

The 3rd. European Real Estate Society Education Seminar

Ethics and Sufficiency Economy For Real Estate Development

The Evolution of Real Estate Education

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D.B.A.



Concern with
the Quality and Happiness of Life
within
a Real Estate Project Development

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Ethics and Sufficiency Economy for REAL ESTATE DEVELOPMENT

- Real Estate Development creates the quality of community and impacts on the way of living for mankind.
- It serves human needs and wants as a basic concept.
- How best to allocate scarce resources among unlimited needs and wants?... ETHICS & MORAL

Ethics and Sufficiency Economy

- Real Estate Development in Thailand grows rapidly. Thailand has a population of about 62,000,000, an area of 513,120 square km.



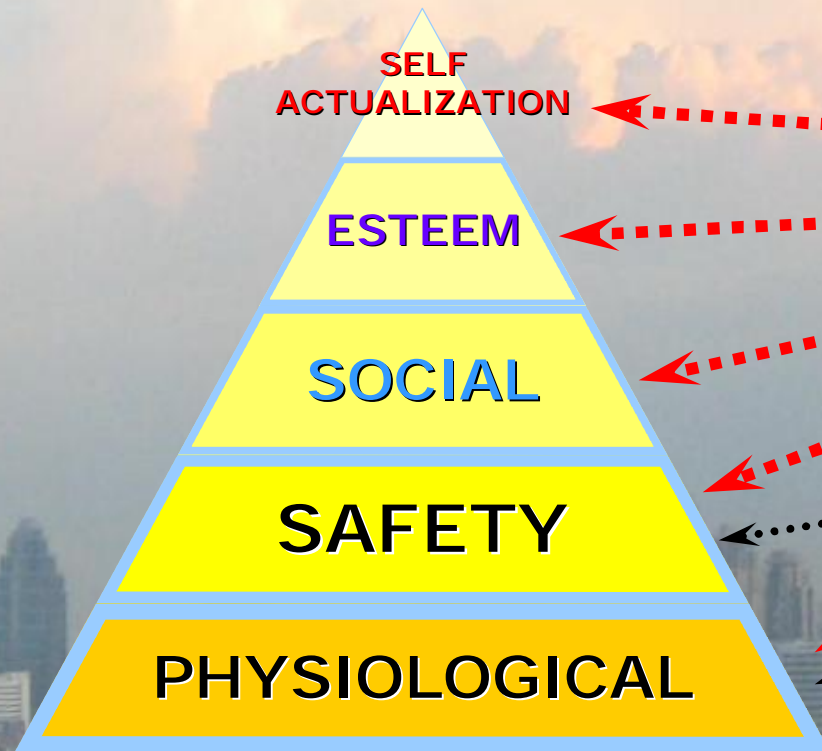
SUSTAINABLE DEVELOPMENT

- Real Estate Development creates new communities and ways of living, reflecting the quality of human life. A sustainable community is not only good PHYSICAL APPEARANCE but also full of happiness in MIND.

Maslow's Hierarchy of Needs

Abraham Maslow's Hierarchy of Needs

- Satisfy Body and Mind



WANT
NEED



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Sufficiency Economy

- The King's "Royal Philosophy of Sufficiency Economy" is a guideline for people earn and enjoy a good living in the middle way of need and moral behavior.

- It includes three elements:

1. Moderation
2. Reasonableness
3. self-immunity

and requires two conditions for the philosophy to work

1. knowledge
2. virtues.

Buddhist Principle




- Human needs & wants have become more and more complex and unlimited....**until impossible.**
- Principles of Buddhism show the path to the elimination of un-satisfaction, explain about the **human [mind]**
- “The Four Noble Truths” is the methodology for seeking solution. [understand topic, analyze causes, set solution, behave on that positive way]
- “Kindness and Compassion” in the “Middle Path” of the two extremes
- Understanding “Craving”
- **Positive Thinking and Behavior**

HAPPINESS

- Buddhist Principles explain the truth of human need or craving that is unlimited and human usually needs more and more.

- HAPPINESS happens from inside to outside!
MIND [feeling] ...to... BODY (material)

HAPPINESS

- 
- Happiness will not be happened to you until your **MIND** says to yourself that **"I am ENOUGH"**.
 - **"Taking"** not make you Enough, **"Giving"** each others make everyone Enough"

WAY of Practice TO ETHICS

- Human Mind Development Before Studying
- Purify Mind before Increasing Knowledge
- **GOOD DEED & WISDOM**



Ethics by meditation

before studying



SMALL CLASS

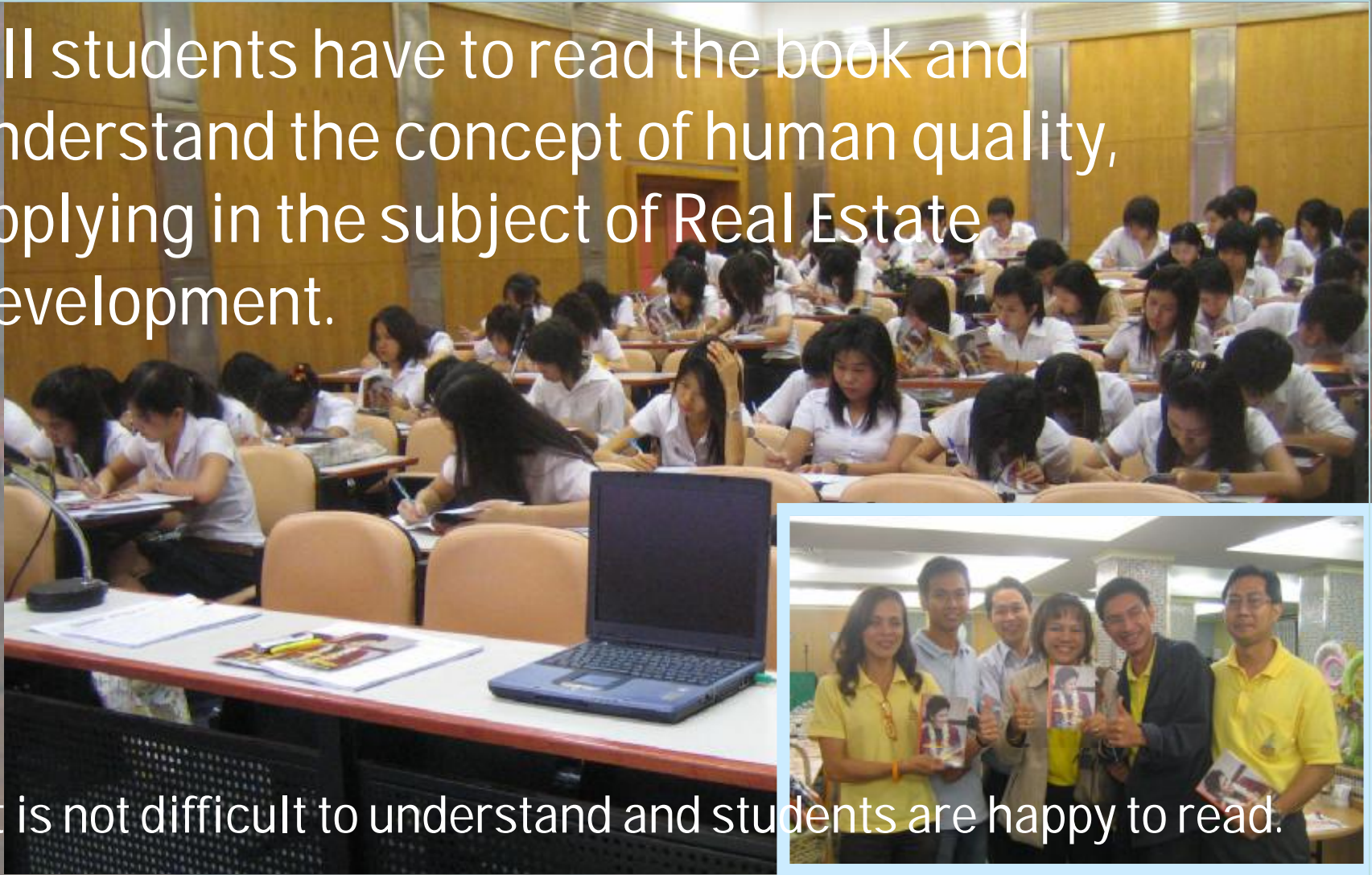


BIG CLASS



Ethics and Sufficiency Economy

- All students have to read the book and understand the concept of human quality, applying in the subject of Real Estate Development.



- It is not difficult to understand and students are happy to read.

QUALITY OF LIVING



- Behavior will be virtuous when developers **realize** morals and ethics in their minds, doing things with **kindness and compassion** based on knowledge of the Buddhist principles.
- Happiness will be happened in our community.
..... both for developers and consumers or people

Ethics and Sufficiency Economy

The Sufficiency Economy Philosophy stresses

the Buddhist principle of the middle path

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