## Desirable Characteristics of Parents to Cultivate and Reinforce Virtues for Children

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## **ABSTRACT**

Currently, Thailand is facing a decline in virtues, and many of these problems concern children. This reflects a weakness in society's ability to cultivate and reinforce virtues in children. Prior research suggests that cultivating and reinforcing virtues in children, in general, heavily depends on the hands of parents. If the process of cultivating and reinforcing virtues in children begins correctly, it will have a positive effect on their development, leading them to grow up with strong personalities. The study reviews various theories and concepts about cultivating and reinforcing virtues in children, such as psychology theory, learning theory, development theory, personality development theory, motivation theory, and parenting concepts, as well as case studies from other countries with best practices. The goal is to identify desirable parental characteristics for cultivating and reinforcing virtues in children under eighteen years old in Thailand. The study found three main desirable parental characteristics for effectively cultivating and reinforcing virtues in children in Thailand, including having a positive charismatic personality, having good logic, and having ability to manage their time effectively for caring their children and keeping a good relationship with them. In conclusion, the study suggests that effectively cultivating and reinforcing virtues in children in Thailand should begin by developing parents' knowledge and understanding of how to cultivate and reinforce these virtues. Parents need to realize and change their characteristics throughout the process of cultivating and reinforcing virtues in their children. Additionally, the government and related agencies should provide sufficient virtue learning infrastructure and facilities for parents.

**Keywords**: virtues, cultivate, reinforce, parents, desirable characteristics