroj Jayanando (Tewinburanu Wong)

Degree : Master of Arts (Buddhist Management)

Thesis Supervisory Committee

: Asst. Prof. Dr. Surapon Suyaprom, B.A., M.A., Ph.D. (Pol. Sc.)

: Phrakrusangharak Kiettisak Kittipañño, B.A. (1st Class), M.A.
(Social Development)

: Asst. Prof. Dr. Thatchanan Issaradet, B.A., M.A., Ph.D.

Date of Graduation : March 31, 2013.

Abstract

The main objectives of the research are : 1) to study the effectiveness of the Dhamma practice management of Maheyong monastery in Phranakorn Si Ayutthaya district, Ayutthaya province, 2) to develop the strategy of the Dhamma practice management of Maheyong monastery in Phranakorn Si Ayutthaya district, Ayutthaya province and 3) to present the suitable strategic formation for the effectiveness of the Dhamma practice management of Maheyong monastery in Phranakorn Si Ayutthaya district, Ayutthaya province. The survey research was carried out in the research. The samples used in this study were the participants of meditation practice at Maheyong monastery in Phranakorn Si Ayutthaya district.

The sample consisted of 371 persons, which is derived by simple random sampling. Tools used to collect data were a questionnaire divided into three episodes is that first is a profile of respondents, second is the scale was evaluated with 5 levels of performance in the effectiveness of the Dhamma practice management of Maheyong monastery in Phranakorn Si Ayutthaya district, and third is an open-ended questionnaire for the problems and suggestions for the effectiveness of the Dhamma practice management of Maheyong monastery in Phranakorn Si Ayutthaya district, Ayutthaya province. The statistics used for data analysis were the Program for Research in Social Science; the frequency is determined by the average, standard deviation (S.D.), joining the intensive Dhamma practice course and survey for 10 days and also in depth interview the 9 key informants as the representative in a suitable sample group.

The findings of this research are as follows:

The effectiveness of the Dhamma practice management of Maheyong monastery in Phranakorn Si Ayutthaya district, Ayutthaya province in three aspects, namely, Building, Instructor and Management was ranked at the high level. When having considered in each aspect, it was found at the high level in all aspects.

The opinions on the effectiveness of the Dhamma practice management of Maheyong monastery in Phranakorn Si Ayutthaya district, Ayutthaya province, classified by personal factors, it was found that no significant difference.

The problems and obstacles of the effectiveness of the Dhamma practice management of Maheyong monastery in Phranakorn Si Ayutthaya district, Ayutthaya province revealed that: the accommodation and toilet facilities are inadequate, the Instructors are inadequate and the management is lack of public relation about the project and inadequate of caring for participants.

The Suggestions for the effectiveness of the Dhamma practice management of Maheyong monastery in Phranakorn Si Ayutthaya district, Ayutthaya province can be summarized as follows: for the building, should include a accomodation and a bathroom with the strength and durability. Cleaning should be added continuously and sufficient space for the participants of the training practice. Waste sorting should be improved and properly garbage disposal. The herbals should be planted such as citronella grass for mosquito repellents in the place of prayer. For the Instructors, should increase the number of Instructors to assist in the training and practice more. Should prepare a manual teaching for the monks as the media to use in the further propagation and also training for adequate adaptation in daily life. In addition, should separate classes for new practitioners previously come together to understand the practice. For the Management, should be more caring for the participants and the schedule should be well plan, not too short or too long, should be trained and encouraged in communicate to each other within the temples with mercy. To Increase the knowledge management and promote training solutions between members of the group and the Public Relation should be known to public continuously.