

Guideline for Participation in Creative Increasing Economic Potential on Occupation Development for the Elderly in Khamkharata Community, Sai Mun District, Yasothon Province

Chottagamart Polsri

*Ph.D., Doctor of Human Development,
Faculty of Business and Management,
Ubon Ratchathani Rajabhat University,
E-mail: Chottagamart.p@ubru.ac.th*

Article Info
Received 22 March 2021
Revised 27 April 2021
Accepted 28 April 2021
Available online 28 April 2021

Abstract

The objective of this research is to provide the guideline for participation in the creative increasing economic potential on occupation development for the elderly in Khamkharata community, Sai Mun district, Yasothon province. The samples were 200 elderly people in Khamkharata community, Sai Mun district, Yasothon province. The research instrument is a questionnaire with 20 variables or questions and the data were interpreted by using factor analysis as well as literature review. The guideline was done in three steps: 1) Marketing Planning, 2) Marketing Integration, and 3) Control and Evaluation of Marketing. By following this guideline, the elderly would be able to improve their knowledge and marketing skills to make more income and have better life quality. The community would be able to maintain the local wisdom and know-how in the existing occupation, make more path, more development, add value in marketing and build sustainable community strength. The community could be relying on other relevant organizations to help developing and integrating marketing skills to support and encourage occupation paths for the elderly such as workshops, activities and provision of suitable budget suitable for occupation requirements of the elderly.

Keywords: Participation, Elderly, Increasing Economic Potential, Occupation Development

Introduction

At present, Thailand has aging population increasing every year. According to the situation of the Thai elderly in 2018 (Foundation of Thai Gerontology Research and Development Institute (TGRI), 2018:155) 1) In 2018 there were 7.6 million aging population with the age more than 60 years (11.5% of the population) and in the next 15 years (2023) there will be 14.9 million people or two times of the present number. By 2028 the aging population will be 17.8 million or 1 out of 4 (25%) of the Thai population. This has been overwhelming since in 2000 the aging population was only 9.5%, but it has been rapidly changing and escalating (Surapon Chayapob, 2009) 2) Especially in Northeastern Thailand, the aging population in Nakhon Ratchasima province increased from 29.9% in 1994 to 33.6% in 2007. Most of them are farmers and uneducated. Their body deterioration suffers them in both physical and psychological problems causing them to lack of preparation for entering the elderly age (Jiandon and Others, 2011) 3) The changes in the economy, politics, education,

society, and culture in the country also caused several elders to be abandoned or take care of their grandchildren because their parents have to work elsewhere. Therefore, there are problems of increasing expenses and the absence of their main occupation, and they would be unemployed causing no income to support them and their families after retirement. The government and related organizations take part or participate in this situation order to resolve the aging society by means of tackling poverty and increasing opportunities in education, creating communities services, occupations, and improving quality of life to make a sustainable elderly community.

In Khamkharata community, Sai Mun district, Yasothon province the elders aged more than 60 years lack of occupation, education, and income. Some of them are farmers but their income is too low to handle commodity prices which are uncertain. After the harvesting season, they would be unemployed, staying at home taking care of their offspring because they do not have any additional occupation. The people that should have the most understanding in career development context are the people in the community themselves. The 9th and 12th National Economic and Social Development Plan had focused on human development by solving poverty and improving the quality of life in the whole country. All the related agencies and organizations need the leaders of communities to encourage and to help create and develop sustainable occupation development.

The researcher intends to study the guideline to participate in creative increasing economic potential on occupation development by focusing on unemployed elders with no income and unemployed elders after harvesting season that would like to improve themselves and their occupation in order to generate income to support their family without being a burden to the society. This research will look for the knowledge that arises from the participation in the community and jointly develop occupation development activities to create a model that leads to improve the quality of life, enhancing the creative economic capacity of the people in the community, and making strong and sustainable communities.

Objective

To look for the guideline for participation to develop occupations for the elderly in Khamkharata community, Sai Mun district, Yasothon province in order to improve their economic potential creatively.

Literature Review

Concepts and theories about the elderly

Nowadays, the current situation is moving forward to the century of the elderly in various countries. The amount and proportion of aging population are rapidly increasing all over the world. This situation happens in both developed countries and developing countries. The world population structure has been entering aging population era in the 21st century. The aging population is due to the advanced medication and better public health, especially medical innovations, improved environment, and better diets. This demographic phenomenon had been occurred after World War 2 (1946-1954) since many countries including Thailand encouraged people to gain more population to be an important part in development and restoration the countries after the war. In the Baby Boom era, the increasing amount of population had grown rapidly and became the major population of the world. Whenever they were moving forward, it would result in both economic and social driven of that area, leading to countries development (Chulalongkorn University, 2008). The overwhelming amount of

population means less time for preparation. Therefore, Thailand needs to plan and establish suitable strategy to prepare for entering quality aging population in all sectors. Elder means a person of greater age than someone specified. According to Royal Academy (2013, 347), “chara” in Thai means aging, disintegrated, and worn out but this term is not popular due to a negative meaning and causing depression. Since 1st December 1969, the meeting of the senior group leading by Pol.Maj.Gen. Luang Attasitthisunthorn had stated to use a term “Phu Sung Ayu” (elder/elderly) instead. This term is a word honoring the older person who has more experience and more qualified. A number of scholars have given the definition of the term too. The researcher would like to sum it up to mean people aged more than 60 years, worn out in both physical and mental state, and have less social and profession activities.

Concepts and theories about community participation

The concepts about community participation have been defined by many scholars. For example, United Nation (1981) defined that participation is a social engagement both in form of individual participation and group participation. Walaisatian and Others (2009, 138) defined that participation in development is to allow people to participate in the process from the beginning to the end of the project, including finding solutions, decision planning, harvesting resources and local technologies, management, monitoring, and evaluating projects that are relevant to ways of life and culture of the community. In summary, community participation is community collaboration and taking part in processes from the beginning to the end, including planning, operations, services, and using benefits to drive other developments. Cooperation and interdependence are the keys to achieve the objectives. The community participation must be independent and equal. It is not only a superficial participation but participation from the beginning to the end of the project to aid the community. Fornaroff (1980) suggested that community participation had a process consisting of 1) Planning including goals, strategies, resources, monitoring, and evaluation, 2) Working process, 3) Services from project, and 4) Sharing benefits. Most of them defined it in the same manner. In conclusion, participation is people voluntarily cooperate in planning, decision, operation, evaluation, and sharing benefits of the development. People participation is not specified only by the state, but people and community are making decision together. People and community share benefits with support from the government. The process would be in 4 steps: 1) Participate in planning, 2) Participate in operation, 3) Participate in using services from the project, and 4) Participate in benefits sharing.

Concepts of developing a management model for learning participation

The term model has been defined by many scholars. Khaemmanee (2016, 218) defined model as a concrete form of an abstract notion that a person expresses in a certain manner, such as description, chart, diagram, or illustrations in order to aid oneself and others to understand more clearly. A model is the cognitive tools that people use to understand phenomenal and search for knowledge. Wibunsri (2009, 27) defined model as a way a person conveys a notion, understanding, and imagination due to any phenomenal or stories throughout various ways of communication such as painting, illustration, chart, flowchart, and equation to be able to understand and to be able to present under a systematic principle. In conclusion, model is a conceptual framework about operating methods and various system criteria that can be used as a guideline to implement workflow to achieve an objective. Defining the elements of the model, what it contains, quantity, structure, and relativity depends on factors and variables within the study. This study will follow the fundamental notion, theory, research to define the model. In this study to develop a model has two steps: 1) Developing and building a model, and

2) Evaluating a model precision. The researcher has applied concept of a learning management model to create a guideline for participation in creative occupation development of the elderly in Khamkharata community, Sai Mun district, Yasothon province. There will be steps as per follows: 1) Using focus group discussion and factor analysis, and 2) Evaluating precision and appropriation of the model.

Information will be provided by three main groups: 1) Elderly in Khamkharata community, Sai Mun district, Yasothon province, 2) Agricultural extension officers and experts, 3) Academic officers from Ubon Ratchathani Rajabhat University. By using focus group and evaluation under the operation model according to concept of McMillan and Schumacher (2001) covering all four aspects: accuracy, suitability, possibility, and usefulness.

Concepts and theories in occupation development

Normally developing countries would focus on developing people in rural area since most of the population are still living in the rural area. People are still learning from norm, culture, and local practice. In this case, training would be an important role to improve knowledge, skills, and perspective. It would be helpful for suitable occupation development. Occupation development has been defined by many scholars. In summary, it means a process that encourages people to develop knowledge, skills, and perspective obtained from study trips and training as well as other methods for a person to develop a career and achieve a task. According to the study, occupation development will begin once a person realize that the occupation would fulfill his needs. Occupation development focusing on decision making and adjustments consists of several stages, and sometimes it can happen multiple times throughout one's life when a person might constantly change one's career. Therefore, this research requires occupation development arising from the needs of members in the community. To gain more income to the community by searching from a local wisdom in the community and focusing on occupation development for the elderly.

General information about Khamkharata community, Sai Mun district, Yasothon province

Khamkharata community is located at Village No. 3, Baan Khamkharata. It is one of the ten villages in Dong Ma Fai subdistrict, Sai mun district, Yasothon province. The population is 956 from 277 households. Most of the population work in agriculture. The main occupation is rice farming and secondary occupations are general employment, trading, farming, livestock, and government service. The average income is 81,427 THB per person per year (Dong Mafai Subdistrict Administrative Organization, 2019). In 2011, villagers started working as a group to find a way to generate more income for every household in the community. Starting from agriculture profession such as raising cattle, working in rubber plantation, and breeding fish. This group have been growing steadily and eventually turned into a small community enterprise "Kla Yang Para Chom Tuang Baan Kumkorrata" in 2012. This group were supported by the Provincial Fishery Office to breed common silver barb for distribution to farmers and also join marinated fish cluster project as a manufacturer in Yasothon province in 2015. This project has highly been accepted by fish breeders in the area. Furthermore, Yasothon province has a policy about organic agriculture and this group responded by breeding organic common silver barb and persuade the farmers that received fish from the group to do organic fish too. When the harvesting season was over, this group would take all the fish from the farmers in its network and started to find a way to process organic food products. Their organic food products were starting from organic carp chili paste and distributed to the people in community that traveled to work in other areas. This made the

carp chili paste have an increasing sales volume. Demanding by customers, they also provided organic marinated fish too. During their operations, this group were facing limitation problem on product standardization, they decided to join many projects of Government agencies, such as Department of Fishery Yasothon province, Sai Mun Community Development office, Industry Promotion Center Region 7 to provide development in group and developing products to meet the required standard for further distribution (Industry Promotion Center Region 7, 2018)

Research Methodology

Population and sample group

Population and sample group for this research were 200 elders from Khamkharata community, Sai Mun district, Yasothon province (Comrey & Lee, 1992; Field & Miles, 2012; Tabachnick & Fidell, 2007). The researcher analyzed the composition and literature review. The researcher used a questionnaire with 20 variables (questions) in total, and sampled group 10 times of the variables to reaffirm the suitability of the participation in occupation development by using Focus Group consisting of 35 expert divided into three groups, namely, 1) Elderly in Khamkharata community, Sai Mun district, Yasothon province, 2) Agricultural extension officers and experts, and 3) Academic officers from Ubon Ratchathani Rajabhat University.

Data collecting instrument

The researcher used a 5 level rating scale questionnaire as a data collecting instrument. Besides the data were also collected from academic documents and relevant researches, then synthesized and summarized the data for document analysis using key point in guideline by 2 parts:

Part 1 is to collect the respondents' personal information. It is a checklist questionnaire containing four questions about The respondents' gender, age, monthly income, and education background.

Part 2 is to survey the opinion of the interviewees about the guideline containing 20 questions consisting of four aspects of participation; namely: 1) Participation in planning, 2) Participation in operation, 3) Participation in using services from the project, and 4) Participation in benefits sharing.

Data analysis

The data collected from the questionnaire were analyzed by using mean and standard deviation in three parts of the content.

Part 1 General information of the sample group sorting out by gender, age, monthly income, and education background by using the number and percentage statistics.

Part 2 The guideline for participation in occupation development for the elderly in Khamkharata community was analyzed by using mean and standard deviation statistics.

Part 3 Factor analysis was used for the guideline for participation in creative increasing economic potential on occupation development for the elderly in Khamkharata community.

Conceptual framework as in figure 1

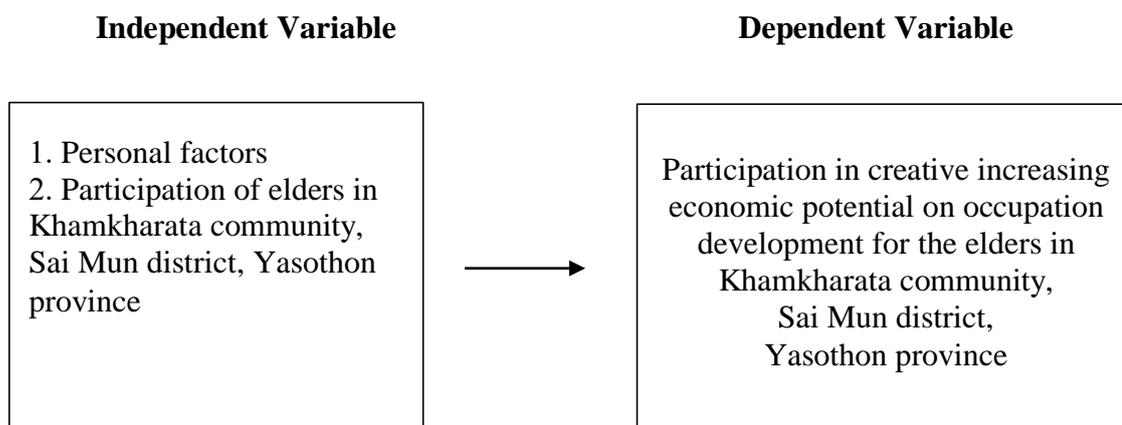


Figure 1: Conceptual framework of the research

Conclusion/Discussion

Research conclusion

The results of the composition analysis showed that the coefficient of measuring the sufficiency of the sampling data using the Kaiser-Mayer-Olgin method. (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) was significantly equal to 0.862 at the .05 level. Bartlett's Test of Sphericity Approx. Chi-Square = 4713.884, df = 190, and Sig. = 0.000. It can imply to 3 important components considering the component from Eigenvalues that more than 1.00 according to Kaiser's law. The variance in all 3 variables is 72.821 %. The results of components analysis considering Varimax Orthogonal axis rotation are: component 1 variance is 18.889, component 2 variance is 2.069, and component 3 variance is 1.606. The appropriate components can be considered based on the sequence of real data component that Eigenvalues higher than simulated sequence component, as a result, there will be 3 steps for the guideline to participate in creative increasing economic potential on occupation development for the elderly in Khamkharata community, Sai Mun district, Yasothon province. The three steps are: 1. Marketing planning, 2. Marketing integration, and 3. Control and performance evaluation marketing. The elderly in Khamkharata community, Sai Mun district, Yasothon province could use this guideline when participating in the occupation development to enhance their knowledge and marketing skills. They could be able to create new opportunities in their occupation, earn more income, and earn better quality of life. The community could be able to preserve their wisdom and knowledge in their occupation, create added marketing value, and build their strength in a sustainable way. On the other hand, other relevant agencies or organizations could follow this guideline and use it for integrating learning. They could cooperate and support in terms of projects, activities, and appropriate budget that suit the need for occupation of the elders. This result has been confirmed since the participation value mean is 4.45 which is considering high in total aspect and concretely usable.

Research discussion

The guideline for participation in creative increasing economic potential on occupation development for the elderly in Khamkharata community, Sai Mun district, Yasothon province has three steps as per the following.

1. Marketing planning: The objective of marketing planning is to set sales together, establish common distribution channels, and establish market development plan for the elders. To pursue opportunities in occupation, various actions must be taken. The elderly could work together as a group to perform marketing planning like production plan, harvesting management, tailored market for customers, strong association, standardized production line, and appropriate volume of products. However, they also need support and encouragement from related agencies. Eventually, this will lead to sustainable occupation development via integration of learning in productions and multiple distribution channels. In Naruemol Pungkit's study (2016), this research looked into occupation development to small community enterprise in Phu Toei subdistrict, Phetchabun province. The research studied how a occupational group developed to a community enterprise and how they established the community enterprise. The developing process from the occupational group to the community enterprise was containing leadership development, improving knowledge and information management according to plan, and following up the ongoing performance. Encouraging awareness about the objective in order to produce unique products from community's wisdom to members in the group is necessary followed by learning approach to development of self-reliance as a basis, learning to adapt and embrace new technic to use in every process, and learning to manage in all other related areas. Participation among members, community, and relevant agencies to operate according to the guideline is the key to success. The establishment of community enterprise in Phu Toei subdistrict, Phetchabun province eventually would be able to register Kok mat occupation group as a qualified community enterprise. The research by Isarapon Oonbun (2014) studied about building a local community development system to have the ability to participate in management in the development of elderly quality of life toward the provision of social welfare in the ASEAN. The local community development system to have the ability to participate in management is to: 1) In creating local community system aspect, the elderly participated in the community in sharing opinions, planning, making decisions and managing in various areas. Leaders of local groups had encouraged the elderly to participate in activities they involved in every project; 2) In a social welfare aspect, the elderly need free medical care. Local leaders had provided welfare for the elderly, for example, providing careers, finding markets, organizing health check-up clinic and medication; 3) In management of participation aspect, the elderly would receive information from village news distribution center, join as committee members in local community club, and enhance vocational and language skills. Local leaders helped providing information via village volunteers, promoting both professional and language skills to encourage them to participate in the management; 4) In quality of life of the elderly in ASEAN aspect, the elderly have been taught language skills for use in both profession and leisure activities. Building relationship continuously among the elderly to make better emotional quality of life is also important. Local leaders have helped enhancing skills and knowledge about ASEAN by providing instructors as well as providing basic health care methods to the elderly.

2. Marketing integration: The objective of the marketing integration is to create a marketing group among the elderly, to determine participation in marketing, to share roles in marketing among the elderly, to provide marketing activities, to cooperate and prioritize the development of marketing strategies. The elderly could cooperate with relevant agencies to improve marketing skills. The elderly should have concrete and systematic manner to create

structure and coherent management system that can string various occupation developing efforts together. With an appropriate system, the elderly could be able to create jobs, careers, and income together while each party could continue to perform their core mission without losing their identity and philosophy. This bond could be in the form of a loose association depending on needs or could be an organization that has a definite relationship structure. In Tawee Watcharakiattisak's research (2016), he studied about strengthening the economic community by developing occupational groups in the Phon Songkhram subdistrict administrative organization, Non Sung district, Nakhon Ratchasima province. Participated by orders of the research and development from both inside and outside of the community together with operational research and participatory target groups are faculty, students, local government officers, community leaders, and members from community occupation groups. Qualitative data were collected by observing with and without participation, in-depth interview, operating and learning records led to the analysis of inductive contents. The summary showed that spatial contexts of operation and community economic development in both SAO and the community are ready. Guidelines and actions to promote economic strengthening in communities through the development of occupational groups must be built internally, externally, and both inside and outside the community, according to keys to success such as knowledge, acceptance, equal dignity among members. And to have targeted community as the center of strength, while economic strengthening of the community through the concrete occupation groups development have been establishing, operating, and funding all occupational groups in 15 villages according to the suitability and decision-making of each community.

3. Control and performance evaluation marketing: The objective is to participate in the results of examination of the marketing plan implementation, and to follow up and evaluate the results of joint marketing activities, to control marketing productivity together, and sharing information/knowledge/methods to use as a guideline for resolving any obstacle in elderly group. Improving market achievement and using assessment results could be used to improve a learning plan. Regarding to this, all kinds of plans that have been implemented would need evaluation to measure the performance. Media plans also needs to be evaluated to know if its plans and strategies could reach the objectives for which it was intended. In measuring success of effectiveness from the evaluation, if it found out that those strategies were success, they should also be used in future planning. On the other hand, the unsuccessful strategies should be analyzed and identified any flaws in order to be improved by related departments. In Panyawat tanasakun's research (2016), she studied about a developing concept of participation in community knowledge management. A case study of slowing down waves by bamboo dam in a costal area, Samut Sakhon province was also conducted. The research showed that the important elements in community participation in knowledge management are human resources, knowledge, and processes. Those would encourage community participation in management according to principles of participatory governance that provide opportunities for community participation in operations including cooperation from the public sector, private sector, civil sector, and people sector. They would participate in terms of perception, strategy, and public relation to lead both information and management instruction in the same direction. Sustainable resource conservation could be achieved by giving people the opportunities to participate, criticize, and join the process. Establishing a working group and network that have community leader and volunteers as members for cooperation in decision about protocol and activities is also necessary. Implementation of the program by coordinating and organizing activities to create cooperation in monitoring and evaluating community knowledge management. Last but not least is to create knowledge base that coastal communities could use to perceive and develop processes about coastal environment and natural resources management.

Suggestions

Suggestions from this research

1. This guideline could be able to apply to other elderly with similar community, context, components, and capabilities in order to stimulate their economy and to strengthen the group to have more income, support, and dependency.
2. Related agencies and organizations should support the elderly according to their needs for occupation development to have a stable and sustainable occupation. This would raise their quality of life.
3. Related agencies and organizations should support the elderly in terms of products and services which are accessible and practical to the elderly who need product certification.

Suggestions for future research

1. There should be an action research about building an elderly network around the country and connect the elderly from every region of Thailand. This network could be used for occupation development in both marketing standard and processing to create added value of products and eventually increase the sustainable capacity of the economy.
2. There should be an action research for elderly about tourism by community such as agriculture tourism, ecotourism, food tourism, organic farm homestay. Since they are normally living in their hometown, the elderly and community could contribute to learning, create core value and added value of occupation.
3. There should be a research on a successful model for the elderly group to expand their knowledge. This would aid another elderly group to apply and develop their occupation opportunities.

References

- Chulalongkorn University. (2008). *Elderly population*. Retrieved June 5, 2018, from http://www.cps.chula.ac.th/html_th/pop_base/ageing/ageing_041htm.
- Comrey, A. L., & Lee, H. B. (1992). *A first course in factor analysis*. (2nd ed.). Hillsdale, NJ: Lawrence Erlbaum Associates.
- Dong Mafai Subdistrict Administrative Organization. (2019). *General information of Kamkonta district*. Retrieved September 20, 2019, from <http://www.tambondongmafai.go.th/index.php/welcome/home>.
- Fornaroff, A. (1980). *Community involvement in Health System for Primary Health Care*. Geneva: World Health Organization.
- Field, A., Miles, J., & Field, Z. (2012). *Discovering statistics using R*. Los Angeles: Sage.
- Industry Promotion Center Region 7. (2018). *Projects to enhance and enhance the technology of target industries*. Ubon Ratchathani: Industry Promotion Center Region 7.
- Jiandon, C. and Others. (2011). Quality of life of rural elderly in Wangnamkheaw district, Nakhonratchasima province. *Journal of Public Health*, 41(3).
- Khaemmanee, T. (2016). *New Century of Lively Teaching Classroom*. Bangkok: Sahamit Printing Co., Ltd.
- Isarapon Oonbun. (2014). Constructing the System of Community Development to Participation Capacity Management for Quality and Social Welfare of the Elderly in the ASEAN. Sakthong: *Journal of Humanities and Social Sciences*, 22(2), 76-87.
- McMillan and Schumacher. (2001). *Research in education: a conceptual introduction*. New York: Longman.

-
- Naruemol Pungkit. (2016). *The Development of Occupational Groups to Become a Community Enterprise in Phu Toei Subdistrict, Phetchabun Province*. Doctor of Philosophy, Department of Development Strategy, Phranakhon Rajabhat University.
- Panyawat Tanasakun, S. (2016). Public Participation, Community's Knowledge Management: by bamboo embroidery in the coastal areas, Samut Sakhon Province. *Veridian E-Journal Thai Ver. Humanities, Social Sciences and Arts*, 9(3), 29-47.
- Research Institute Foundation and Development of the Thai Elderly. (2018). *Elderly situation in 2018*. Bangkok: TQP.
- Royal Academy. (2013). *Royal Institute Dictionary of 2002*. (2nd ed.). Bangkok: Nanmeebooks Publications Co., Ltd.
- Surapon Chayapob. (2009). *The development of care models for the elderly through community participation, Nakornratchasima Province*. Doctor of Philosophy thesis, Department of Cultural Sciences, Mahasarakham University.
- Tabachnick, B. G., & Fidell, L. S. (2007). *Using multivariate statistics*. (5th ed.). Boston: Pearson Education.
- Tawee Watcharakiattisak. (2016). Community Economic Strengthening by Developing Community Enterprise Group at Tambonpolsongkram Administration Organization, Nonsung District, Nakhonratchasima Province. *Journal of Business Administration*, 5(1), 43-54.
- United Nations. (1981). *Popular participation as a strategy for promoting community-level action and national development*. New York: United Nations.
- Walaisatian, P. and Others. (2009). *Processes and techniques of developers*. Bangkok: Research Fund.
- Wibunsri, Y. (2009). *Measurement and construction of achievement examinations*. Bangkok: Chulalongkorn University Publishing.
-