

Abstract

Learning management to increase the potential of human resource for enhancing the economic and social of Chiang Mai rural and urban area has main objective for learning management and look for the guideline to increase the potential of human resource in Chiang Mai. Participatory action research and SWOT analysis were conducted. The target group is 42 sub district administrative organizations from 18 districts in Chiang Mai based on the four social and economic developmental plans; economic, agriculture and tourism, social , education, hygienic and environment.

The guidelines to increase the potential of human resource for enhancing the social and economic consist of arranging the learning management to create the business plan, the public relations plan, marketing plan and human resource developmental plan for business community. Concerning social and culture, it should have the public opinions to make peace for local community and to strengthen the potential both mind and body as well as increase moral and ethics for leaders. For education, it should arrange learning and studying to develop psychology and create emotional quotient for students. Ecology, natural resource preservation and hygienic should be arranged for learning management. These four guidelines for learning management will help to promote and develop the potential of human resource in local community which can enlarge the development in economic and social of local communities.

To enhance the social and economic of Chiang Mai local communities, learning management to increase the potential of human resource is the prototype that the communities should learn together in their own communities. Also, the learning network should be built both in government and private offices so that it can help to increase the chance to develop their own communities to be sustainable.