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DEVELOPING THE SOCIAL CAPITAL OF CHIANG RAK NOI, PATHUM THANI, THAILAND THROUGH INTEGRATED SUB-DISTRICT ECONOMIC AND SOCIAL UPLIFTMENT PROJECT (1 SUB-DISTRICT, 1 UNIVERSITY)

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Abstract

Chiang Rak Noi, Sam Khok, Pathum Thani, Thailand is a community of Thai people of Mon descent, who migrated to the banks of the Chao Phraya River. In this sub-district, it has cultural tourist attractions in many places, which show architectural designs, antiques, and historical traces that demonstrate its existence for a long time. Chiang Rak Noi has social capitals consist of 1) human capital, 2) history of Thai people of Mon descent's community, 3) Mon language, 4) cultural capital, 5) organizations and institutions in the community, 6) community's network, 7) natural resource capital, 8) community's values, and 9) significant traditions of the community. These social capitals were used to develop the community with the participation of the local people. The integrated sub-district economic and social upliftment project (1 sub-district, 1 university) has been implemented through action frameworks of the Ministry of Higher Education, Science, Research and Innovation following by 1) honest livelihood and career development, 2) creative economy development, 3) knowledge sharing to help community services (healthcare/various technologies), and 4) circular economy.

Keywords: Social Capital, 1 Sub-District, 1 University, Thailand

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Introduction

Project to Elevate the Economy and Society of Sub-districts through Sustainable Development, Transforming Universities into Sub-districts, and Planting Glass Roots for the Country (1 Sub-district 1 University) (U2T) is a project under the “The Royal Decree empowers the Ministry of Finance to borrow money to solve problems, heal, and revitalize the economy and society, who have been affected by the situation of the outbreak of the Coronavirus Disease 2019” with the objective of creating employment opportunities for more than 60,000 individuals, including recent graduates and students affected by the COVID-19 pandemic. The project aims to generate job opportunities by implementing a collaborative working model within the sub-district areas through the establishment of a "System Integrator" educational institution in 3,000 sub-districts across the country. The initiative fosters development based on the needs and requirements of the communities by coordinating and collaborating with provincial authorities and local governing bodies to implement the project within the sub-district areas. The main goal is to effectively reduce poverty through targeted poverty alleviation, with the Ministry of Higher Education, Science, Research, and Innovation (MHESI) taking responsibility for the project in the year 2021. Valaya Alongkorn Rajabhat University under the Royal Patronage is a university established by royal command with the aim of promoting local development. It aligns with the strategic plan to elevate the standard of the University to excellence, focusing on developing graduates to be skilled professionals, improving the quality of life in local communities and areas to be strong and sustainable. This aligns with the strategic plan of the University, particularly in the third strategic issue of developing public relations and dissemination, showcasing projects initiated by royal commands. The university employs a strategy to create a network of community practitioners from both internal and external sources to collaboratively study and solve local community problems, empowering local communities to sustainably thrive. Emphasizing the importance of community and local development, the university has implemented the "1 Sub-district 1 University" project in Chiang Rak Noi, Sam Khok, Pathum Thani, which is a community under the university's responsibility. (Valaya Alongkorn Rajabhat University under the Royal Patronage, 2021).

Chiang Rak Noi, Sam Khok, Pathum Thani, is a Thai-Mon ethnic community residing along the Chao Phraya River. This sub-district features cultural and traditional Mon art tourism, customs, local cuisine, clothing, and the Mon language. Upon studying the Chiang Rak Noi Sub-district community in Sam Khok District, Pathum Thani Province, it was found to possess both social and cultural capitals, both tangible and intangible, such as Mon national history, ways of life, origin stories, local wisdom, culture, as well as archaeological sites and artifacts within the community.

Moreover, researchers have explored the issues and needs of the community and found that the community desires to develop itself into a cultural tourism destination and a place for learning and experiencing the culture of the Thai-Mon ethnic group. They aim to generate income by selling products to tourists visiting the community and through online channels. The community's objective is to promote cultural tourism and cultural learning of the Thai-Mon ethnic group, which possesses unique cultural traditions and customs that distinguish them from other communities. This is complemented by area development within the framework of the Ministry of Higher Education, Science, Research, and Innovation's "1 Sub-district 1 University" project on four dimensions: 1) Developing professions and creating new occupations (upgrading OTOP products/other occupations), 2) Building and developing Creative Economy (elevating tourism), 3) Utilizing knowledge to serve the community (healthcare/ various technologies), and 4) Promoting environmental and Circular Economy (creating income circulation for the community) (Ministry of Higher Education, Science, Research and Innovation, 2020). These initiatives aim to achieve sustainable development in the Chiang Rak Noi, Pathum Thani, strengthening the community's financial resources,

enhancing its resilience, increasing the income of its residents, and preserving the cultural traditions of the community for the future. Therefore, this research aim is to study the social capital of Chiang Rak Noi, Pathum Thani and to explore the strategies for developing the social capital of Chiang Rak Noi, Pathum Thani through the "1 Sub-district 1 University" project.

Literature Review

Concept of Social Capital

Social capital is the relationship among individuals based on trust, reciprocal assistance, mutual support, and solidarity. It involves a relationship that aligns with moral principles and the virtues that society upholds, creating a network of connections in the form of extended families, shared beliefs, and cultural heritage that have been passed down through generations in the community. Through family and community members, there is an exchange of learning within the community and a mutual reliance on one another. Social capital is considered a social mechanism that arises from the relationships between individuals, individuals and nature, and individuals and beliefs (Romratanapun, 2005).

Framework (Ministry of Higher Education, Science, Research, and Innovation)

According to Wasi (2020), The development indicators for the sub-district consist of 16 objectives aimed at overcoming poverty, serving as a framework for sub-district development in the Project to Elevate the Economy and Society of Sub-districts through Sustainable Development, Transforming Universities into Sub-districts, and Planting Glass Roots for the Country (1 Sub-district 1 University). These objectives are as follows: 1) Community organization: The sub-district possesses strong management capacity. 2) Resource allocation: Resources are systematically allocated. 3) Financial analysis: Analyzing income and expenditure. 4) Full-area sufficiency: Supporting full-scale community occupations. 5) New agricultural practices: Implementing modern agricultural techniques. 6) Family-owned ponds: Promoting family-based water resources. 7) Enterprise management: Enhancing business management. 8) Social training: Providing social skills training. 9) Infrastructure management: Developing infrastructure. 10) Secure sub-district: Ensuring a safe environment. 11) Vulnerable group development: Enhancing vulnerable group's quality of life. 12) Sub-district health system: Establishing a sub-district health system. 13) Sub-district learning center: Establishing a sub-district learning center. 14) Community justice system: Implementing a fair community justice system. 15) Community communication and digital media: Enhancing community communication through digital media. 16) Goodness sub-district.

Based on the performance against these objectives, the sub-district is classified as follows: Achieving 8-10 objectives: The sub-district is poverty-free. Achieving 11-13 objectives: The sub-district is striving for self-sufficiency. Achieving 14-16 objectives: The sub-district is striving for sustainable development.

Moreover, the operational framework of the Ministry of Education, Science, Research, and Innovation in the four areas consists of: 1) Developing professions and creating new occupations (upgrading OTOP products or other professions). 2) Establishing and developing the creative economy (upgrading tourism). 3) Utilizing knowledge to serve the community (healthcare and various technologies). 4) Promoting environmental and circular economy (increasing community income).

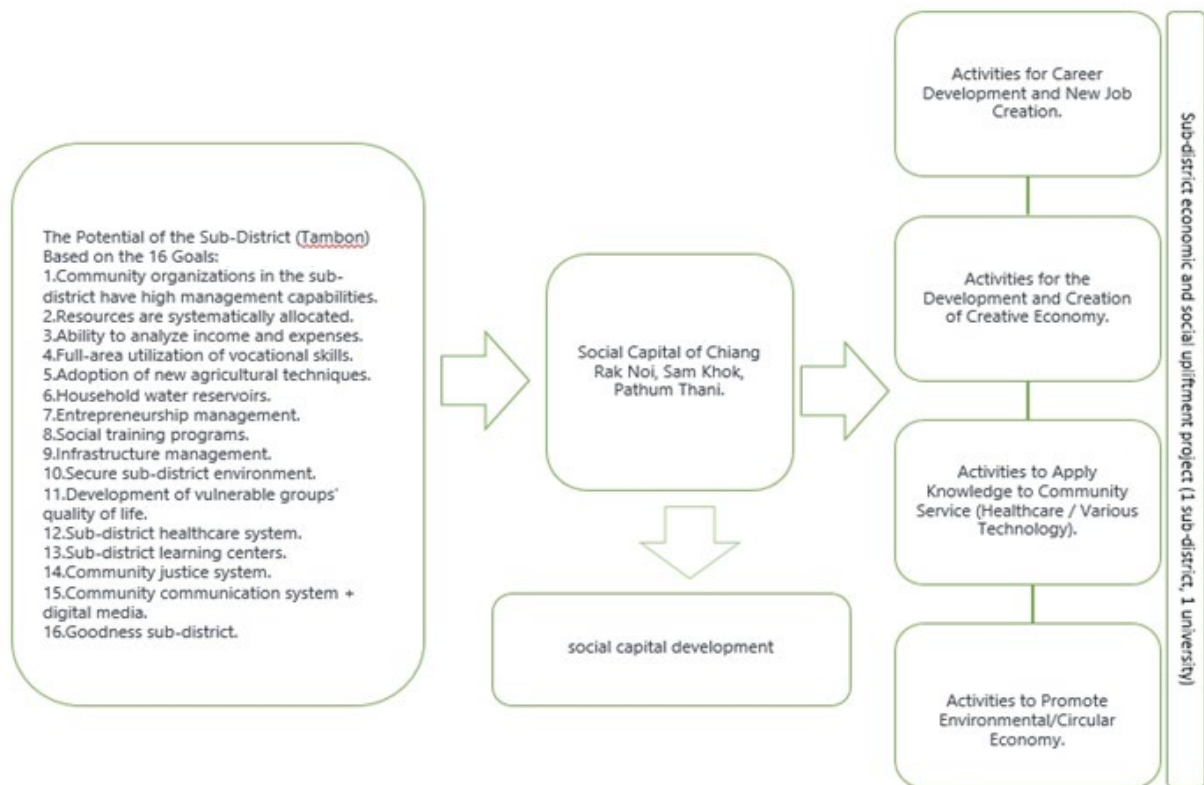


Figure 1 Conceptual Framework

Research Methodology

Population and Sample

The population refers to the people in Chiang Rak Noi, Pathum Thani. The sample group consists of 40 individuals, including: 1) Community leaders, such as village heads and community committee members, totaling 10 people. 2) Sub-district administrative organization officials from Chiang Rak Noi, totaling 5 people. 3) Community members from all 5 villages, totaling 25 people.

Data Collection and Data Analysis

1) Activities on studying social capital in Chiang Rak Noi, Pathum Thani: 1.1) Meetings to collect community problems and needs. 1.2) Participatory action research to collect social and cultural capital of the community. 1.3) Developing project plans based on the framework of the "One Tambon, One University" project, in collaboration with the community and relevant stakeholders for community development. 1.4) Summarizing the progress of the implemented activities. 1.5) Organizing a forum to present the results of the activities together with the community.

2) Studying the direction of social capital development in Chiang Rak Noi, Pathum Thani, through the "1 Sub-district 1 University" project: 2.1) Implementing the project plans based on the framework of the "1 Sub-district 1 University" project, in collaboration with the community and relevant stakeholders for community development. 2.2) Conducting participatory action research to collect data on social capital development in Chiang Rak Noi. 2.3) Summarizing the progress of the implemented activities. 2.4) Organizing a forum to present the results of the activities together with the community.

The researchers conducted data analysis following qualitative research principles. Data were collected through various methods, including focus group interviews, informal interviews, and participatory observations. The content analysis was performed to establish connections and consistency with the community context, along with relevant theories and previous research works from the literature review. The study aimed to achieve its specified objectives, focusing

on the investigation of social capital in Chiang Rak Noi and the development of social capital through the "1 Sub-district 1 University" project.

Research Results

Social Capital in Chiang Rak Noi, Pathum Thani, Thailand

It encompasses both tangible elements, such as natural resources, and intangible elements, such as culture, knowledge, wisdom, and spirituality. Social capital can be perceived as a process-oriented system of thoughts and practices, and its impact on people's quality of life can be observed through statistical data related to economic, social, political, and environmental aspects. The growth and strength of social networks are believed to generate the power to drive community development

The study of social capital in Chiang Rak Noi, Pathum Thani, discovered the following findings:

1) Human Capital: Human capital plays a crucial role in Chiang Rak Noi. Key individuals within the community include community leaders, Mon ethnic food experts who prepare Mon dishes such as Mon-style fried rice, crispy noodles, fermented shrimp paste, and communication experts in the Mon language. People in the community have strong bonds and collaborate wholeheartedly in various community projects.

2) Historical Background of the Thai-Mon Ethnic Community: Chiang Rak Noi, located in Sam Khok, Pathum Thani, is a community of Thai people with Mon ethnic heritage. They reside along the banks of the Chao Phraya River. The community is a harmonious blend of Thai and Mon ethnic people who live together like brothers and sisters. They have a family-like relationship and a strong sense of responsibility and camaraderie in the community.

Particularly, Ban Sala Daeng Nuea, Village No. 2, is predominantly inhabited by Mon ethnic people who lead their lives devoted to Buddhism. The elders in the community strongly adhere to the teachings of Phra Ajarn Boon Nak, the 4th abbot of Wat Sala Daeng Nuea, who was highly respected both within and outside the community. Even though the abbot has passed away, the people in the community still hold firmly to these teachings. Everyone in the community cooperates to maintain cleanliness and order, whether it's their own houses or public spaces within the village, as per the teachings handed down and integrated into the community's way of life.

3) Mon Language: Currently, in the sub-district of Chiang Rak Noi, the Mon language is still used mainly among the elderly, particularly in villages 1, 2, 3, and 5. Village 2, in particular, continues the tradition of reciting evening prayers in Mon language every day at 15:00 at Wat Sala Daeng Nuea.

4) Cultural Capital: Mon cuisine goes beyond the traditional steamed rice prepared during the Songkran festival. Mon people also enjoy and prepare various dishes in their daily lives, which depend on locally available produce and hold cultural significance. Some examples include "Kaeng Matat" (Mon fish curry), "Lon Pla Ramon" (Mon-style fish paste), "Kaeng Khao Tang" (Mon crispy rice curry), "Mi Krob" (Mon-style crispy noodles), and "Ka-ya Sart" (Mon-style dessert).

Mon traditional attire is worn during religious ceremonies and important cultural events. For men, it consists of a round-neck shirt with an open front, along with a sash and a sarong. Women wear a round-neck blouse with short sleeves, a sarong tied at the waist, and a long-sleeved, sarong-like garment over it. If unmarried, the women's blouse reaches the wrists, but once married, it becomes shorter.

5) Community Groups and Institutions: In Chiang Rak Noi, various community groups gather with faith, mutual trust, and a shared purpose to develop and strengthen the community. These social organizations form a network with the power to drive community development and help each other for the greater good. The Mon community in Chiang Rak Noi consists of several

prominent groups: 1) Community Enterprise: Mon Ban Sala Daeng Nuea Learning Center for Mon Wisdom and Culture, which promotes the production of Mon-style handwoven fabric (sabai), Mon-style flags (thong takab), and traditional Mon food. 2) Community Enterprise: Mon Matad Ramuan, Ban Sala Daeng Nuea, specializes in producing traditional local food items such as Mon-style crispy noodles, Kaeng Khaotang, Mon shrimp paste, and Mon fish curry. 3) Community Enterprise Network: Pak-aat Heritage Center, Sam Khok, Pathum Thani, engages in Mon handwoven fabric (sib) production and various handicrafts, including swan tails, embroidered bags, and Mon-style embroidered shirts, as well as traditional Thai desserts. 4) Youth Group: Volunteer Group, established to actively engage and pass on the community's cultural activities, particularly those related to Mon culture. 5) Savings Group for Production: This financial institution operates in Moo 2 and has 250 members.

6) Networks: The group that forms a network for the promotion and support of cultural heritage includes the culture of Pathum Thani province. They provide continuous support for cultural activities within the Mon community of Sala Daeng North. These activities involve showcasing Mon cuisine preparation, Mon weaving, and promoting cultural tourism throughout. The group consists of descendants of the Raman-Thai lineage in Pathum Thani province and was established with the purpose of carrying out cultural activities related to conservation, support, and promotion of Mon traditional arts and customs, including language, clothing, and cuisine. The association actively participates in cultural activities in Chiang Rak Noi regularly, particularly in Mon Buddhist chanting. Bangkok University and Valaya Alongkorn Rajabhat University under the Royal Patronage also actively contribute to the academic and cultural learning services for Mon cultural heritage.

7) Natural Resources Capital: The Natural Resources Fund is a collective resource utilized by the community from various natural resources available in the area. In the Chiang Rak Noi, located along the eastern bank of the Chao Phraya River, several natural canals flow, providing sufficient water for agricultural purposes. The community collaborates in conserving and keeping the Chao Phraya River clean.

8) Values: The people of Chiang Rak Noi value their kinship and trust each other. They hold cleanliness in high regard, considering it as an auspicious aspect of life. Strong unity and close ties with temples and monks are also evident in the community.

9) Important Traditions of the Community: The cultural traditions and ceremonies of the Mon Thai descendants in Chiang Rak Noi are predominantly associated with Buddhism, as follows:

9.1) Merit-Making Traditions: These include various ceremonies on significant Buddhist days such as Makha Bucha Day, Visakha Bucha Day, Asalha Bucha Day, Khao Phansa (Buddhist Lent) Day, and Thot Kathin Day. During these events, Mon language chants are recited to bring auspiciousness and foster unity within the community. 9.2) Mon Songkran Tradition: This is an important day for Mon people, symbolizing the New Year. Activities during Mon Songkran include merit-making, preparing steamed rice, and ceremoniously offering the steamed rice to relatives and respected elders. The tradition also involves the procession of the Mon flag. 9.3) Mid-House Merit-Making Ceremony: This ceremony is held after the Songkran festival and is intended to dedicate merits to deceased relatives and the departed. It involves providing food offerings to monks, which helps create a sense of comfort and security within the community.

9.4) Mon Sart Day: This is observed on the 15th day of the 11th lunar month. It is a day to pay respects and dedicate merits to the deceased. The community prepares food offerings such as Thong Pak (fruit offerings) containing bananas, coconuts, pomelos, watermelons, and other seasonal fruits. Additionally, money is attached to the Thong Pak offerings, which are then presented to monks as an offering.

Based on the social capital study in Chiang Rak Noi, the following eight aspects were identified: 1) Human Capital, 2) Historical Background of the Mon Thai Community, 3) Mon Language, 4) Cultural Heritage, 5) Community Groups and Institutions, 6) Networks,

7) Natural Resources Fund, and 8) Values and 9) Significant Community Traditions. These aspects were taken into consideration when implementing the development project for Chiang Rak Noi, Pathum Thani, which involved four main activities: 1) Developing livelihoods and creating new occupations, elevating the community's local products, such as Mon-style handwoven fabric (sib) and Mon food, 2) Enhancing and developing the Creative Economy (tourism promotion), 3) Utilizing knowledge to serve the community (healthcare and various technologies), and 4) Promoting environmental and Circular Economy initiatives (increasing income circulation within the community).

Development Approach for Social Capital in Chiang Rak Noi, Pathum Thani, Thailand

It has been implemented in the area based on the development framework from the sub-district. The project has 16 objectives and 4 activities, with specific steps and outcomes as follows: The project implementation follows the framework of the U2T project. The collaboration involves working together with the community and relevant stakeholders to develop the community.

Table 1 Activity 1: Professional Development and New Career Creation

No.	Process	Objective
1	The gathering and conference to compile knowledge on the production of traditional Mon crafts and Mon cuisine.	Documentation of knowledge resources on the production of Mon-style snacks and Mon cuisine.
2	the practical training and operational development activities on product development and packaging design	Community products, including Mon-style snacks and Mon cuisine, have undergone product development and branding to prepare for online distribution.
3	The practical training and operational development activities for elevating community products to meet the standard quality.	Emergence of product standardization guidelines for community products.
4	The practical training and operational development activities for enhancing marketing capabilities (online).	Creation of knowledge in online marketing and distribution channels for community products.

Table 2 Activity 2: Creating and Developing the Creative Economy

No.	Process	Objective
1	Cultural Tourism Route Exploration	Cultural Tourism Route.
2	Training on Tourism Skills in Communities Following the New Normal Guidelines.	Community members have skills in community-based tourism.
3	Training in Practical English Language Skills Development for Community-Based Tourism.	Community members have skills in guiding community-based tourism in English.
4	Promoting the Development of Religious and Cultural Tourism of Local Traditions Unique to the Northern Red-Shirts (Moken) Community.	Promoting the development of unique community-based tourism in Ban Sala Daeng Nuea, which is distinctive for its Mon culture.

Table 3 Activity 3: Knowledge Transfer for Community Service

No.	Process	Objective
1	Preparing for Religious and Cultural Heritage Tourism in the Local Unique Mon Community following the New Normal Guidelines	Preparations have been made to welcome tourism following the New Normal guidelines.
2	Cultural and local arts training for vulnerable groups.	An inclusive community-based tourism development activity where the community prepares a participatory tourism performance to welcome tourists.

Table 4 Activity 4: Environmental Promotion/Circular Economy

No.	Process	Objective
1	Training on Income Generation from Waste	Generating income in the community
2	Training on Smokeless Kiln Construction	To eliminate unwanted wood/leaf waste.

Conclusion and Discussion

Chiang Rak Noi, Pathum Thani, is a community of Thai people with Mon ancestry who migrated and settled along the banks of the Chao Phraya River. The village contains several cultural and historical tourist attractions that reflect the community's ancient architecture, artifacts, and long-standing history.

The social capital of Chiang Rak Noi consists of the following nine aspects: 1) human capital, 2) historical background of the Mon Thai community, 3) Mon language, 4) cultural heritage, 5) community groups and institutions, 6) networks, 7) natural resources fund, 8) values, and 9) significant community traditions. These aspects were used to develop the economic and social elevation project for Chiang Rak Noi, Pathum Thani, in collaboration with one sub-district and one university, as part of the MHESI's framework for four activities: 1) developing livelihoods and creating new occupations, 2) enhancing and developing the creative economy, 3) utilizing knowledge to serve the community (healthcare and various technologies), and 4) promoting environmental and circular economy initiatives. The outcomes of the project, which involved community participation, are as follows:

1) Development of Livelihoods and Creation of New Occupations: The community has utilized social capital, historical knowledge of Thai-Mon heritage, and local cultural assets to enhance economic and social development through the "One Sub-District, One University" model. In Chiang Rak Noi, Pathum Thani, the following initiatives were undertaken: 1.1) Collection of Knowledge on Mon-style Products: The community-based enterprise of Ban Sala Daeng Nuea has developed and improved Mon-style hand-woven products, upgraded product packaging, and established distribution channels. Additionally, their products have been registered as OTOP (One Tambon One Product) items, and the community has obtained the Community Product Standard to elevate their product offerings and increase income. 1.2) Development of Community-based Occupations: Focusing mainly on vulnerable and elderly groups, the registration of the community-based enterprise group has enabled the production and sale of traditional local food based on the community's cultural heritage. The products include Mon-style food, shrimp paste, crispy noodles, and herbal balms. The project involves product development, packaging design, and practical training to enhance the standards of community products, thus promoting online marketing capabilities. 1.3) Development of

Learning Centers for Local Wisdom and Culture: Efforts have been made to develop learning centers for local wisdom and culture to support community tourism activities.

This activity supported cultural tourism in the community, aligning with Guidelines for the development of Matad-raman community enterprise at Ban saladang nuea Chiang Rak Noi, Pathum Thani (Jariyapan & Buntham, 2022). Which focused on the development of community-based Mon-style fermented shrimp paste. By using the Business Model Canvas, creative ideas were employed to add value to the community's products and increase their appeal. The project aimed to make Mon-style fermented shrimp paste a local intellectual property that attracts more attention and demand from the market due to its safe and chemical-free production process, contributing to better health for consumers and creating more jobs and occupations for the community. The process involved: 1) Gathering knowledge and creating an identity for the Mon food product, Kapi Mon, 2) Activities to develop the product and design its packaging, 3) Training activities to elevate the community's products to meet product standards, and 4) Developing online marketing channels.

2) Creating and Developing the Creative Economy: The social capital, including human capital, historical background of the Mon Thai community, Mon language, cultural heritage, community groups, institutions, networks, natural resources fund, values, and significant community traditions, played a role in organizing the following activities: 2.1) Promoting Religious and Cultural Heritage Tourism of Local Unique Identity in the Mon Community following the New Normal Guidelines. 2.2) Establishing Cultural Tourism Sites in the Mon Community of Chiang Rak Noi. 2.3) Developing Leadership Skills in Community Tourism following the New Normal Guidelines. 2.4) Enhancing Basic English Language Skills for Community Tour Guides. 2.5) Promoting Religious and Cultural Heritage Tourism of Local Unique Identity in the Mon Community, allowing the community to recognize the value of its culture and local wisdom. 2.6) Encouraging Unity and Cooperation among Community Members through Recognizing the Value of Culture. The activities said above in line with the International Cultural Tourism Charter Managing Tourism at Places of Heritage Significance (1999), which explain about cultural tourism, with the goal of promoting access to cultural heritage for both tourists and the community, fostering respect for the community's cultural heritage, promoting exchanges between conservation and tourism interests, and planning presentations and cultural communication. The resulting benefits include cultural exchange, cultural preservation, and policy impact.

3) Utilizing Knowledge to Serve the Community (Healthcare/Various Technologies): The social capital, including human capital, community groups, institutions, networks, community values, played a role in promoting and developing religious and cultural heritage tourism of local unique identity in the Mon community. This included creating tourism routes, developing products for sale, as well as organizing a community performance called "Faith Mon Pagoda" which is a traditional Mon dance. Training was provided on knowledge related to the COVID-19 virus to prepare for tourism. This aligns with the findings of Tekhanmag et al. (2021) on developing the potential to drive Mon community tourism, emphasizing the development of local culture and youth to become storytellers of the community, enhancing welcoming skills for tourists, local cultural souvenirs, local products, and developing learning media and community landscape.

4) Promoting Environmental Aspects/Circular Economy (Generating Circular Income for the Community): The social capital, including human capital, community groups, institutions, networks, and community values, played a role in promoting environmental aspects and circular economy activities in the community. Some villagers demonstrated proper waste separation behavior, such as donating plastic water bottles to the temple for merit-making and supporting the temple's water and electricity expenses. Additionally, some villagers transformed leftover materials (fabric scraps) into souvenirs for sale, increasing their income.

Furthermore, dry waste burning, particularly tree branches, was reduced, resulting in less residual waste that cannot be managed properly.

These activities align with the explanation by Poolsub & Sangsuwan (2022), stating that household and community waste management is the source of management, which allows the community to utilize knowledge, understanding of waste separation, and waste management of each type at the household and community levels. This has significantly reduced the volume of waste. The community has adopted and implemented innovations, such as the "Blessing Waste" (Hom Boon Waste), which fosters consciousness and unity in the community and society.

In carrying out the overall activities in the sub-district, the income has increased for the target group of 40 households. The average income of the target group has risen from 4,400 Baht per month to 7,990 Baht per month, representing an increase of 81.59 percent.

To elevate the community's products due to the intense competition in the current online business environment, the team emphasizes enhancing the community's potential and leveraging its strengths in culture, lifestyle, and local wisdom. This connection is aimed at integrating with the production and service sector to create products, establish iconic brands, and expand marketing opportunities. Consequently, there might be an impact from competitors and market conditions, as products are diverse and not highly priced, enabling consumers to easily choose from a variety of options.

This is in line with the conclusion from McKercher & Cros (2002), who assert that transforming cultural capital into cultural tourism products requires adaptation to facilitate tourism utilization. This adaptation involves modifying processes to make them commercially viable (com-modification) and standardizing the products.

Suggestions

for community development and self-reliance. However, recent studies reveal challenges like an aging population and declining cultural transmission due to the younger generation seeking employment elsewhere. To address these issues, several recommendations are proposed: 1) Government agencies and universities should provide continuous support and mentorship for community development over 3-5 years. 2) Collaborative networks for Mon culture and tourism should be established to promote cooperation between government and private organizations. 3) Develop standardized community-based products and businesses. 4) Promote health tourism with nutritious Mon cuisine for elderly travelers. 5) Utilize online media channels and local cooperation networks to boost social capital, tourist attractions, and community products. 6) Use technology to manage cultural knowledge and link historical information through QR code systems. 7) Promote localized courses to enhance understanding of Mon culture among the youth and wider population. This approach will foster continuous awareness and understanding among the local and non-local populations, ensuring a sustainable and thriving community that preserves its cultural heritage and embraces its social capital. By implementing these recommendations, Chiang Rak Noi can enhance its community development efforts and create a bright future that celebrates its unique identity and traditions.

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