

Enhancing community potential to boost grassroots economy through value-added pickled bamboo shoots, Thailand

Boonmee Totum^{1*}

¹Public Administration Program, Faculty of Humanity and Social Science, Ubon Ratchathani Rajabhat University, Thailand; boonmee.t@ubru.ac.th (B.T.)

Abstract: The objectives of this research article were: 1) to examine the community context, problems, and needs, 2) to enhance the community's capacity through the process of upgrading and adding value to fermented bamboo shoot products, and 3) to assess the capacity development of the Ban Sang Thor community, Phon Mueang Subdistrict, Lao Suea Kok District, Ubon Ratchathani Province. This study employed a mixed-methods research design. The key informants were 12 experts, 50 workshop participants selected through purposive sampling, and ten experts, 50 producers (selected through purposive sampling), and 100 consumers selected through accidental sampling for product development satisfaction evaluation. Data were analyzed using descriptive statistics, including percentages, frequencies, means, and standard deviations. Qualitative data were analyzed using content analysis and descriptive explanations. The Ban Sang Thor community, characterized by a rich historical background and traditional Heet Sip Song Kong Sip Si customs, addressed socioeconomic challenges such as poverty, household indebtedness, and low income through the enhancement of fermented bamboo shoot products. The community engages in educational initiatives regarding hygienic production practices and participates in packaging design processes. The resulting products exhibit durability, aesthetic appeal, and consumer acceptance. High levels of satisfaction from experts and consumers culminate in the production of safe sanitary products with a distinct community-branded identity. Sustainable economic development contributes to the preservation of a community's cultural heritage.

Keywords: Community capacity development, Community participation, Grassroots economy.

1. Introduction

Community capacity building constitutes a learning process through which communities attain self-reliance or self-sufficiency in cognitive processes, analysis, decision-making, and problem-solving actions, as well as addressing individual and collective needs. Community capacity building is essential and requisite for national development, as the grassroots economy predominantly operates at the community level. The 13th National Economic and Social Development Plan emphasizes the significance of developing a grassroots economy by fostering community groups with structured mechanisms that ensure tangible economic and community benefits. It also encompasses driving the grassroots economy by leveraging the strengths of various sectors, including the private sector, civil society, and local communities, to collaboratively propel community development while strengthening resilience (Phrakhru Paiboonthammarak et al. 2024). However, in the past, community capacity building has not progressed in the desired direction due to a lack of information and comprehensive understanding of the community context, resulting in the inability to develop community capacity as intended. Enhancing community capacity necessitates a thorough understanding of the community context, enabling the community to maintain its traditional way of life without unwarranted alterations. Effective and efficient community capacity building can lead to resilience and sustainability (Parichat & Pornpimon, 2018; Chompoopanya & Rojanatrakul, 2022).

Furthermore, the principles of community capacity building must be interconnected among individuals, knowledge, and resources, leading to the community's ability to manage and develop itself. This can be considered authentic community self-management and effective community organization. Community capacity is developed through the collaborative determination of community tasks (Parker & Crabtree, 2016) based on participation, wherein community members must consider their strengths that can enhance the community's capabilities to improve quality of life (Robinson & Notara, 2015). Therefore, community capacity building commences with

emphasizing the learning process, equipping individuals with knowledge and effective resource management skills, which necessitates an understanding of resource utilization and the appropriate and efficient development of community assets (Thungwha, Iraporn, & Chinachoti, 2018). This involves building knowledge capital, intellectual capital, social capital, strong leadership, fostering relationships within the community, learning and problem-solving collectively, creating a sense of community pride, and encouraging the community to participate in decision-making, implementation, sharing benefits, and joint evaluation (Cohen & Uphoff, 1981; Mathews, 1996). This can be viewed as community capacity building aimed at achieving self-reliance among individuals within the community.

Ban Sang Thor Community, Village Moo. 5, Phon Mueang Subdistrict, Lao Suea Kok District, Ubon Ratchathani Province, is a community with a historical legacy dating back to the reign of King Rama V. At present, the community has a total population of 518 individuals, comprising 98 households. The predominant occupation is agriculture, followed by commerce and general labor. The primary economic challenges in the community are poverty, indebtedness, unemployment, and a dearth of local employment opportunities, as the community is significantly dependent on the external economy. A community needs assessment revealed that the community possesses significant social capital potential; the majority of villagers engage in the production of fermented bamboo shoots, primarily for consumption and commercial purposes. The product is renowned in the region for its organoleptic qualities, including flavor profile, texture, and visual appeal. However, challenges exist in the distribution of fermented bamboo shoots to external markets, whether through direct delivery or by various logistics providers. The primary issue involves packaging inadequacies. Villagers typically ferment bamboo shoots in jars and subsequently transfer them to plastic water bottles with closures. During transportation, particularly at elevated temperatures, the bottles may experience expansion or rupture. Furthermore, chemical contamination from plastic containers could potentially pose health risks to consumers. When products are stacked during transit, liquid from the fermented bamboo shoots may leak, resulting in malodorous emissions and compromising the integrity of the goods before reaching the end consumer. An additional concern is that the community's fermented bamboo shoot products lack a distinctive brand or label representing the community, which constitutes a deficiency in brand recognition and customer retention. Consequently, the researcher identified an opportunity to enhance the community's potential by utilizing its existing social capital to develop a grassroots economy. This objective can be accomplished through the improvement of the product and the addition of value to Ban Sang Thor's fermented bamboo shoots in the Phon Mueang Subdistrict, Lao Suea Kok District, Ubon Ratchathani Province.

2. Research Objectives

1. To investigate the community context, issues, and development needs for capacity building in the Ban Sang Thor community, Phon Mueang sub-district, Lao Suea Kok District, Ubon Ratchathani Province.
2. To enhance community capacity through the improvement and value addition of fermented bamboo shoot products in the Ban Sang Thor community, Phon Mueang Subdistrict, Lao Suea Kok District, Ubon Ratchathani Province.
3. To assess the outcomes of capacity-building initiatives in the Ban Sang Thor community, Phon Mueang Subdistrict, Lao Suea Kok District, Ubon Ratchathani Province.

2.1. Conceptual Framework of the Research

The conceptual framework of this research is synthesized from relevant concepts, theories, and research literature, encompassing the concept of community capacity-building (Parker & Crabtree, 2016; Robinson & Notara, 2015). The grassroots economy concept aligns with the 20-Year National Strategy Plan (Office of the National Economic and Social Development Council, 2020). The framework incorporates the concepts of participation (Cohen & Uphoff, 1981; Mathews, 1996), product design and development (Fuller, 1994), and outcome evaluation (Abma & Stake, 2001; Scriven, 1991). Furthermore, the research draws upon the theory of change by Allen, Cruz, and Warburton (2017), which delineates key structural components of variables such as inputs, activities, outputs, outcomes, and impacts.

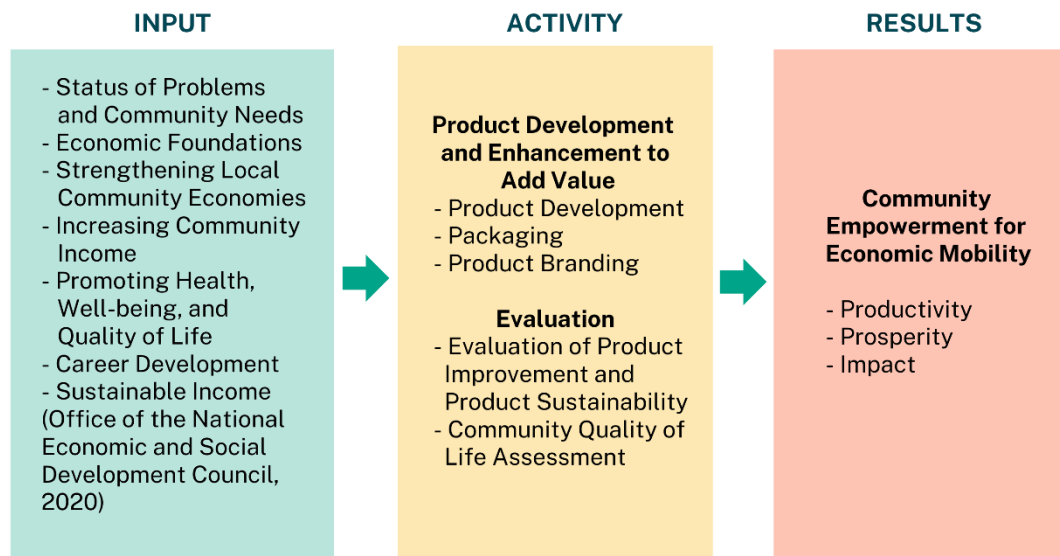


Figure 1.
Conceptual framework.

3. Methodology

This research study employed a mixed-methods approach, incorporating both qualitative and quantitative research, and was divided into two phases as follows:

3.1. Phase 1: Qualitative Research

This phase aimed to explore the community context, capacity, issues, and needs. As well as evaluate the community's outputs, outcomes, and impacts. Key informants comprised 12 individuals, including two community leaders, four community representatives who have resided in the village for a minimum of 40 years, two local wisdom experts, one monk serving as the community's spiritual leader, and three representatives from government agencies, specifically the Lao Suea Kok District Community Development Office and the Phon Mueang Subdistrict Administrative Organization. Participants were selected using purposive sampling. Furthermore, 50 household representatives who voluntarily participated in product development and value-added workshops for fermented bamboo shoots were included in the study.

3.2. Research Instruments

1) An interview guide focusing on community context and potential, encompassing the outcomes, outputs, and impacts of community capacity building, 2) Participant and non-participant observations of

community context and activities in Ban Sang Thor, and 3) Photographic and video recording equipment.

3.3. Data Collection

1) Data collection through analysis and synthesis of secondary data from books, documents, and relevant research, 2) In-depth interviews utilizing both structured and unstructured formats with key informants to gather fundamental community context information, 3) Workshops for product development and value-adding activities pertaining to the Ban Sang Thor community's fermented bamboo shoots, and 4) Documentation through photography, field notes, and audio recording.

3.4. Data Analysis

Data were analyzed utilizing content analysis and descriptive explanations. To ensure the reliability of the data, the triangulation technique (Chantawanich, 2010) will be employed, which involves interviewing diverse groups of informants from various agencies, areas, and during different situations or times, using identical questions to verify the accuracy and credibility of the responses obtained.

3.4. Phase 2: Quantitative Research

This phase aimed to evaluate satisfaction with the product development and value-adding process for fermented bamboo shoots through the participation of the Ban Sang Thor community.

3.5. Population and Sample

The study population comprised 518 residents from 98 households in Ban Sang Thor. The sample consisted of 50 household representatives who voluntarily participated in the product development and value-adding workshop for fermented bamboo shoots, representing 50 households comprising producers and sellers. The consumer group comprised 100 individuals selected through an accidental sampling method. Additionally, the sample included five experts in the fields of product design, visual arts, and community development, selected through purposive sampling method.

3.6. Research Instruments

The research instruments comprised a satisfaction questionnaire on the product, packaging, and branding, utilizing a 5-point rating scale based on the Likert method (Likert, 1961). The instrument's quality was evaluated by submitting the revised questionnaire to five experts for content validity assessment. The validated questionnaire was subsequently pilot tested with a group of individuals engaged in similar occupations in another sub-district, which was not part of the research area. The data obtained were analyzed using item-total correlation to determine item discrimination power, which entails calculating the correlation coefficient of each item with the total score of the questionnaire. The items that met the criteria were then utilized to calculate the reliability of the questionnaire using Cronbach's Alpha Coefficient method (Cronbach, 1954), yielding a reliability score of 0.925. The researcher then presented the revised questionnaire to the same panel of experts to solicit additional feedback and suggestions. Upon receiving approval, the finalized version of the questionnaire was employed for data collection with the sample group.

3.7. Data Analysis

The basic data were analyzed utilizing descriptive statistics, encompassing percentage, frequency, mean, and standard deviation.

4. Results

4.1. Research Objective No.1: Research Findings

The findings elucidated the general context of the Ban Sang Thor community in Village Moo. 5, Phon Mueang Subdistrict, Lao Suea Kok District, Ubon Ratchathani Province. The community is situated along Highway 2050 and Local Road No.5021 and was established during the reign of King Rama V by

a group of elephant traders. The community's nomenclature originated from a substantial log that purportedly descended from the sky and landed vertically on the ground, subsequently becoming a significant water source for the community in antiquity and persisting to the present day. Consequently, the village was designated "Ban Sang Thor," which in the local vernacular is referred to as "Sang Thor," denoting a log-shaped well-constructed from a pradu tree, approximately three meters in length and 80 centimeters in width. The community was sustained by Nong Lat and Nong Kor Phai, which serve as vital water sources. Furthermore, there exists a community forest encompassing more than 500 rai, replete with diverse flora, wild comestibles, fauna, and medicinal herbs, functioning as a communal resource where community members possess the right to manage, conserve, and utilize it collectively.

4.2. Economic Context

The majority of Ban Sang Thor residents primarily engage in agricultural activities, with a focus on rice cultivation, animal husbandry, and the production of crops such as cassava, rubber, and bamboo. Additionally, they participate in trade and general labor. The socioeconomic status of most villagers is characterized by low income levels, as evidenced by their enrollment in the state welfare card program or the previously implemented government poverty assistance initiative. The community has established a robust cooperative store that distributes annual dividends to its members. Furthermore, savings groups and village funds exist, providing opportunities for community members to accumulate savings and access loans for agricultural investments. Moreover, an off-season supplementary economic activity involves the production of fermented bamboo shoots, packaged in plastic bottles. These products are marketed in various regions and distributed to other provinces based on orders, thus generating an additional revenue stream for the community members of Ban Sang Thor.

4.3. Community Issues and Needs

The interviews revealed that the community faced multiple challenges, including household debt, unemployment, insufficient water for consumption during the dry season, inadequate knowledge and utilization of modern agricultural technologies, and a lack of supplementary income outside the agricultural season. Furthermore, the community experienced changing societal values, limited transportation infrastructure between villages, and insufficient income. In prioritizing and addressing the community's needs, the primary concerns identified were the necessity for supplementary occupations, income generation, and solutions to poverty, which constitutes a significant economic issue at the household level. Low household income, particularly during the dry season, results in limited employment opportunities.

Consequently, based on the analysis of the community context, issues, and needs, it is evident that the community requires the development of vocational skills or supplementary occupations that align with its contextual circumstances. Through an assessment of the community's potential, it was determined that the traditional practice of producing fermented bamboo shoots for consumption and sale could be leveraged. This led to the initiative to enhance community capacity through product development and value addition to generate income for the community, as summarized in Figure 2.

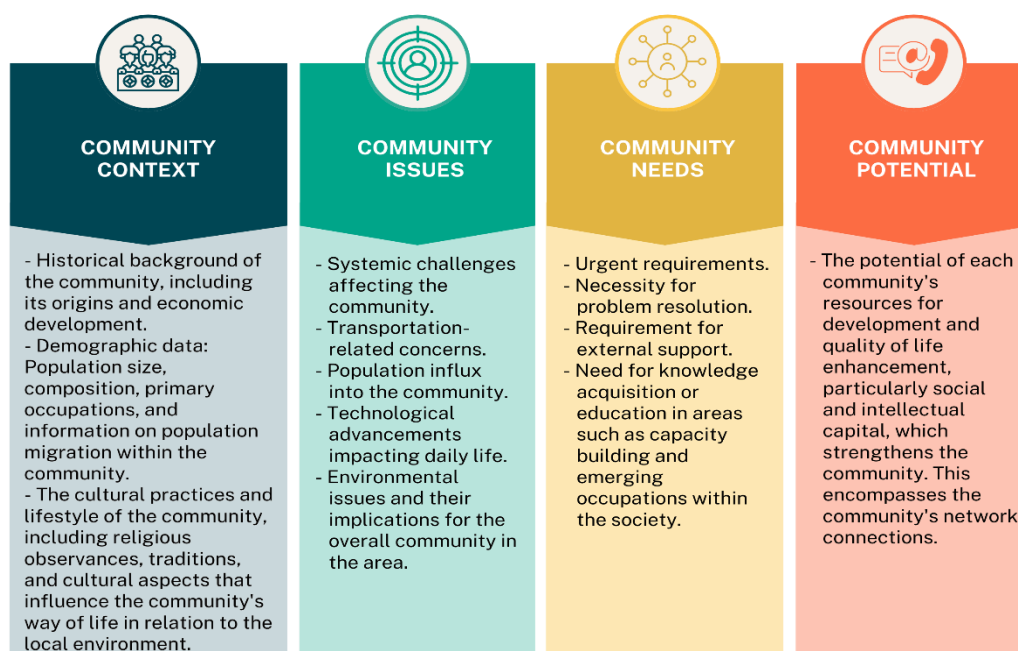


Figure 2.
Key aspects of community assessment.

4.4. Research Objective No.2: Research Findings

This study found that the process of developing Ban Sang Thor's fermented bamboo shoot product addressed several issues with the original product, which was packaged in plastic water bottles. These issues include chemical contamination from plastic, transportation problems, and bottle swelling causing unpleasant odors. The researcher conducted a workshop to educate the community on hygienic, clean, and safe production processes of fermented bamboo shoots for consumer safety. Product development activities involved utilizing chemical-free packaging that is aesthetically pleasing, durable, convenient, and suitable for use. The community actively participated in the design and development of the packaging, based on the CICCPC concept (Fuller, 1994), which includes: 1) Containment and Protection: Packaging should protect the product from damage during transportation, prevent spoilage, and be easy to store, 2) Identification: Packaging should clearly identify the product type and characteristics, making it easily recognizable to consumers, 3) Convenience: Packaging should facilitate easy transportation and storage and be convenient for consumers, with a size suitable for use, 4) Consumer Appeal: Packaging should attract consumers' attention with the appropriate size, shape, color, materials, and messaging to meet their needs, and 5) Production Cost: The cost of production should be considered a factor in determining the product's selling price.

Utilizing this concept in a workshop, two types of packaging were developed: vacuum-sealed plastic bags and clear glass bottles. Additionally, to add value to the product, the community participated in designing the product brand, which reflects the identity and uniqueness of the Ban Sang Thor community, under the name "Sang Ngern Fermented Bamboo Shoots: White, Clean, Delicious," as shown in Figure 3.



Figure 3.
Product branding and packaging in vacuum-sealed bags and glass bottles.

4.5. Research Objective No.3

Evaluation of Community Capacity Building in Ban Sang Thor, Phon Mueang Subdistrict, Lao Suea Kok District, Ubon Ratchathani Province. The evaluation comprised two components: 1) assessment of satisfaction regarding product development and value addition of Ban Sang Thor's fermented bamboo shoots, and 2) evaluation of the outputs, outcomes, and impacts of community capacity building in Ban Sang Thor, Phon Mueang Subdistrict, Lao Suea Kok District, Ubon Ratchathani Province.

Part 1: Results of the Satisfaction Evaluation of Product Development and Value Addition of Ban Sang Thor Community's Fermented Bamboo Shoots. The evaluation was conducted through a survey of experts, producers, and consumers, as presented in Table 1.

Table 1.

Analysis of respondents' satisfaction with product development and value addition of the ban sang thor community's fermented bamboo shoots, mean (\bar{x}), standard deviation (S.D.), and levels of opinion

Item	Statements	Experts n = 10		Opinion	Producers n = 10		Opinion	Consumers n = 10		Opinion
		<i>M</i>	<i>SD.</i>		<i>M</i>	<i>SD.</i>		<i>M</i>	<i>SD.</i>	
Product										
1	Cleanliness and hygienic conditions	4.01	0.73	High	4.12	0.64	High	3.87	0.84	High
2	Suitability for culinary preparation	3.70	0.79	High	4.19	0.83	High	3.98	1.03	High
3	Authentic factory and gustatory characteristics of fermented bamboo shoots	4.30	0.88	The Highest	4.66	0.47	The Highest	4.25	0.85	The Highest
4	The quality of the bamboo shoots is within acceptable parameters	3.49	0.64	High	4.16	0.78	The Highest	3.90	0.74	High
5	The pickling solution is in an appropriate state	3.98	1.07	High	4.35	0.87	The Highest	4.01	0.72	High
Total		3.89	0.82	High	4.29	0.71	The Highest	4.00	0.83	High

Item	Statements	Experts n = 10		Opinion	Producers n = 10		Opinion	Consumers n = 10		Opinion
		<i>M</i>	<i>SD.</i>		<i>M</i>	<i>SD.</i>		<i>M</i>	<i>SD.</i>	
1	Consumer safety considerations	4.10	0.53	High	4.17	0.81	High	4.16	0.70	High
2	Aesthetic appeal through color selection and visual presentation	3.37	0.69	Moderate	3.95	0.56	High	3.22	0.61	Moderate
3	Dimensional appropriateness for intended application	3.55	0.67	High	4.27	0.92	The Highest	3.77	0.86	High
4	Optimal conditions for product preservation	3.49	0.77	High	4.52	0.84	The Highest	4.28	0.97	The Highest
5	Ease of access and closure mechanisms	3.78	0.95	High	4.49	0.72	The Highest	4.42	0.56	The Highest
Total		3.65	0.72	High	4.28	0.77	The Highest	3.97	0.74	High

Brand

Item	Statements	Experts n = 10		Opinion	Producers n = 10		Opinion	Consumers n = 10		Opinion
		<i>M</i>	<i>SD.</i>		<i>M</i>	<i>SD.</i>		<i>M</i>	<i>SD.</i>	
1	Exemplary craftsmanship and aesthetic appeal	3.22	0.73	Moderate	3.78	0.95	High	3.25	0.86	Moderate
2	Optimal visibility of visual elements and textual content	3.68	0.89	High	3.93	0.89	The Highest	3.45	0.69	High
3	Capacity to communicate the product's significance effectively	3.49	0.70	High	4.30	0.67	The Highest	4.16	0.84	High
4	Enhanced consumer retention and recall	3.98	0.73	High	4.66	0.47	The Highest	3.98	1.03	High
5	Distinctive and unique attributes	4.19	0.83	High	4.43	0.55	High	4.12	0.64	High
Total		3.71	0.77	High	4.22	0.70	The Highest	3.79	0.81	High

According to Table 1, the results of the satisfaction evaluation regarding the product development and value addition of the Ban Sang Thor community's fermented bamboo shoots were as follows: *Product Satisfaction*: Experts demonstrated a high overall satisfaction level ($M = 3.89$, $SD = 0.82$), producers exhibited the highest overall satisfaction level ($M = 4.29$, $SD = 0.71$), and consumers reported an overall high level of satisfaction ($M = 4.00$, $SD = 0.83$). *Packaging Satisfaction*: Experts indicated a high overall satisfaction level ($M = 3.65$, $SD = 0.72$), producers displayed the highest overall satisfaction level ($M = 4.28$, $SD = 0.77$), and consumers expressed an overall high level of satisfaction ($M = 3.97$, $SD = 0.74$). *Brand Satisfaction*: Experts reported an overall satisfaction level of high ($M = 3.71$, $SD = 0.77$), producers had the highest overall satisfaction levels ($M = 4.22$, $SD = 0.70$), and consumers indicated an overall high level of satisfaction ($M = 3.79$, $SD = 0.81$).

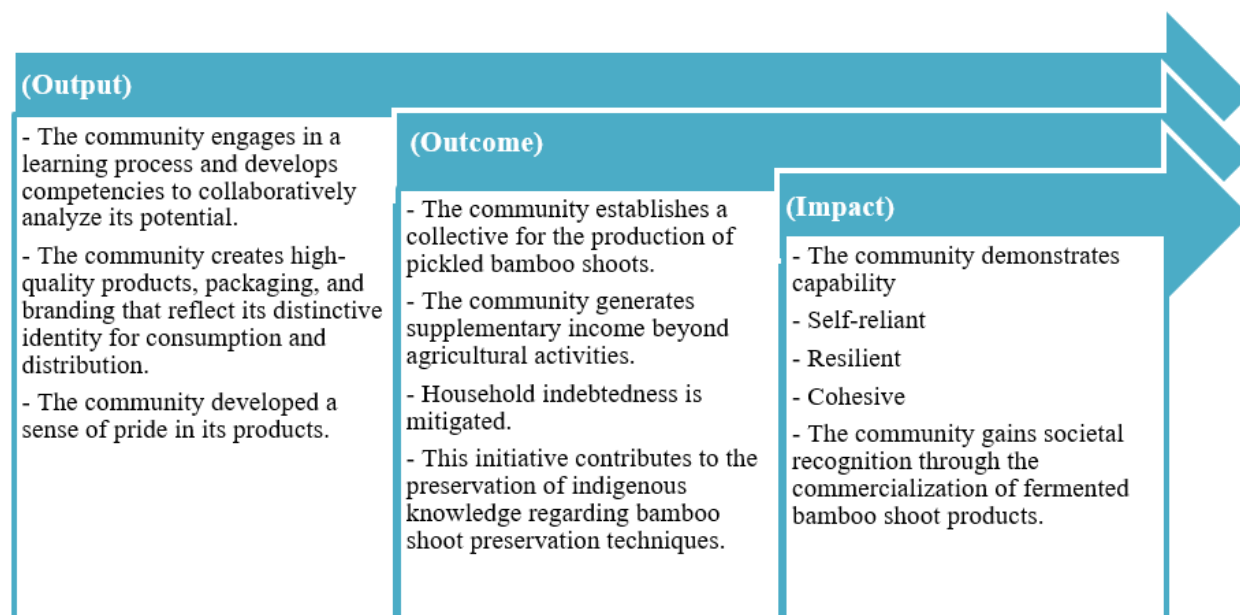


Figure 4.

Figure 4 presented the evaluation results of outputs, outcomes, and impacts from the community capacity building through the process of product development and value addition of Ban Sang Thor community's fermented bamboo shoots.

5. Discussion

The research findings pertaining to the first objective revealed that the general historical context of the community exhibits the characteristics of a long-established, traditional rural society. The community has coexisted within a societal framework shaped by customs and culture typical of the Isan region, adhering to Buddhism and ancestral practices, referred to as Hit Kong. The primary occupations of community members encompass agriculture, rice cultivation, horticulture, general farming, labor work, and trade. This aligns with the study conducted by Charoensiri et al (2024), which examined the potential of community-based tourism development in the Ban Chiang Subdistrict, Nong Han District, Udon Thani Province. This research indicated that the inhabitants of Ban Chiang continue to observe the *Heet Sip Song Kong Sip Si* (12 traditions and 14 practices), with customs and beliefs in spirits and supernatural entities, such as the Phi Fa, Paya Thaen, ancestral spirits, and others, which serve as the foundation for various traditions and rituals practiced by the community. This is consistent with the findings of Duangpikul & Methaphan (2018), who determined that the Ban Muang Mai community is a robust community that thrives through community participation, relying on local customs, traditions, wisdom, lifestyle, a strong kinship system, respect for elders, and the leadership of community leaders.

Similarly, Totum (2021), observed that the geographical context of the Ban Nong Bua and Ban Nong Manao communities predominantly consists of lowland areas, where agriculture is the primary occupation. Communities adhere to traditional Isan beliefs, customs, and culture, and their development can be categorized into three phases: the pioneering phase, the era of flowing water and electricity, and the phase of emerging into a semi-urban community.

Regarding the issues and needs for capacity development of the Ban Sang Tho community, it was observed that the community seeks supplementary occupations and income generation to address poverty, which constitutes an economic challenge within households. This stems from production not meeting expectations and low household income levels. Employment opportunities were limited, particularly during the dry season. This indicates that the community aims to develop occupational skills or supplementary employment that aligns with the local context and existing traditional knowledge, thus reflecting the community's collective objective. This finding is consistent with the study by Barungjit & Kundalabut (2021), which revealed that the demand for supplementary occupations among community members is generally high. Upon closer examination, issues of debt, lack of funds, and the need to increase household income are evident. The community also seeks assistance in creating new standardized products. The Office of the National Economic and Social Development Council (2020) determined that the economic self-reliance of the community depends on the stability of various community organizations, especially community leaders, which reflects or indicates the capacity of community leaders to promote the community's economy until objectives are achieved. Communities must establish common goals to ensure clear direction. There should be groups that facilitate community activities, and the community must participate in various activities to foster learning and collective decision-making. This aligns with the study by Tumlangka (2023), who found that community culture, traditions, beliefs, rituals passed down from ancestors, local wisdom, community leadership, and the community's ability to learn and share knowledge are factors that contribute to the community's strength.

The research findings from Objective 2 indicate that educating the community on the hygienic, clean, and safe production process of fermented bamboo shoots through product development activities utilizing chemical-free plastic bottle packaging enabled the community to create products with an aesthetically pleasing appearance, durability, and convenience suitable for use. The community was also involved in the design and development of packaging. This aligns with the studies of Pimbun & Saengrenu (2021), Pimtha, Inouchot & Suebsing (2023), and Tancharoen (2023), which found that the driving force behind community economic development lies in product development and value creation through innovation and the introduction of unique designs. These are achieved by utilizing local resources or raw materials that communicate the community's identity and uniqueness to consumers. In the process of product development, the community can effectively integrate traditional knowledge with new expertise, learning modern technology, and innovation in production. Emphasis is placed on the principle that "the community is the owner and operator," utilizing community-based raw materials, resources, capital, and labor, blending local wisdom with global knowledge. Similarly, the evaluation of product development by Makchouy (2023) found that, in terms of appropriateness, the majority of respondents strongly agreed with the suitability of brand design and packaging design development, stating that the essential details and comprehensive information on branding could significantly enhance the product's value.

The findings from Objective 3 of the research indicate that the development of community capacity through the process of upgrading and enhancing the value of fermented bamboo shoot products in the Ban Sang Tho community has facilitated a collective learning process and improved the community's ability to analyze its potential. The community has generated supplementary income beyond agriculture, thereby reducing household debt and preserving local knowledge of bamboo shoot preservation. This outcome aligns with the study by

Anukun (2022), and Chousukum & Sujkird (2021), which examined the management and promotion of community occupational groups. Their research revealed that promoting community occupational groups has strengthened the community, benefiting it through the organization and promotion of occupational groups to address the needs of various professions. This has resulted in the development of

self-reliant and sustainable communities. Similarly, a study by Tanratanakul & Seedapang (2023) on community development based on a sufficiency economy found that economic development through systematic poverty alleviation, job creation, income generation, expense reduction, debt relief, and asset accumulation has significantly contributed to the expansion of the community's economic development. The promotion of economic systems and community capital has played a crucial role in this progress. Furthermore, a study by Busababodhin et al. (2021) on elevating farmers' careers through the development of occupational skills to enable self-reliant farming found that the target groups acquired knowledge, participated in learning, recognized the value of resources, and developed pride in their local area. They also demonstrated positive attitudes toward their careers, and the creation of supplementary occupations could encourage younger generations to return to their hometowns and contribute to community development.

6. Suggestions

6.1. Implication of the Study

The results of the first research objective indicate that the kinship structure, which consistently supports the community, is maintained by contextual factors, issues, and requirements for community potential development. Tradition and local culture provide social capital. This is regarded as a strength of rural communities that urban city civilization has not yet attained. The strength of the community is contingent on the kinship system. Therefore, to preserve this system, the community should plan events that will strengthen communal bonds, kinship systems, and fraternal relationships. Additionally, the community should support government-sponsored events as well as those that are predicated on the cultures and traditions of the *Heet-Kong*, with the temple as the focal point, and government agencies should provide support and promotion through alternative means.

The findings from the second research objective reveal that the community has become aware of the health benefits of pickled bamboo shoots for consumers, as well as the importance of attractive, functional, and hygienic product labeling and packaging. Consequently, the community assumes responsibility for maintaining the individual standards of their products. These raw materials are clearly visible. Furthermore, various online platforms, including Facebook, Line, and websites, and additional platforms, such as Tik Tok, Instagram, Shopee, and Lazada, should be utilized for online marketing.

1.3 The results from the third research objective demonstrate that the evaluation of the products, outcomes, and impacts of the community generates secondary employment opportunities and supplementary income, and enhances the community's strength and potential. Therefore, to ensure sustainability, a professional organization with well-defined policies, guidelines, and group rules should be established. These include establishing an organization to register as a community enterprise and collaborating with government organizations such as Sub-district Administrative Organization, educational institutions, community development agencies, districts, and provinces to secure funding support and other resources for stable and sustainable growth.

6.2. Further Study

Research should be conducted on the management or development guidelines for community career groups to enable communities to effectively manage these groups, which are also known as community enterprise groups. This involves developing information systems, management practices, and networks.

The potential of communities at the sub-district or district level should be studied, utilizing social and cultural capital as a foundation for establishing employment opportunities or income generation in the area.

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