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## Transformational Leadership of Boat Tourism Community Enterprises, Ban Diem Homestay, Udon Thani Province

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### Abstract

This quantitative research aimed to study the level of transformational leadership of boat tourism community enterprises, Ban Diem Homestay, Udon Thani Province. The sample group was 121 members of boat tourism community enterprises, Ban Diem Homestay, Udon Thani Province, using purposive sampling. Data was gathered by using the questionnaire, data was analyzed by using mean and standard deviation. The findings revealed that the level of transformational leadership of boat tourism community enterprises, Ban Diem Homestay, Udon Thani Province was as follows; Intellectual Stimulation ( $\bar{x} = 4.70$ , S.D. = 0.42), Inspirational Motivation ( $\bar{x} = 4.77$ , S.D. = 0.46), Individualized Consideration ( $\bar{x} = 4.74$ , S.D. = 0.54), Idealized Influence ( $\bar{x} = 4.70$ , S.D. = 0.56), consecutively.

**Keywords:** Transformational Leadership, Community Enterprises

### Introduction

The concepts and directions for national development emphasize the local community as a mechanism of management and life quality development. The Twelfth National Economic and Social Development Plan (2017-2021) emphasizes the development of community enterprises and enterprises for society to expand grassroots economic



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development and create economic opportunity for various groups in society by operating parallel with developing and promoting an entrepreneurial society in production and distribution that would strengthen the society, stability, and sustainability including strengthen the production base and new base by using the innovation, and strengthen the grassroots economy (Office of the Nation Economic and Social Development Board, 2017). The national development by the grassroots economic system is one mechanism of the driven economic policy due to the public sector emphasizes the community economy or community enterprises as the key role to the economic system of Thailand by improving the competitiveness, supervising the grassroots economy, reforming the social structure to develop the life quality and create the opportunity for people, reducing risks from various aspects, building pride, and being accepted from the international stage (Office of the National Economic and Social Development Council, 2019). Promoting the success of enhancing the competency and competitiveness of Small and Medium Enterprises (SMEs) in Thailand is necessary due to the change in marketing and consumer behavior, and using innovation and digital technology to link the business and consumers affects the adaptation of the SMEs entrepreneurs to these changes (Kanittha Seskhumbong, Thanasuwit Thabhiranrak, & Somdech Rungsisawat, 2022).

Nowadays, there are many community enterprises around Thailand including the northeastern, Kumphawapi District, Udon Thani Province, a part of Nong Han Lake, the major wetland of Udon Thani Province and northeastern areas. The signature of this area is *Nymphaea lotus* (red lotus) which blooms all year, particularly in winter, then Nong Han Lake is the tourism destination of Udon Thani Province that earns for the community. Most people were agriculturists, fishermen, and boat tourism guides from December to March. The boat tourism community enterprise, Ban Diem Homestay, Udon Thani Province is founded to guide the tourist the nature and lifestyle at Nong Han Lake. The community souvenirs were herbal inhalers, cooling balm, red lotus tea, and red lotus as the government emphasizes the development of community enterprises' potential and link the industrial competitiveness.

Additionally, the drastic increase in industrial competition affects the adaptation of organizations to enhance their competitive advantage (Thailand Management Association, 2017). The adaptation to enhance the competency of human resources is the key component in the work process to achieve effectiveness and success in various aspects particularly the transformational leadership that would increase the trustworthiness,











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Table 3: Transformational Leadership in Inspirational Motivation

Inspirational Motivation Issues	Level of Agreement		
	$\bar{x}$	S.D.	Result
1. The president stimulates enthusiasm and participation in work.	4.78	0.42	strongly agree
2. The president motivates positive thinking for work.	4.80	0.51	strongly agree
3. The president emphasizes teamwork and empathy for colleagues.	4.74	0.44	strongly agree
<b>Total</b>	<b>4.77</b>	<b>0.46</b>	<b>strongly agree</b>

**Individualized Consideration** ( $\bar{x}$  = 4.74, S.D. = 0.54) and the findings in each issue revealed that;

the president understands the member diversity in requirement and competency ( $\bar{x}$  = 4.76, S.D. = 0.53), the president creates a good workplace for the members ( $\bar{x}$  = 4.74, S.D. = 0.54), and the president plays the role of mentor or advisor for the members ( $\bar{x}$  = 4.73, S.D. = 0.55), consecutively as shown in Table 4.

Table 4: Transformational Leadership in Individualized Consideration

Individualized Consideration Issues	Level of Agreement		
	$\bar{x}$	S.D.	Result
1. The president understands the member diversity in requirement and competency.	4.76	0.53	strongly agree
2. The president plays the role of mentor or advisor for the members.	4.73	0.55	strongly agree
3. The president creates a good workplace for the members.	4.74	0.54	strongly agree
<b>Total</b>	<b>4.74</b>	<b>0.54</b>	<b>strongly agree</b>







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