

Potential Development to Resource and Cultural Capitals for Enhancing the Quality of Life based on Citizen Participation

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Abstract

The objectives of this study are 1) to explore the potential of resource capital and cultural capital. 2) to develop capital, resource and cultural capital with participation 3) to propose a model for the development of potential, resource capital and cultural capital. In enhancing the quality-of-life sample group and key informants are people in the community traders and manufacturers and a group of 30 local wisdom teachers using Action Research Methodology by participatory research. And action research blend together. The research results revealed that: Development model for resource capital and cultural capital in enhancing the quality of life, it was found that the transition through the foundational economy was transformed by changing the path of product/community service development with a new value chain. Through the cooperation of all sectors for the harmonization and allocation of mutual benefits under the principles of good governance to develop quality people and let people build things to create a career and generate income for the community further by dividing the main goal of driving the foundation economy is 1) Creating product/service development. Through the process of creating and developing people with potential and quality first and lead them to create and develop different products/services 2) Building a network of mutual benefits by creating work processes benefit allocation model and defining roles, functions and working processes of the network group; and 3) transcribing knowledge and information from the correct work processes. By creating data create intellectual costs and model integration. From the process of creating people to allow people to create things This will generate useful information and assist in decision making of all sectors that will lead to sustainable development.

Keywords: Resources; Cultural Capital; Quality of Life; Citizen Participation

Introduction

In the past, Thailand's economic and social development has progressed in terms of building competitiveness with other countries both at the regional and continental levels. The concept of capitalist development has been applied along with the use of technology as a driver of modernization in all aspects of goods, services, and communications, which affects the way of life of all people in terms of material prosperity, and convenience. Without good social immunity, it creates even more inequalities and gaps between positions, resulting in cultural deterioration and good relationships as the foundation of happiness, security, and community strength. However, resource and cultural capital can enhance people's participation for community strength, including enabling Thai society to learn about each other, adapting to changes and building potential social networks in parallel with the development of the country (Hiranpruek, 2002).

The Organization for Economic Co-operation and Development (OECD) recognizes the value of resource and cultural capital as its critical importance to economic growth and sustainable development for the well-being of the nation. In particular, the OECD considers economic growth to be driven by four types of capital: physical capital, financial capital, human capital, and social capital. According to the performance assessment of the four factors, sustainable economic growth is the result of four parts of human and social capital, and on the other hand, due to only two parts of physical and financial capital. For Thai society, social capital has long been considered an important capital that enhances the good life of people in society and supports the economic, social and governance development of the country for a long time. In particular, it contributes to – 5the enhancement of efficiency in services and production processes in the economy, mitigation of violence, and the resolution of economic and social crises, which is a limited range of natural resource capital and cultural capital (Chirinang, et al., 2020). In order to solve the problem and restore the Thai people and Thai society to their original status, social capital is necessary to help support, especially participation from local people as an important driving force. In this regard, it creates integration, collective thinking, and co-operation on the basis of trust, bonds, and good culture of Thai society through the relationship system of the main components: people, institutions, culture, and knowledge. Such components are community-based forces for community development in economic, social, and environmental aspects to enable communities to be self-

reliant in thinking, making decisions and implementing solutions as well as meeting their own and collective needs (Phuangsaijai, 2002).

The future direction of the country's development needs to focus on strengthening the competitiveness of the manufacturing sector to prepare for change. The 20-year national strategy sets out the direction of the country's development for continuous economic expansion and upgrading into high-income countries, including high competitiveness and building a future economic and social base. Agriculture is one of the most important manufacturing sectors, accounting for 8% of GDP. The country's agricultural population reached 25.07 million in 2015, or 38.14 percent of the country's population (65.73 million). According to the survey of agricultural workers, there are 12.71 million agricultural workers, which can be divided into 981,649 "Smart Farmer" nationwide and 5,477 "Young Smart Farmer" groups (Ministry of Agriculture and Cooperatives, 2017). Farming career tends to attract more attention from the new generation, such as those who graduated in the field of agriculture, children of farmers and those who have other occupations but switched to farmers. They are supported and have more opportunities in knowledge, innovation, technology and production and marketing information for systematic marketing-linked production planning, thereby generating a profitable return on investment. The concept of modern farmer development is to adjust the agricultural sector to enhance competitiveness in line with the future development of the country.

The approach gives the agricultural sector more competence and expertise, systematic production and marketing planning and information systems, as well as new technologies and innovations to manage the production process and reduce the damage caused by natural disasters. In addition, the capacity of resource capital and community-based cultural capital is developed to be more efficient, as well as the selection of agricultural products and product value-adding for greater market opportunities. Importantly, there is planning and building a network directly linking the market and consumers to solve the problem of price volatility in order to enhance the agricultural sector's competitiveness for better quality of life and sustainability on knowledge base. The utilization of modern technology increases production efficiency and increases agricultural income, strengthens communities and expands to participatory local community networks. The development of modern agriculture by Public-Private Steering Committee has brought technology and innovation to help the farmers in terms of production, inputs, and precision farming. Moreover, variables such as soil, water, and weather need to be controlled as much as possible to increase yields. It also helps in safe agricultural production and

traceability to ensure consumer confidence and reduce environmental impact by using an application as a tool. The tool is an idea born from the new generation to bring the parents' generation of farmers to modern farming and from ordinary farmers to agricultural business entrepreneurs who can create brands, self-cultivated, self-selling, and self-marketing including stories used to add value to products that lead to the status of self-reliant farmers and higher incomes. Finally, it is to create a social-agricultural network as a learning society and share together to bring goodness back to society from the beginning of the production process to the distribution.

Therefore, the researcher must study to develop the participatory potential of resource and cultural capital and present a model for enhancing the quality of life of the people. The study focused on resource and cultural capital available to communities to strengthen local economies and linked them to the needs of community-based product markets to raise people's income, and increase the efficiency of production of standardized products for small and micro community enterprises.

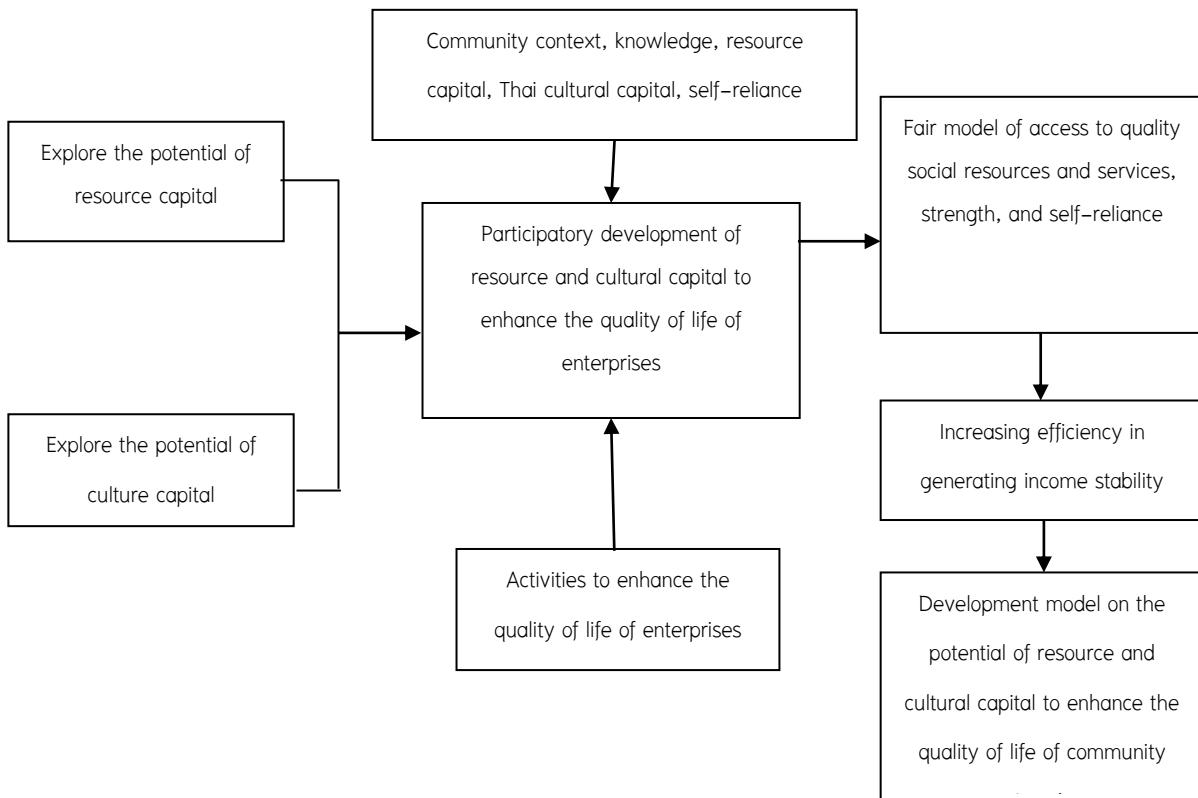
“In the past of Thailand's economic and social development to have advances in building competitiveness with countries both to regionally and continentally from a leading capitalist development concepts to be applied in conjunction with use of technology to driven the modernity, including products, services, transportation at affecting the way of life on people in-terms of material prosperity and convenience.”

Research objectives

1. To explore the potential of resource and cultural capital among small and micro community enterprises
2. To develop the participatory potential of resource and cultural capital to enhance the quality of life
3. To present a development model on the potential of resource and cultural capital to enhance the quality of life

Conceptual framework

A study on “the participatory development of cultural and resource capital to enhance the quality of life of the people”, the researcher used theoretical study methods, principles, and ideas from documents, books and related research that could be formulated as a conceptual framework as follows.



In the conceptual framework to presents the theoretical concepts of the author has studied that form the framework of this research, including an improvements into the dependent variables which should be in accordance to the objectives set out in the amount of 3 items; (1) potential of resource and cultural capitals among small and micro community enterprises, (2) citizen participation potential of resource and cultural capital to enhance the quality of life in community enterprises, and (3) model to the potential of resource and cultural capital to enhance the quality of life in community enterprises.

Methodology

A study on “the participatory development of cultural and resource capital to enhance the quality of life of the people”, the researcher presented the research process through the process and steps as follows.

Research Method

This research project was qualitative research. The research methodology combined participatory research and action research. At the same time, the villagers were given an opportunity to participate in expressing their opinions and brainstorming. Subsequently, the information obtained was used in planning, setting objectives, data collection, data analysis, improvement of operational plans and conducting research. However, it must take into account the needs of the public and maintain a body of knowledge and a way of life based on local wisdom. The sample groups of this research were local wisdom teachers, small and micro community enterprises and product vendors. Regarding the area of this research, the research team aimed to study only small and micro community enterprise as product manufacturers in Sangkhlaburi District, Kanchanaburi Province.

Population/ key informant

1) The researchers studied the concepts of sufficiency economy, social capital, cultural capital and community strength in order to understand the strengthening of the local economy, socio-economic upgrading, and creating income stability

2) The research team used in-depth interviews through key informants using the stakeholder selection criteria as detailed below.

2.1) 5 local wisdom teachers

2.2) 10 community enterprises

2.3) 10 vendors

A total of 25 participants were enrolled in the study.

3) Key informants were operated through focus group discussion by using purposive sampling from local wisdom teachers, community enterprises and product vendors. The research team used purposive sampling to ask for cooperation in the form of focus group discussion with details, objectives, procedures, processes, locations, dates, and times, totaling 25 people.

4) The researcher determined the community enterprise development activities to create new products arising from culture, tradition, way of life, and belief. The researcher considered the

results to be good and appropriate, and then puts the activity into practice in the sense that “can it be applied on the basis of concepts and theory?” The researchers set the criteria for monitoring and evaluation, as well as controlling the practice guidelines and using the results to improve the activity model and re-test until the results were satisfactory to the researcher. Subsequently, it will be used and published further. This action research may or may not be involved.

Research tools

Conducting research focused on analytical studies and involvement such as data collection from documents, relevant research, structured interviews, non-participant observation, questionnaire, focus group discussion and participation in development projects. The analysis and synthesis of data emphasized the pursuit of knowledge by defining the main points of the interview by means of action and the use of important tools, including:

- 1) Interview – The researcher used in-depth interviews with government agencies and farmers.
- 2) Focus Group Discussion – Focus Group Discussion had been used with marketing professionals in Sangkhaburi District, Kanchanaburi Province and stakeholders.
- 3) Observation – It was an observation of the production behavior of small and micro community enterprise.

Therefore, there were tools used in the study as follows.

- 1) Interview guideline and questionnaires for focus group discussions
- 2) Economic comparative analysis assessment form

Data analysis

Data obtained from observations and interviews were used to analyze community-based conditions related to knowledge and organic farming networks. Data analysis to summarized the results of this study was based on the conceptual analysis method of Chantavanich (1997) as detailed below.

- 1) Inductive analysis – This approach drew conclusions from concrete data or visual phenomena, for example, community-based daily life activities and community way of life resulting from traditional beliefs or traditional wisdom leading to practices and product development in community enterprises to raise income.
- 2) Data classification analysis – This approach was a classification of data based on the concept of Ekkawit Na Thalang et al. (2002) to analyze the role of community leader or mainstay

in various activities, including the transmission of learning processes and community behaviors that affect self-management. The analysis framework was as follows:

1. Action was an event, situation, or behavior that occurs over a period of time or was not continuous.
2. Activity was an event, situation or tradition that occurs in a continuous manner and was associated with certain individuals or groups.
3. Interpretation was how a person describes, communicates, or imparts meaning to an action or activity in terms of meanings related to worldviews, beliefs, definitions, and norms.
4. Interaction was the interconnected relationship between people in a society in which a particular form of education may be compatible or conflict, including the social, situation or activity conditions that occur during the study.
5. Activity participation was a person's attachment and participation in an activity or adaptation to a situation or event.

Field data analysis

Field data analysis was divided into two types:

- 1) Data analysis while field work was an informal but routine analysis to guide further data collection approaches.
- 2) Data analysis obtained from the field study was a more formal analysis and must be performed periodically in order to assess how far the research results have progressed in accordance with the research objectives, as detailed below.
 1. Classification of the collected data
 2. Characteristic analysis of each categorized sub-unit.
 3. Classification of data types
 4. Searching for patterns, structures or patterns of conclusions
 5. Correlation between factor conditions or contexts related to phenomena that represents processes or mechanisms by which factor conditions affect or are actually related to the studied phenomenon.

Data analysis process

Qualitative data analysis involved the following key steps:

- 1) Write a record as accurately as possible to clearly visualize the information/ atmosphere/ activity. This data was collected by the researcher.

- 2) Read the record many times until you understand the essence clearly. A good qualitative researcher must be in close contact with the data.
- 3) Encode the data as a memorandum in terms of what the data range contains, separating and grouping systematic data with a summary of the key points on each page and in each case. After that, the information gathered was analyzed on strengthening the local economy, upgrading the socio-economic aspects, and creating further income stability.

Research Result

1. Potential of resource and cultural capital

The population in Wang Ka community consists mainly of Thai people of Karen descent who live near the district office at “Ban Wang Ka Fang Thai”. The rest of the population are ethnic Mon people who have fled fighting since 1947 and are classified as “Burma national displaced persons” who live in “Ban Wang Ka Fang Mon”. Another population, a minority fleeing fighting and hardship in the Union of Myanmar, are classified as “Burma national fugitives” scattered throughout the Wanga community. There are only a small minority as Thai people who come to trade, do business or serve government in Sangkhlaburi District. Their status is therefore classified as insecure by the Mon people at “Ban Wang Ka Fang Mon” or the government designated as “Diaspora of Burmese nationality”. They were united into a village near Wat Wang Wiwekaram with Luang Por Uttama as the center of the mind of all Mon and Karen people.

According to the survey of resource and cultural capital in Ban Wang Ka community, there were still resources such as water resources, local communities could engage in fisheries. There was also an eating culture where the villagers mainly consumed fish because it was easy to find and could be processed into salted and dried fish.

2. Participatory development of resource and cultural capital potential to enhance good quality of life

According to the study of the potential for capital and cultural resources of Ban Wang Ka community, it was found that in terms of developing raw materials in the community and creating added value for the Wangka community, the researcher focused on the development of dried fish products that were abundant in the community and could be processed into crispy fish pastes to generate income and good quality of life for Ban Wang Ka community enterprises.

Nam Prik (chili paste) is one of the products with high domestic consumption and potential as an export product. Therefore, the production of chili paste for distribution in the country must consider the safety of consumers as important. According to the King's science on participation, the researcher had invented the production of chili paste to sell with the community enterprise group as a souvenir for tourists from the Mon Bridge. In the processing of chili paste products, the researcher studied and experimented until we realized the problems of various aspects of production such as unstable raw material quality due to raw materials of different quality, or even the detection of residues in raw materials. Regarding the production process, Ban Wang Ka Community Enterprise still lacks knowledge and understanding of the production process, including lack of knowledge of production standards or the cause of contamination. Most of the production was labor intensive due to the high cost of production machinery. They also suffered from packaging problems such as discoloration of packaging when exposed to air and breakage and contamination during transport.

3. Development model on the potential of resource and cultural capital to enhance the quality of life

The business health situation of OTOP community enterprises or even SMEs in Thailand, which is considered a work group used by the government to stimulate and drive the local economy of the country, is in a state of crisis, known as “Zombie business”. “Zombie business” refers to the terrifying survival caused by traditional chain management. As a result, most of the income tends to be concentrated in the minority (businessman and sellers), but not distributed to the farmers (cultivators) who are the majority. Therefore, a sustainable solution to this problem is to propose to all relevant sectors to develop/support/promote the adoption of a new value chain by “redirecting logistics management” of community product/service development, along with adjusting/adding/changing concepts and work processes by means of setting the “market process” as the first step of development. Before innovation, knowledge and research can be applied to upgrade the existing supply chain, cooperation from all sectors is required, while striving for a new, more efficient management path. In the era of transition and entering a “value-based economy” driven by innovation, technology, and creativity to create well-being and inclusive society. In this regard, it aims to enhance the quality of people, society, economy, and environment at the same time. If the context of promoting Thailand's comparative advantage in terms of strengths and potential of biodiversity and culture can be developed to upgrade it to a

“competitive advantage” to empower the local economy with innovations and supporting infrastructure such as “Digital Technology”, it creates a strong shortcut from within (local level and Thailand's potential) to a path connected to the international community in accordance with the “Sustainable Development Goals”. Afterwards, we move towards Inclusive “Globalization” of the world community together by means of drive through community or area mechanisms or various forms of cooperation towards a strong future of the local economy under 3 driving factors (drive) and 5 supporting factors (enable).

The work process for improving the local economy is to promote a governance-based society that focuses on ensuring fairness and reducing the disparity of responsibilities and income that members of the community deserve. This can be done by creating a public hearing forum among the people in the community. Participatory process development is the creation of community-based partnerships to create work and co-operation according to the potential and competence of each individual in the community. Community-oriented human resource development means empowering each partner in the community to build on the development of personnel who play a key role in continual product development to keep up with the changing conditions of today's environment. The development of knowledge management processes and information technology means the creation of a body of knowledge and information that is important for decision-making, as well as a complete way of transmitting and receiving information. Value chain development means building a network that connects units throughout the production chain in order to create added value for products from raw materials to product development. In this regard, the following guidelines can be followed to drive the local economy under the “3-step sufficiency economy philosophy”.

ทุนต่างๆ ในชุมชน



Capitals in the community

Inter dependent – Independent – Dependent

3. **SE:** Social Enterprise – Cooperation – Co-investment – Joint venture

2. **OTOP / SME / CE:** Community Entrepreneurs – Grouping – Grouping to buy – Grouping

to sell – progressive sufficiency economy

1. **Profession** – Reducing dependence – Reducing luxury – Abandoning all vices

- 1) Basic sufficiency economy is at the individual or household level.
- 2) Progressive sufficiency economy is the degree of integration and network cooperation.
- 3) Sufficiency economy with integrated capital within the community is to support people's livelihoods.

It is therefore concluded that the Development model on the potential of resource and cultural capital to enhance the quality of life as mentioned above needs to be transformed through the local economy. This can be done by redirecting the development of community products/services by using a new value chain through collaboration of all sectors to harmonize and allocate mutual benefits under good governance, including to develop quality people and create careers and incomes for the community. In this regard, the main goals of driving the local economy are divided.

Discussion

Potential of resource and cultural capital

According to the study of the potential for capital and cultural resources of Ban Wang Ka community, it was found that in terms of developing raw materials in the community and creating

added value for the Wangka community, the researcher focused on the development of dried fish products that were abundant in the community and could be processed into crispy fish pastes to generate income and good quality of life for Ban Wang Ka community enterprises. The researcher therefore foresaw the participatory development of resource and cultural capital in order to enhance the quality of life by utilizing large amounts of raw materials in the community to be processed and presented in the next section. Consistent with Yenpiam et al. (2012), human capital development of community enterprises in sufficiency economy estates was training, learning, learning networking, knowledge management, organizing a learning forum, learning from model people or model community enterprises, including learning that was encouraged and supported by both the relevant government agencies and other government agencies, chairman of community enterprise/group leader, and learning about the borrowing behavior of members in terms of their use according to the fund's objectives. Consistent with research by Inthachim (2020), strong community management methods and models were processes that arise from planning, organizational management, organizational leadership, assessment of work transparency and accountability. The model of strong community management consisted of 1) participation 2) self-reliance 3) learning process 4) leader, and 5) cooperation network. These elements were key factors driving sustainable community-based management.

Participatory development of resource and cultural capital to enhance the quality of life

According to the study of the potential for capital and cultural resources of Ban Wang Ka community, it was found that in terms of developing raw materials in the community and creating added value for the Wangka community, the researcher focused on the development of dried fish products that were abundant in the community and could be processed into crispy fish pastes to generate income and good quality of life for Ban Wang Ka community enterprises. Consistent with the research of Buntham (2011) in terms of people's potential, weaving processes had been inherited from their ancestors to the present, self-presentation based on lifestyles, and networking both within and outside the community. Importantly, the competence of weavers had been developed comprehensively, accurately and appropriately, and weavers were proud to have participated in the continuation of their textile wisdom. Product efficiency arose from technicians who were disciplined, patient, observant, meticulous, and eager to learn, including promoting youth as an important group who inherits current and future wisdom. In terms of capital potential,

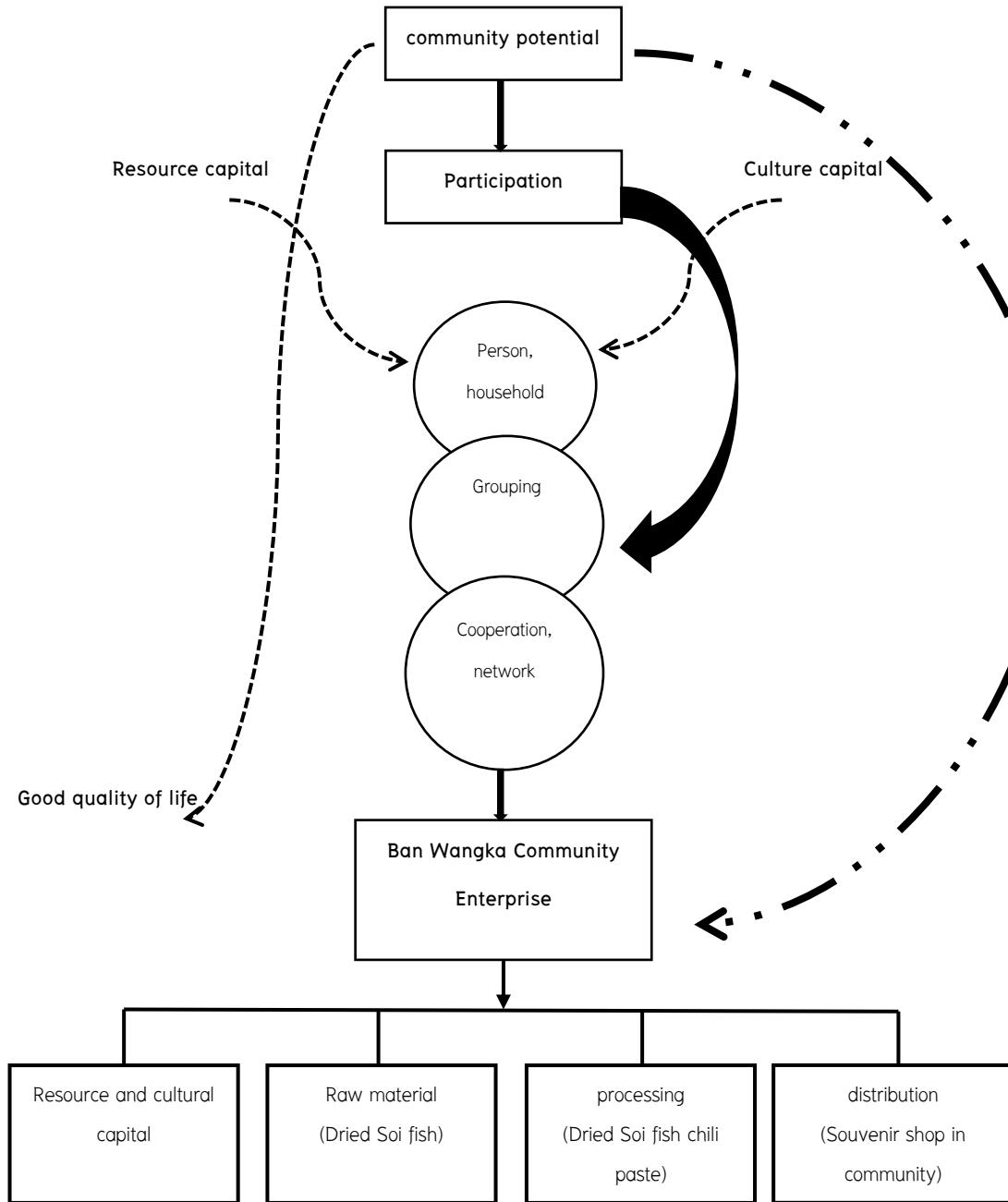
community-based, socio-economic, cultural and environmental capital can be utilized in a cost-effective manner in production. Consistent with research by Maharutsakul et al. (2021), Community development produced social outcomes in terms of physical and mental well-being, mutual generosity, joint problem analysis and development planning, peace, family warmth, love of the homeland, pride in the awards received and the role model for the development of other villages. In the economy, it represented career stability, sufficient income for subsistence and savings. In the environment, it represented the balance of environment and ecosystem.

Development model of resource and cultural capital to enhance the quality of life

The development model of resource and cultural capital to enhance the quality of life as mentioned above needed to be transformed through the local economy. This could be done by redirecting the development of community products/services by using a new value chain through collaboration of all sectors to harmonize and allocate mutual benefits under good governance, including to develop quality people and create careers and incomes for the community. In this regard, the main goals of driving the local economy were divided. Consistent with the research of Chandaeng (2013), applying the Sufficiency Economy Philosophy to build strong communities helped to increase the potential of community organizations, and promote participation. Importantly, local people could also apply Sufficiency Economy Philosophy to community management, occupation, community resource management, and community organization development. Consistent with the research of Phokanit et al. (2019), the results of applying the Sufficiency Economy Philosophy in the management of organic farming community enterprises in Chaiyaphum Province showed that they were able to effectively manage various aspects as follows. In terms of personnel, members were aware of the Sufficiency Economy Philosophy, happy coexistence, unity, generosity, and skills in applying wisdom to work. Moreover, they were able to work close to home and this gave them a warm family as well as networking in exchange and building partnerships with both public and private sectors.

Research knowledge

New research knowledge emerged through surveys, relevant document studies, in-depth interviews, and focus group discussions involved in the participatory development of resource and cultural capital to enhance the quality of life. There were important characteristics as follows.



Recommendations

Policy recommendations

1. Relevant agencies and local communities should develop a participatory development of resource and cultural capital to enhance the quality of life in the community.
2. Local agencies and communities should participate in cooperative development activities of resource and cultural capital to enhance the quality of life leading to the professional development of community-based people.

3. The relevant agencies should develop a participatory development of resource and cultural capital in order to enhance the quality of life that leads to the self-reliance of society in the future.

Suggestions for future research

1. This research is the only data collection from Wang Ka community, Kanchanaburi province. Further research, data from other areas should be collected and used as data for the participatory development of resource and cultural capital to enhance the quality of life.

2. Education or participatory development should be undertaken to enhance the quality of life and generate income stability. Moreover, participatory development studies of resource and cultural capital should be undertaken to enhance the quality of life leading to the professional development of people.

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