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The Development of the Integrated Supply chain Center Using sufficient
economy Approach: The Case Study of Betta Fish Village in Nhongpakroeng,

Mueng, Nakhon Pathom

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**Development of the Integrated Supply chain Center Using sufficient economy
The Case Study of Betta Fish Village in Nhongpakroeng, Mueng, Nakhon
Pathom**

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According to the study "Building the Betta Fish Supply Chain Database System for Export," researchers conducted field studies and several interviews on people who participated in the fish supply chain system in Nakhon Pathom. The results show that the quality of ornamental fish are widely accepted around international market especially the Betta (Siamese Fighting Fish) which is a local breed and very popular in the market. Researchers believe that Betta fish businesses in Thailand are in the forms of household and community enterprise which have a very distinctive characteristic of its own. The focus of the business, according to the researchers, is merit a thorough research study to exchange about life cycle of the Betta fish, breeding technique, breeder way and traditional knowledge in fish farming. This would lead to the development of an eco-tourism center which would create more income and improve standard of life for breeders and the locals. Furthermore, it will also preserve traditional folkways with the use of creative economy approach for the local community. The objectives of this study is to develop the potential for the supply chain center, "the Betta Fish Village" and the integrated Betta fish supply chain study center through sufficiency economy. The case study for this research is focuses on Betta fish farming community in Nhongpakroeng, Mueng, Nakhon Pathom. The scope of the study will be focuses on local context, community capital such as economic and social capital, and human capital to develop further into the development of potential eco-tourism center, "Betta Fish Village." This would be the creation eco-tourism sightseeing place that can be a study center and the creation of creative economy for sustainable development for the community.

Potential, Supply Chain, Betta fish, Sufficiency economy