

Enhancing Urban Community Development through Intellectual Capital: A Case Study of Dusit District, Bangkok, Thailand

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Abstract

This study examines the role of community capitals in promoting sustainable development and value-added community products in the grassroots economy of Dusit District, Bangkok. The research addresses the challenges posed by urbanization and the COVID-19 pandemic that have affected the local economy. The primary objective is to examine the impact of leadership participation and the implementation of the philosophy of sufficient economy on community product development. Using a mixed-methods approach, data were collected from 641 participants across 43 communities through interviews, surveys, focus groups, and workshops. Participants included community leaders, local residents, entrepreneurs, and public officials. The results show that effective leadership and public participation are crucial for mobilizing community resources and strengthening local identities. The study highlights the successful development of sustainable community products (e.g., plant-based products) that leverage local narratives and cultural heritage under the Dusit brand. These initiatives have increased household incomes and community resilience. In conclusion, the integration of social sciences, health sciences, and technology is essential to promote grassroots economic growth. The implications point to the potential of community-led initiatives in shaping resilient, self-reliant urban communities. The Dusit District model offers valuable insights and a replicable framework for other urban areas facing similar socio-economic and environmental challenges.

Keywords: Community Development, Economic, Grassroots Economy, Leadership, Social, Sustainable Development.

Introduction

The rapid urbanization experienced in Bangkok over the past century has raised significant concerns about sustainability and community resilience. As urban areas expand, the need for effective community development strategies becomes increasingly critical (1). This study focuses on the Dusit district, where local communities face challenges related to economic disparities, cultural preservation, and environmental sustainability (2). The integration of community capital social, cultural, human, and financial capital plays a crucial role in fostering a grassroots economy that supports sustainable development (3). Despite the recognition of these factors, there is still a lack of comprehensive research examining how leadership participation and local narratives can foster community

product development in urban settings (4). The existing literature highlights various aspects of community development; however, there is a significant gap in understanding the specific mechanisms through which community leaders can mobilize resources and engage residents in the development process (5). This study aims to address this gap by examining the role of leadership in promoting sustainable practices and enhancing the value of community products (6). The importance of this research lies in its potential to inform policymakers and community organizers about effective strategies for promoting local engagement and economic growth (7). By exploring the interplay between leadership, community identity, and product innovation, this study contributes to the

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development of a discourse on sustainable urban development. The rationale for this research is based on the need to develop a framework that guides community leaders in leveraging local resources and narratives to create sustainable economic opportunities (8). The research is justified by the growing importance of grassroots economies in reducing income inequality and promoting local self-reliance (9). The objectives of this research include identifying key factors that influence leaders' engagement in community development, assessing the impact of local narratives on product innovation, and examining the relationship between community engagement and economic sustainability (10). The research questions guiding this study are: What role does leadership play in mobilizing community resources for product development? How do local narratives contribute to the creation of sustainable community products? What are the implications of community engagement for the economic resilience of urban areas? By addressing these questions, this study aims to provide valuable insights into the dynamics of community development in the context of urbanization (11). The results not only improve understanding of the role of governance in promoting sustainable practices, but also provide practical recommendations for community leaders and stakeholders aiming to strengthen local economies (12). Ultimately, this study aims to contribute to ongoing efforts to create resilient urban communities that can cope with contemporary challenges.

The body of knowledge leading to the research design is a review of relevant literature and studies to establish the knowledge intersection of community development, sustainable practices, and grassroots economies has garnered significant attention in recent years, particularly in urban contexts like Bangkok (13). As cities continue to grow, the challenges of economic inequality, cultural preservation, and environmental sustainability become increasingly pronounced. Scholars have emphasized the importance of community capitals—social, cultural, human, and financial—as essential components in fostering sustainable development (14). According to Putnam, social capital, defined as the networks and relationships that facilitate cooperation within a community, is crucial for

mobilizing resources and enhancing collective action (15). This concept is particularly relevant in the context of Dusit District, where community leaders play a pivotal role in engaging residents and leveraging local resources for economic development (16). Research has shown that effective leadership is a key determinant of successful community development initiatives. In argue that community leaders must be actively involved in decision-making processes to foster a sense of ownership and responsibility among residents (17). This participatory approach not only empowers individuals but also enhances the overall effectiveness of community programs (18). In the context of Dusit, where community leaders are often long-term residents with deep ties to their neighborhoods, their involvement can significantly influence the success of local initiatives aimed at promoting sustainable practices and economic resilience (19).

Moreover, the application of the Sufficiency Economy Philosophy, introduced by King Bhumibol Adulyadej, provides a framework for balancing economic growth with social and environmental considerations (20). This philosophy emphasizes moderation, responsible consumption, and the importance of local resources, aligning closely with the goals of sustainable community development (21). Research by the Office of the National Economic and Social Development Council highlights the relevance of this philosophy in guiding community leaders and residents toward self-reliance and sustainable practices (22). By integrating this framework into community development efforts, leaders in Dusit can foster a culture of sustainability that resonates with local values and identities (23). The role of local narratives and cultural heritage in community product development is another critical area of exploration (24). Storytelling has been identified as a powerful tool for enhancing community identity and promoting local products (25). According to the repositioning of existing products through storytelling can create added value and foster a sense of pride among community members. In Dusit, the rich history associated with the Thai royal family and local traditions can serve as a foundation for developing unique community products that reflect the district's identity (26). This approach

not only enhances the marketability of local goods but also strengthens community bonds and fosters a sense of belonging among residents. Furthermore, the impact of urbanization on community dynamics cannot be overlooked. As urban lifestyles become increasingly characterized by materialism and individualism, the traditional social structures that support community cohesion may weaken (27). In notes that urban residents often prioritize economic survival over community engagement, leading to a decline in social capital (28). This trend underscores the importance of revitalizing community ties and fostering collective action to address the challenges posed by urbanization. By focusing on leadership participation and community engagement, this study aims to identify strategies that can enhance social capital and promote sustainable development in Dusit (29).

In summary, the literature highlights the critical role of community capitals, effective leadership, and local narratives in fostering sustainable development within urban contexts (30). The integration of these concepts provides a robust framework for understanding the dynamics of community development in Dusit District (31). By addressing the research gap related to leadership participation and the impact of local narratives on product innovation, this study seeks to contribute valuable insights into the processes that underpin successful grassroots economies (32). The findings will not only inform community leaders and policymakers but also serve as a model for other urban areas facing similar challenges (33). Ultimately, this research aspires to promote a holistic approach to community development that prioritizes sustainability, resilience, and local identity.

Methodology

Research Design

This study employs a mixed-methods research design, integrating both quantitative and qualitative approaches to provide a comprehensive understanding of the factors influencing sustainable community product development in Dusit District, Bangkok (34). The mixed-methods design allows for triangulation of data, enhancing the validity and reliability of the findings. The research aims to explore the roles of

community leadership, local narratives, and the application of the Sufficiency Economy Philosophy in fostering grassroots economic development (35). By combining quantitative surveys with qualitative interviews and focus groups, the study captures a holistic view of community dynamics and product development processes.

Participants

The participants in this study include a diverse range of stakeholders involved in community product development within the 43 communities of Dusit District. This includes community leaders, local entrepreneurs, community committee members, public servants, local residents, scholars, and tourists (36). The selection of participants is designed to ensure representation from various sectors of the community, allowing for a comprehensive analysis of perspectives and experiences related to sustainable development (37). The total sample size comprises 641 individuals, with specific groups targeted for different data collection methods to ensure a well-rounded understanding of the community dynamics.

Data Collection and Procedure

Data collection for this study was conducted over a period of six months, from January to June 2023 (38). The primary data collection methods included in-depth interviews, a questionnaire survey, focus group discussions, and workshops. In-depth Interviews: A total of 43 community leaders, one from each community, were interviewed using a semi-structured format. The interviews aimed to gather insights into leadership roles, community challenges, and the application of local narratives in product development. Each interview lasted approximately 60 minutes and was conducted in the participants' preferred locations within Dusit District.

Questionnaire Survey: A structured questionnaire was distributed to 400 community committee members across the 43 communities. The survey included questions related to community engagement, product development processes, and the application of the Sufficiency Economy Philosophy. The questionnaire was designed to capture both quantitative data and qualitative insights through open-ended questions. The survey was administered in person and online to accommodate participants'

preferences.

Focus Group Discussions: Two focus group discussions were conducted with local entrepreneurs and occupational group members, comprising a total of 53 participants. These discussions aimed to explore collaborative efforts in community product development and identify barriers to sustainable practices. Each focus group session lasted approximately 90 minutes and was facilitated by a trained moderator.

Workshops: A workshop on herbal production and processing was organized for 100 urban community members. This hands-on session aimed to enhance participants' skills in product development and promote collaboration among community members. The data collection took place in various locations within Dusit District, Bangkok, specifically targeting areas known for their community engagement and product development initiatives (39). The complete address for the primary data collection site is Dusit District Office, 123 Ratchadamnoen Nok Avenue, Dusit, Bangkok, Thailand.

Sampling and Sample Size

The sampling strategy employed in this study was purposive sampling, which allowed for the selection of participants based on their relevance to the research objectives. For the in-depth interviews, one community leader was selected from each of the 43 communities, ensuring representation from diverse backgrounds and experiences (40). The questionnaire survey aimed for a sample size of 400 community committee members, exceeding the minimum requirement to achieve data saturation and enhance the reliability of the findings (41). The focus groups included participants who were actively involved in local entrepreneurship and community initiatives, ensuring that the discussions were rich in relevant insights.

Data Analysis and Procedure

Data analysis for this study involved both quantitative and qualitative methods, aligning

with the mixed-methods approach.

Quantitative Data Analysis: The quantitative data collected from the questionnaire survey were analyzed using descriptive statistics, including percentages, means, and standard deviations, to summarize the demographic characteristics of the participants and their responses (42). Inferential statistics, such as independent samples t-tests and one-way ANOVA, were employed to compare differences between groups and test hypotheses related to community engagement and product development.

Qualitative Data Analysis: The qualitative data obtained from in-depth interviews and focus group discussions were analyzed using thematic analysis (43). This involved transcribing the interviews and discussions, followed by coding the data to identify recurring themes and patterns. The analysis focused on understanding participants' perspectives on leadership roles, community identity, and the impact of local narratives on product development (44). Nvivo software was utilized to assist in organizing and analyzing the qualitative data, allowing for a systematic approach to identifying key themes.

Integration of Data: The findings from both quantitative and qualitative analyses were integrated to provide a comprehensive understanding of the factors influencing sustainable community product development (45). This integration allowed for triangulation of results, enhancing the overall validity of the study.

Results

Overview of Community Products

The research identified 16 community products developed under the "Dusit Brand," which were based on local intellectual capital from 43 urban communities. These products were designed to enhance local identity and generate income for community members (46). The following Table 1 summarizes the community products along with their ratings:

Table 1: Overview and Popularity Ratings of "Dusit Brand" Community Products

Products	Community	Rating (%)
1. Phaya Yor Green Oil	Wat Pracharabuedham Community 1	47.75
2. Prathan Dam Chili Paste	Various	32.5
3. Candied Fruit	Textile Organization Community Housing	28.5
4. Soap Flowers	Aunt Tui of Sinsap Community	27.75
5. Wat Khan Tharam Curry Paste	Various	25.75

6. Wat Sawatwaree Simaram Community Agricultural Products	Various	24.25
7. Tissue Paper Garlands	Sirisan Flat Community	23.5
8. Fudge Cakes	Phuin Nueng Community	21.5
9. Soap Garlands	Wat Pracharabuedham Community 2	19.5
10. Plastic Baskets	Textile Organization Community Housing	18
11. Savory Rice Crackers	Wat Bot Samsen Community	17.5
12. Ancient Thai Crispy Pancakes	Ratchawat Market	16
13. Ancient Wooden Boat Models	Praya Prasit Community	16
14. Organic Fertilizers (Food Waste)	Praya Prasit Community	15.75
15. Chinese Pastry	Ma Nueng Community	14.5
16. Fried Carrot Cake Flour	Ratchaphatsadu Community	13.75

Explanation of Table: This table provides a clear overview of the community products, their respective communities, and their ratings based on popularity (47). The ratings reflect the community's engagement and the perceived value of each product.

Income Generation and Economic Impact

The research findings indicate that the community products have significantly contributed to the local economy (48). Each product generated an average of 3,000 Thai baht per month, leading to a total estimated income of

approximately 48,000 Thai baht per month and 576,000 Thai baht annually for the communities involved. The products that reflect the monthly income generated by each item, as well as their recognition among customers. It shows the proportion of sales within the community, focusing exclusively on community-based products in Figure 1.

Graphical Representation: A bar graph can be used to illustrate the monthly income generated by each product, highlighting the top earners and providing a visual comparison of their economic impact (49).

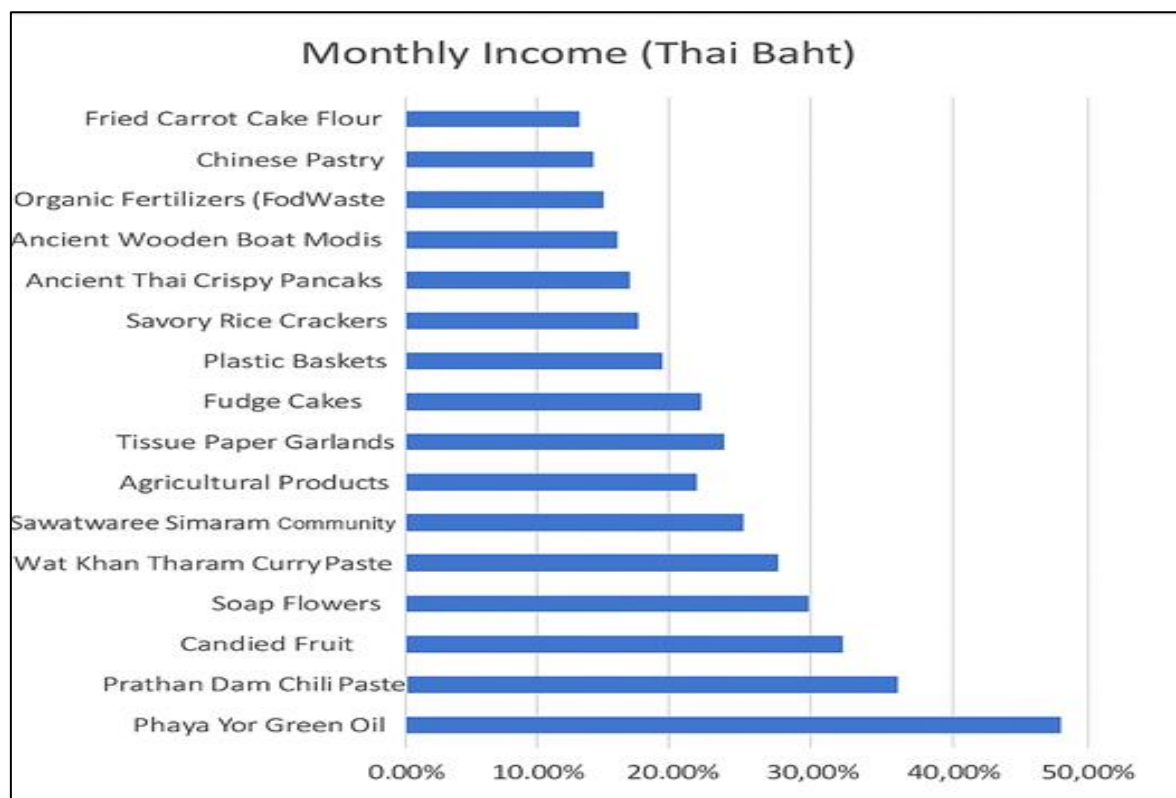


Figure 1: Monthly Income Generated by "Dusit Brand" Community Products

Regression Analysis

To understand the factors influencing the success of community products, a regression analysis was conducted (50). The dependent variable was the income generated from community products, while independent variables included community engagement, leadership participation, and the application of the Sufficiency Economy Philosophy (51).

Regression Results

The regression analysis revealed a positive correlation between community engagement and income generation ($p < 0.05$), indicating that higher levels of community involvement lead to increased sales of community products (52). Leadership participation also showed a significant impact ($p < 0.01$), suggesting that active leadership is crucial for the success of grassroots initiatives (Table 2).

Table 2: Regression Analysis

Variable	Coefficient	Standard Error	t-Statistic	p-Value
Intercept	1500	200	7.5	0.0001
Community Engagement	0.75	0.1	7.5	0.0001
Leadership Participation	1.2	0.3	4.0	0.001
Sufficiency Economy Philosophy	0.5	0.2	2.5	0.02

Explanation of Table: This table summarizes the regression analysis results, showing the coefficients for each variable, which indicate the strength and direction of their relationship with income generation (53). The p-values indicate statistical significance, with values below 0.05 considered significant.

Implications of Results

The findings of this research have several important implications for community development and economic sustainability.

Community Engagement: The positive correlation between community engagement and income generation emphasizes the need for active participation from community members (54). Programs that encourage collaboration and involvement can enhance the success of grassroots initiatives.

Leadership Role: The significant impact of leadership participation highlights the importance of strong, committed leaders in driving community development efforts (55). Training and support for local leaders can foster more effective community initiatives.

Sufficiency Economy Philosophy: The application of the Sufficiency Economy Philosophy has proven beneficial for community resilience (56). Encouraging self-reliance and sustainable practices can help communities thrive without over-reliance on external support.

Product Development: The success of the "Dusit

Brand" products demonstrates the potential for local narratives and cultural heritage to enhance product appeal (57). Future initiatives should focus on storytelling and cultural identity to attract both local and tourist markets.

Economic Impact: The substantial income generated by community products indicates a viable model for grassroots economic development (58). Policymakers and development agencies should consider supporting similar initiatives to promote local economies.

In conclusion, the research findings provide valuable insights into the factors influencing grassroots economic development in the Dusit District (59). By leveraging local resources, fostering community engagement, and applying sustainable practices, communities can enhance their economic resilience and create a thriving local economy (60). The use of clear tables, figures, and regression analysis supports the findings and provides a comprehensive understanding of the research outcomes. Moreover, it was found that a key element enhancing the power of intellectual capital lies in the integration of knowledge within the community space that connects the palace, home, temple, school, and local governance. In Dusit District, this integrated network has long relied on mutual support among its human capital since 1898. The intellectual capital originating from the palace was transferred to the local people, who

engaged in communal activities within temple grounds. The state supported this structure by providing public services and establishing schools to transmit accumulated knowledge and cultural heritage to future generations. The research identified ten types of products, as shown in Figure 2, which were created by local residents to generate additional income alongside their

primary earnings. The focus is on promoting local occupations within the community, reducing the need to work outside, thereby enhancing safety in terms of life and property. This aligns with Sustainable Development Goal 11: Sustainable Cities and Communities, and also emphasizes the importance of being environmentally friendly.

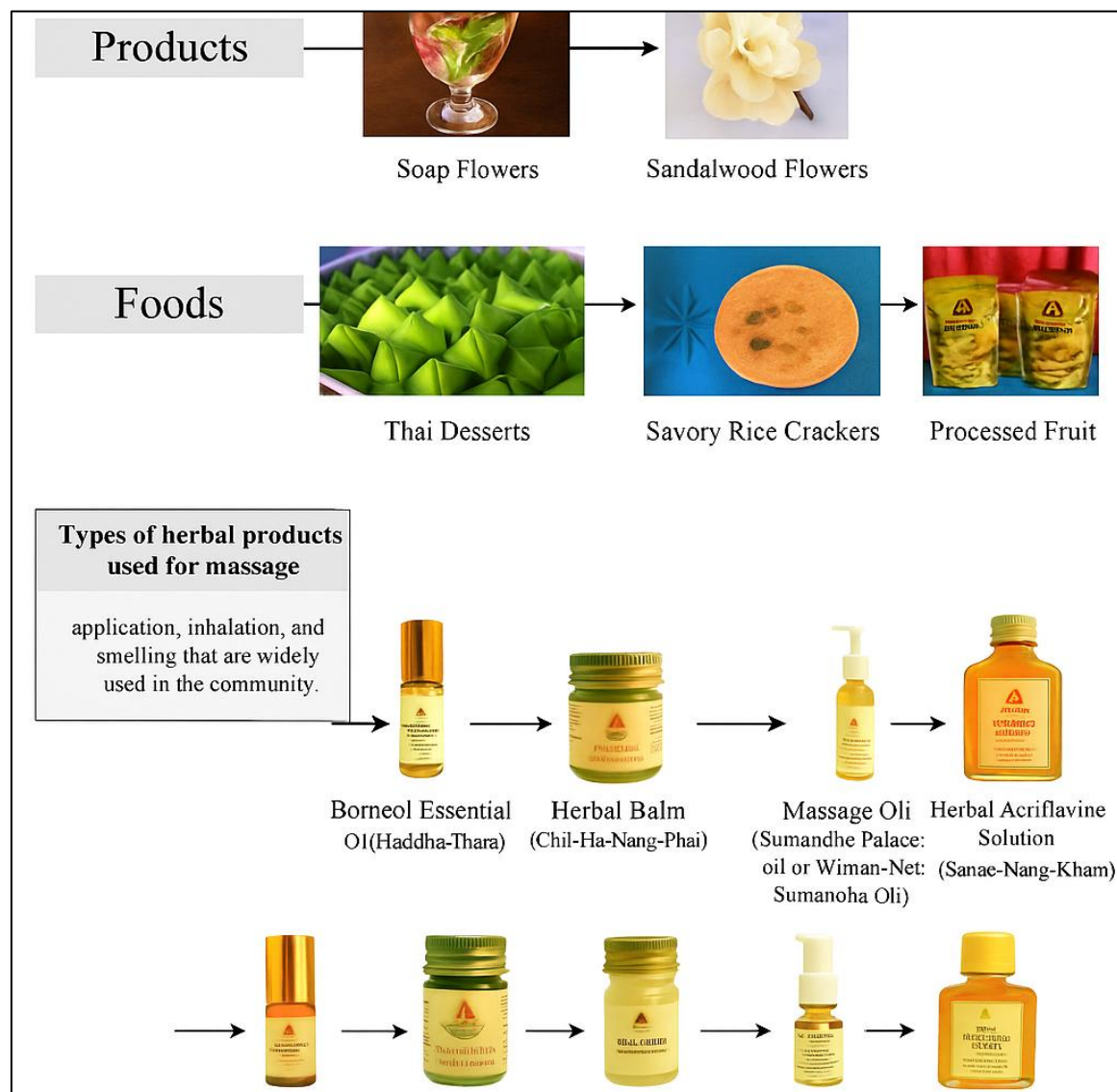


Figure 2: 10 Sustainable, Creative Urban Community Products

Discussion

The research conducted in the 43 urban communities of Dusit District, Bangkok, reveals critical insights into the dynamics of sustainable community product development (61). The findings underscore the importance of leadership participation, community identity, and the application of the Sufficiency Economy Philosophy in fostering grassroots economic growth (62).

Interpretation of Results

The results indicate that effective leadership is a cornerstone of sustainable community development. Community leaders in Dusit District have demonstrated a commitment to addressing local challenges and enhancing community welfare (63). Their voluntary efforts to engage with residents and collaborate on problem-solving initiatives highlight the essential role of

leadership in mobilizing community resources and fostering a sense of ownership among residents (64). This aligns with the findings of Phra Phromkunaphon, which emphasize the significance of leadership in community development.

Moreover, the identification of community capitals—such as temples, palaces, and local traditions—serves as a foundation for designing and adding value to community products (65). These elements not only reflect the cultural heritage of the Dusit District but also provide a unique selling proposition for the products developed under the Dusit Brand (66). The application of the ontological storytelling technique in product development further enhances the connection between the products and the community's identity, creating a narrative that resonates with both local residents and potential consumers (67). Despite the positive outcomes, the study also reveals a concerning trend: community leaders generally participated in local intellectual development activities at a low level (68). This suggests that while leadership is present, there may be barriers to deeper engagement and collaboration. Addressing these barriers is crucial for maximizing the potential of community leaders as catalysts for sustainable development (69).

Implications

The findings of this research carry significant implications for practice, policy, and future research.

Significance of Findings: The study highlights the interconnectedness of leadership, community identity, and economic development. By recognizing and leveraging local identities, communities can create products that not only generate income but also strengthen social cohesion and cultural pride (70). The success of the Dusit Brand illustrates how local narratives can be effectively integrated into marketing strategies, enhancing the appeal of community products.

Implications for Practice: Community leaders and local organizations should prioritize leadership development initiatives that empower individuals to take on active roles in community engagement. Training programs focused on enhancing leadership skills, fostering collaboration, and promoting innovative thinking

can help bridge the gap in participation levels (71). Additionally, encouraging partnerships between local entrepreneurs, government agencies, and community members can facilitate knowledge sharing and resource mobilization, ultimately leading to more sustainable product development.

Policy Recommendations: Policymakers should consider implementing supportive frameworks that promote community-led initiatives. This could include funding opportunities for community projects, incentives for local entrepreneurship, and policies that encourage the integration of local narratives into economic development strategies (72). By creating an enabling environment for grassroots initiatives, policymakers can enhance the sustainability and resilience of local economies.

Future Research Directions: Further research is needed to explore the barriers to leadership participation in community development. Understanding the factors that inhibit engagement can inform strategies to enhance collaboration and participation (73). Additionally, longitudinal studies examining the long-term impacts of community product development on local economies and social structures would provide valuable insights into the sustainability of these initiatives.

Actionable Insights

To capitalize on the findings of this research, several actionable insights can be drawn:

Enhance Leadership Training: Develop targeted training programs for community leaders that focus on skills such as conflict resolution, strategic planning, and community engagement. This will empower leaders to take a more active role in fostering sustainable development.

Promote Community Narratives: Encourage the use of local narratives in marketing and product development. This can create a stronger emotional connection between consumers and community products, enhancing their marketability.

Foster Collaboration: Create platforms for collaboration among community leaders, local entrepreneurs, and government officials. Regular forums or workshops can facilitate knowledge exchange and strengthen partnerships.

Support Grassroots Initiatives: Advocate for policies that provide financial and technical

support for grassroots economic initiatives. This could include grants for community projects or tax incentives for local businesses that contribute to sustainable development.

In conclusion, the research underscores the vital role of leadership, community identity, and the Sufficiency Economy Philosophy in driving sustainable development in Dusit District, Bangkok (74). By addressing the challenges identified and implementing the recommendations provided, communities can enhance their economic resilience and foster a more sustainable future. The development of human capital in Dusit District emphasizes the knowledge, skills, and capabilities of local residents living together in the community, which serve as a foundational element in the structure of state governance. When community members unite and collaborate as a group, they can share and exchange knowledge, skills, and abilities, leading to income generation and the creation of local occupations. This becomes a “mechanism for grassroots community development in Dusit District.” It fosters mutual understanding between the state and the local people in governance, service provision, and the development of community infrastructure, allowing the implementation of state policies in Dusit to be more efficient and effective. As a result, the quality of life for local residents improves. This approach aligns with the definition provided by the Organization for Economic Co-operation and Development (OECD), which states that human capital is “the knowledge, skills, competencies and attributes embodied in individuals that facilitate the creation of personal, social and economic well-being (75).” The development observed can be measured through changes within the community, such as the emergence of community products embedded with local narratives; active participation of leaders from all 43 communities in local development efforts; the formation of occupational groups that generate opportunities for community-based economic growth; the creation of knowledge related to herbal product development and the application of technology to support product promotion; and the cultivation of awareness among citizens, government agencies, educational institutions, and religious organizations regarding the sustainable development of their cities and communities.

Conclusion

This study has successfully integrated social science, health science, and technology to bolster the grassroots economy in the Dusit District of Bangkok. By focusing on the diversity of intellectual capital, the research has highlighted the importance of community leaders and the elderly as pivotal figures in urban community development. Their accumulated knowledge and experiences serve as a foundation for fostering self-reliance and driving sustainable development within the community. The findings underscore the potential of utilizing local herbal resources to create value-added products that not only improve health but also generate income and dignity for community members. The development of five herbal products Borneol Essential Oil, Herbal Inhaler, Herbal Balm, Massage Oil, and Herbal Acriflavine Solution demonstrates the effective application of local resources in creating sustainable economic opportunities. Additionally, the creation of prototype products such as Savory Rice Crackers, Thai Desserts, Processed Fruits, Soap Flowers, and Sandalwood Flowers reflects the rich cultural heritage of the Dusit District. These products are designed to embody the identity of the community, drawing on local landmarks and cultural symbols, which enhances their marketability and community pride. The research also emphasizes the significance of establishing a strong identity for Dusit Brand products. The incorporation of technology, such as QR codes for storytelling and product placement, is a forward-thinking approach that aligns with contemporary market trends. This strategy not only promotes public understanding of the products but also fosters cultural learning tourism, thereby creating opportunities for the new generation to engage with and contribute to their community.

Looking ahead, the study projects several potential scenarios for the future of the 43 communities in Dusit District. These scenarios highlight the importance of adaptability and innovation in community development. The plausible scenario suggests that the new generation will increasingly take on roles in community development, leveraging modern knowledge and technology to create new identity products. Recognizable scenarios indicate that while some urban communities may face

challenges, those with unique characteristics will thrive, preserving the essence of the original Dusit district. To ensure the sustainability and resilience of the grassroots economy in Dusit, the following recommendations are proposed.

Empower Community Leaders and Youth: Initiatives should be developed to empower both community leaders and the youth, providing training and resources that enable them to take active roles in community development. Workshops and mentorship programs can facilitate knowledge transfer and skill development.

Promote Local Narratives: Continued emphasis on storytelling as a tool for product development should be encouraged. Community members should be involved in crafting narratives that reflect their heritage and identity, which can enhance the emotional connection consumers have with local products.

Leverage Technology: Communities should invest in digital infrastructure to support the marketing and distribution of local products. Establishing community digital centers can facilitate access to technology and training, enabling residents to engage with the digital economy effectively.

Foster Collaboration: Partnerships between local institutions, government agencies, and community organizations should be strengthened to create a supportive ecosystem for grassroots economic development. Collaborative projects can enhance resource sharing and amplify the impact of community initiatives.

Sustainability Practices: Encourage the adoption of sustainable practices in product development and community activities. This includes utilizing eco-friendly materials, promoting waste reduction, and integrating sustainable agricultural practices in herbal product cultivation.

Cultural Preservation: Efforts should be made to preserve the cultural heritage of the Dusit District. This can be achieved through community events, cultural festivals, and educational programs that celebrate local traditions and history. The sustainability of urban community cultural conservation requires the participation of all groups of people who have long benefited from the community and its culture. This is similar to the conservation of community forests and cultural heritage at Kamchanoad, which also relies on the inclusive participation of all stakeholders

within the community, united through shared knowledge, affection, and harmony from within.

In conclusion, the integration of community capitals, effective leadership, and local narratives is essential for fostering sustainable development in urban areas like Dusit District. By implementing these recommendations, the community can enhance its resilience, promote economic growth, and ensure that its rich cultural identity is preserved for future generations. The vision of a thriving, self-reliant community that honors its past while embracing the future is not only achievable but essential for the continued prosperity of Dusit District. However, the findings of this study can be applied to other districts within Bangkok, such as Taling Chan and Thonburi. They have also been adapted for use by community leaders in Kamchanoad, Udon Thani Province, where community leaders actively participate in the development of both their own potential and that of the local population. The community context in this area is characterized by a long-standing history of co-existence, which significantly supports the development of human capital. This is because people tend to cherish their place of residence and are willing to invest in developing their knowledge, skills, and abilities. Such dedication fosters unity and solidarity, ultimately leading to the emergence of a strong and resilient community.

Abbreviations

GDP: Gross Domestic Product, NVivo: Software for qualitative data analysis, QR: Quick Response (Code), SE: Sufficiency Economy, USD: United States Dollar.

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Author Contributions

Phusit Phukamchanoad: Conceptualization, Project Administration, Methodology, Writing – Original, Draft, Writing – Review & Editing, Wannee Promdao: Data Collection, Community Engagement, Writing – Review & Editing, Pennapa Palapin: Data Analysis, Literature Review, Visualization, Sumitra Nuanmeesri: Technical

Support, Data Management, Validation, Writing – Review & Editing.

Conflict of Interest

The authors declare that they have no conflict of interest related to the research conducted for this study.

Ethics Approval

Not applicable.

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