

THE COMPONENTS OF COMMUNITY DEVELOPMENT OPERATION

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ABSTRACT

Community development is an important government policy that aims to improve human well-being in the community for the sake of well-being and equality. Therefore, the community leader must be aware of the components of the community development operation in order to use them as a guideline for effective community management. According to hypothesis and empirical data, the purpose of this paper was to analyze and examine the components of community development operations in the Ban Nam Sai community. The sample included 121 people from households in Ban Nam Sai Village, Thung Benja Sub-district, Tha Mai District, Chanthaburi Province. The sample was chosen by the researcher using a random sampling technique. The research instrument in this study was a four-point scale questionnaire. A mathematical package program was used to validate the model using confirmatory factor analysis. The findings revealed that ten factors comprised the components of community development operations in the Ban Nam Sai community. In order of factor loading, there were driving the sufficiency economy philosophy, drug addiction protection and solutions, driven community learning center, promoting democracy, solving poverty problem, promoting career, promoting community fund, collecting data for rural development purposes, driven community plans, and conservation of natural resources and the environment. The model in accordance was fit with the empirical data with Chi-square (χ^2) = 40.897, $df = 30$, $\chi^2 / df = 1.363$, p -value = 0.088, CFI = 0.987, TLI = 0.980, RMSEA = 0.055 and SRMR = 0.031. Therefore, these ten components should be used as a guideline to reach effectively community development.

Keywords: Component, Operation, Community Development, Thailand

INTRODUCTION

The global situation is rapidly changing and becoming more closely linked to the borderless state (Jermstiparsert, Sriyakul & Rodoonsong, 2013; Chienwattanasook, Chavaha, Lekhawichit & Jermstiparsert, 2021). Besides, the rapidly changing technological development has had a significant impact on the lives in the community and economic activities (National Economic and Social Development Plan No. 12, 2017). As a result of these changes, the residents had to adjust to accommodate them (Phucharoen, 2004). This approach to community development has resulted in changes and development in the Commonwealth of Nations, which sees people as the center of social mobility (Dunham, 1985). The United Nations was established in 1945 and recognized the important of its development which has come to the point where the development decade was set between 1960-1970; the trend has been accepted and developed into various countries around the world, including Thailand. In the corporation between the Ministry of Education Thailand and the United Nations Educational, Scientific and Cultural Organization (UNESCO), the Fundamental Education Project was established in the purpose of setting up personnel for local development to reach its goal in providing community management to be efficient. Thailand, community development is a crucial policy of the government to improve people's

living standards and living equality. So, the Ministry of Interior has imposed Community Development Department Ministry of Interior to promote the learning process, increase public participation, provide assistance in the preparation and use of information, develop a community strategy for local development, as well as train and develop personnel involvement in community development activities. As a result of instilling in their members a value for culture and Thai wisdom, the community has a strong foundation, stability, and long-term growth. Community Development Department has been designated as the primary agency by the Office of the Permanent Secretary for the Interior in purpose of playing a crucial role in driving development activities. The procedure makes use of current situation data to generate a strategic plan that is appropriate for the current state of community development. When the goal is met, it results in tangible benefits for the people in the community (Department of Community Development, 2015).

Community and village governance are the compact but most significant components of Thailand's administrative structure of development. Our country will have a solid foundation if we can make every village in Thailand grow and self-sufficient. Nam Sai Village locates in Moo 11, Thung Bencha Subdistrict, Tha Mai District, Chanthaburi Province. The current chief of this village is Mrs. Jidapha Thanamul. The Ban Nam Sai Committee has governed and adopted the sufficiency economy philosophy as a living guideline (Nam Sai Village, 2015, p. 2). There are ten elements to carry out the operation in order to get effective development in this community. Those are included Collecting data for rural development purposes, Driven community plans, Driven community learning center, Promoting democracy, Conservation of natural resources and the environment, Driving the sufficiency economy philosophy, Protections and solutions of drug addiction, Solving poverty problem, Promoting career and Promoting community fund (Department of Community Development, 2014, p. 8). Data collection for rural development is to collect data, analyze and formulate a plan into the community plan. Driving community plan is a process of developing and improving the community plan, as well as carrying out the activities outlined in the plan, with an emphasis on community participation. The driven community learning Center's objective is to organize a community forum to disseminate knowledge in various fields for people in the village and surrounding communities to learn. Promoting democracy is a procedure of developing campaigns to encourage villagers to assert their voting rights, disseminating knowledge and understanding about the democracy of the use of voting rights at all voting stages. Natural resource and environmental protection include campaigns to distribute information about natural resources and environmental preservation, including the activities of monitoring and protecting them. The economy of sufficiency philosophy is a practice based on the principle of self-sufficiency and a self-sufficient lifestyle. Prevention and solution of drug addiction are included in drug prevention and treatment campaigns. Poverty reduction is a collaborative approach to resolving issues confronting low-income households. Promoting career refer to the job development that meets the needs of households for them to become self-sufficient. The final component, namely promoting community fund is intended to identify the potential of the community for supporting activities that assist the people in community granting information (Napaset & Luengalongkot, 2017).

The above-mentioned ten factors are chosen to improve community development in Ban Nam Sai. The researchers and villagers in the community are still doubtful and question whether the ten elements used as guidelines for community development work are appropriate elements to affect community development operations in the villages. If these components are suitable for community development, it will give community leaders and villagers the confidence to continue developing the community in this manner. However, if these elements are still insufficient to be used as a guideline for community development, the community's growth will go in the wrong direction, resulting in negative consequences for the villagers. According to this reason, the researchers are interested in analyzing and

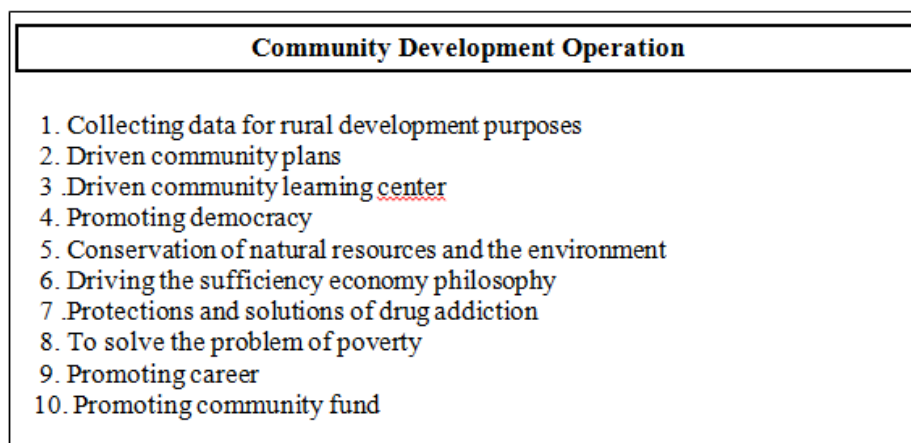
investigating the components of community development operations with the empirical data. The findings of this study provide information for community leaders to use as a guideline in developing the Ban Nam Sai community to be more efficient and sustainable.

LITERATURE REVIEW

To ensure the effectiveness in the community management, ten components of community development operations are adopted in accordance to Department of Community Development such as: Collecting data for rural development purposes, Driven community plans, Driven community learning center, Promoting democracy, Conservation of natural resources and the environment, Driving the sufficiency economy philosophy, Protections and solutions of drug addiction, To solve the problem of poverty, Promoting career and Promoting community fund (Department of Community Development, 2014) which is consistent with (Tantivejkul, 2016) who stated that driving the sufficiency economy philosophy, promoting career and promoting community fund is a component of the community development operations; and also consistent with (Sangkheb, 2013) Driven community Plans and Conservation of natural resources and the environment is a component of community development operations were shown as followed:

Components	Department of Community Development (2014)	Tantivejkul (2016)	Sangkheb (2013)
Driving the sufficiency economy philosophy	✓	✓	
Collecting data for rural development purposes	✓		
Driven community plans	✓		✓
Driven community learning center	✓		
Promoting democracy	✓		
Conservation of natural resources and the environment	✓		✓
Protections and solutions of drug addiction	✓		
To solve the problem of poverty	✓		
Promoting career	✓	✓	
Promoting community fund	✓	✓	

Following the review of related studies on the topic, the research conceptual framework, which are as described in the following.



**FIGURE 1
THE CONCEPTUAL FRAMEWORK**

METHODOLOGY

Population and Sample

This study's population consisted of 173 people from Nam Sai Village's households (Ban Nam Sai, 2016). The sample was selected from representative households in Nam Sai Village that took part in all ten activities. The sample size was calculated from the target population using the Taro Yamane formula (Yamane, 1973) at a confidence level of 95%. There were 121 people in total within the sample. The researcher selected the sample using the random sampling technique (Srihong, 2000). This study's research instrument was the questionnaire. Estimating reliability coefficients by bringing content-validated questionnaires to 30 people from similar sample groups to try out. The Cronbach Alpha coefficient was used to assess the research tool's reliability. The questionnaire's Cronbach Alpha coefficient was found to be 0.983, indicating that reliability was high enough to collect data.

Quantitative data collection: The researcher created the questionnaire to use as a tool for data collection. The basics concepts, theories, literature review as well as researches related to the components of the community development operation of Ban Nam Sai community, Thung Benja Sub-district, Tha Mai District, Chanthaburi Province were used as a guideline for determining the scope of the questionnaire. The questionnaires were distributed according to the number of specified samples by data collection techniques. The complete version of the questionnaire was distributed as followed:

1. Distributing the questionnaire to the sample of 121 representative households who are living in Nam Sai Village to answer the questionnaire.
2. The researcher prepared the A4 size document envelopes for packing the completed questionnaires. After completing the questionnaire, the respondents were asked to put the finished questionnaire in an envelope and seal it. Then, the questionnaire's envelopes were kept in the questionnaire box prepared by the researcher.
3. After distributing the questionnaire successfully, the researcher examined the completeness of the questionnaires. There were 121 returned complete questionnaires which represented 100 percent.

Data Analysis

The data were analyzed to investigate the components of the Ban Nam Sai community's community development operation using empirical data based on model goodness of fit indices, using confirmatory factor analysis and a mathematical package program.

Sample Protection

Researchers had access to the sample by explaining the participation in the research so that the participants were aware of the research objectives and request cooperation in data collection. In this regard, the right that sample groups were able to participate in or refuse to participate in this study was clarified. If they felt frustrated or uncomfortable with certain questions, the sample group had the right not to answer them. All information obtained would not have any impact on the respondents at all. The researcher had applied for the Ethics in Human Research with Human Research Ethics Certification No. 097/2016 and accredited August 18, 2016. For this article was part of the research name "The Operation of Community Development in Bann Nam Sai, Thung Benja Sub-District, Tha Mai District, Chantaburi Province"

RESEARCH RESULT

The findings from confirmatory factor analysis of community development components in Bann Nam Sai village, Thung Benja Sub-district, Tha Mai District, Chanthaburi Province were shown as followed:

Observed Variable	Results				
	b	β	SE	t	R ²
X6 <i>Driving the sufficiency economy philosophy</i>	1.000	0.926	0.020	45.923**	0.857
X1 <i>Collecting data for rural development purposes</i>	0.781	0.723	0.046	15.784**	0.523
X2 <i>Driven community plans</i>	0.479	0.444	0.075	5.910**	0.197
X3 <i>Driven community learning center</i>	0.899	0.832	0.032	25.678**	0.692
X4 <i>Promoting democracy</i>	0.870	0.805	0.035	23.169**	0.649
X5 <i>Conservation of natural resources and the environment</i>	0.401	0.371	0.080	4.619**	0.138
X7 <i>Protections and solutions of drug addiction</i>	0.966	0.893	0.028	32.049**	0.798
X8 <i>Solving poverty problem</i>	0.813	0.753	0.042	17.915**	0.567
X9 <i>Promoting career</i>	0.806	0.746	0.043	17.392**	0.557
X10 <i>Promoting community fund</i>	0.787	0.729	0.045	16.111**	0.531

$\chi^2 = 40.897$, df = 30, P-value = 0.088, TLI = 0.980, RMSEA = 0.055, SRMR = 0.031, CFI = 0.987

** p < 0.01; * p < 0.05

The elements in each variable contained in the model were revealed by the results of the confirmatory factor analysis of the measurement model of the community development operation of the Ban Nam Sai community Thung Bencha Subdistrict, Tha Mai District

Chanthaburi Province. It was the appropriate components based on the concept that was examined using a statistical packaged program. Driving the sufficiency economy philosophy, protection and solutions of drug addiction, driven community learning center, promoting democracy, solving poverty problem, promoting career, promoting community fund, data collection for rural development purposes, driven community plans, and conservation of natural resources and the environment are among the components. The model fit criteria of Chi-square (χ^2)= 40.897, $df = 30$, $\chi^2 / df = 1.363$, p -value =0.088, CFI = 0.987, TLI = 0.980, RMSEA = 0.055 and SRMR =0.031 were used to determine its consistency with the empirical data. Factor loadings for the observed variables ranged from 0.371 to 0.926, with square multiple correlation (R²) ranging from 0.138 to 0.857, indicating statistical significance at the level 0.01. The model fit indices from a confirmatory factor analysis of the components of the community development operation in the Ban Nam Sai community, Thung Bencha Subdistrict, Tha Mai District, Chanthaburi Province.

Criteria Index	Model fit criteria	Scores	Results
χ^2 / df	< 2.00	1.363	Passed
p -value	> 0.05	0.088	Passed
<i>TLI</i>	> 0.95	0.980	Passed
<i>CFI</i>	> 0.95	0.987	Passed
<i>SRMR</i>	< 0.08	0.031	Passed
<i>RMSEA</i>	< 0.07	0.055	Passed

The results of the confirmatory factor analysis of community development operations in the Ban Nam Sai community, Thung Bencha Sub-district, Tha Mai District, Chanthaburi Province, shown in Table 3, show the criteria that were met consistency with empirical data (Hooper et al., 2008).

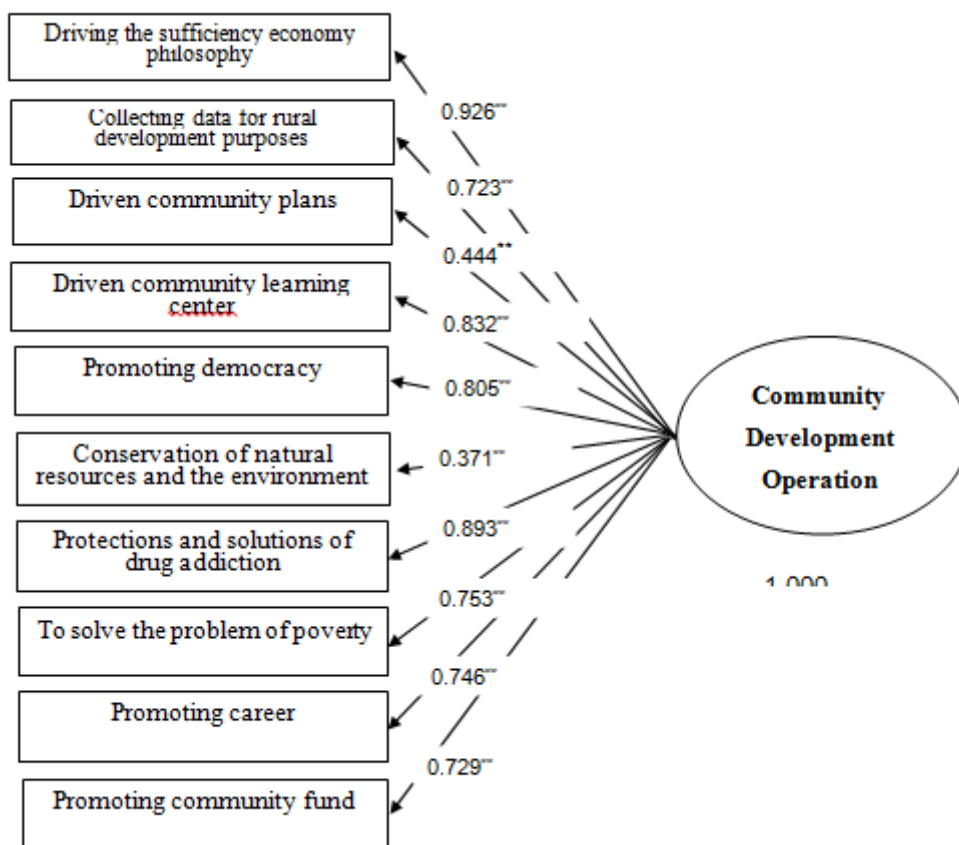


FIGURE 2
THE COMPONENTS OF COMMUNITY DEVELOPMENT OPERATIONS

According to figure 2, Summary of the components of community development operations the highest factor loading was driving the sufficiency economy philosophy, followed by protections and solutions of drug addiction, driven community learning center, promoting democracy, solving poverty problem, promoting career, promoting community fund, collecting data for rural development purposes, driven community plans and conservation of natural resources and the environment respectively.

DISCUSSION

According to the findings, the Ban Nam Sai community's community development operation consisted of ten components, which were sorted in order of importance based on the weight of the components as follows: Driving the sufficiency economy philosophy, Protection and solutions of drug addiction, Driven community learning center, Promoting democracy, Solving poverty problems, Promoting career, Promoting community fund, Data collection for rural development, Driven community plans, and Conservation of natural resources and the environment. This was consistent with the ten-point concept of community development operations (Department of Community Development, 2014). and consistent with (Tantivejkul, 2016) who stated that driving the sufficiency economy philosophy, promoting career and promoting community fund is a component of the community development operations; and also consistent with (Sangkheb, 2013) Driven community Plans and Conservation of natural resources and the environment is a component of community development operations. The process of strengthening relationships between people and various groups in the community is known as community development. Furthermore, it is a

process of encouraging and assisting people to develop their community by participating in villager's development activities. Therefore, it could be concluded that community development is not only focus on human in it but also the enlargement of inter-village relationships. They can then use the connection to raise public awareness about the importance of working together to solve community problems. In the case of the Ban Nam Sai community, the villagers were mostly related through kinship. Therefore, there is village unity and a community tradition that has been passed down from generation to generation, such as the new year festival, Ton Takao Shrine festival, the tradition of pouring water on the heads of the elders on Songkran Day, Buddhist Lent Day, Loi Krathong festival, and so on. From the past to the present, through these activities with revolution have brought Ban Nam Sai to continue developing the community regularly (Seangchayand & Wuttimete, 2015). Nam Sai leaders and villagers have carried out these ten missions regularly to ensure long-term development. The researcher's detailed discussions on each aspect of community development operations are as follows: Driving the sufficiency economy philosophy is a type of self-behavior that emphasizes self-sufficiency to live a sufficient lifestyle. Nam Sai village residents have collaborated to practice enough economic philosophy to establish a career in the community. Furthermore, it is a primary goal for residents to understand the sufficiency economy principle and the foundation of its lifestyle framework (Sumeth Tantureekul, 2016). Subsequently, community leaders and villagers conducted public relations, practiced, and followed up on the utilizations of the sufficiency economy philosophy for the survival of every household. Prevention and solution of drug addiction; community members have conducted drug prevention and treatment campaigns to solve this issue. The prevent activities were organized based on facts in the society. It was discovered that the reasons for drug addiction in the village were lack of consciousness and awareness of the drug's dangers when some of those are caused by a devoiced problem in their family. Therefore, community members work together to find solutions to prevent and solve problems by pre-preparing and understanding drug problems. Then, people in the community implemented a regular plan for problem prevention and resolution. Residents of the village participated in the procedure because community power is a powerful tool in combating the drug problem (Department of Community Development, 2014). Lastly, community leaders and villagers have formed a group to observe strangers involved in drug trafficking and support activities to prevent and solve drug problems in the community, such as building relationships within families, framing drugs, and creating sports events. Driven community learning center: The community learning center was established by leaders and members of the Ban Nam Sai community to serve as a source of knowledge dissemination in various fields for people in the village and surrounding communities to come and learn. The Ban Nam Sai Community Learning Center was established to become a center for learning to solve problems within the community, with the possibility of expanding to neighbouring communities (Kasritong & Luengalongkot, 2020). In conclusion, community leaders and villagers have worked with individuals, village scholars, organizations, networks, and development partners to establish this center, publishing its operation, and opening to other people to use it. Promoting democracy: Community leaders have advocated for people in the area to exercise their right to vote, as well as to promote democracy knowledge and awareness. They believe in a democratic regime of government with the King as Head of State, and they oppose corruption and buy/sell their rights for voting. These village activities were democratic promotion activities for the community (Anuku-layuthon, 2005). In conclusion, community leaders and residents have implemented programs to encourage people to exercise their right to vote, following democratic principles through various media outlets such as broadcast tower village and community radio. Solving poverty's problem: Community leaders and villagers collaborate to develop plans and find solutions for low-income households by providing them with information and occupational knowledge. Furthermore, there are recommendations for

long-term poverty prevention methods among residents. They were advised to practice the sufficient economy philosophy to reduce expenses and increase income. Moreover, providing poor people with appropriate access to government services (Klongsara, 2008). Therefore, as a solution to poverty, community leaders and villagers have adopted the sufficiency economy philosophy. Promoting career: Community leaders in Ban Nam Sai promote and provide occupation training that responds to household needs for long-term self-sufficiency. They can choose a career that interests them on their own through a step-by-step development process based on the sufficiency economy philosophy (Department of Community Development, 2017). In conclusion, community leaders have worked to improve the occupational skills of the villagers in the community so that the households are self-sufficient. Promoting community fund: Community leaders and villagers collect relevant data to analyze to determine community potential and guidelines. Physical capitals (infrastructure), human capitals (villagers and their knowledge and abilities), natural resources (land, water, wild animals), social funds (unity, trust, generosity, tradition, community, and local culture), and capital (cash, deposit, savings) were the five types of community funds. All five types of capital/resources in the village have been promoted and cared for it. For the additional funds have been added in the event of a shortage of funding. Community managers gather the money-saving group and allow the members to borrow as capital for their careers (Tasana Phritikakit, 2015). Finally, community leaders and villagers analyze community capital and use community capital data to take advantage of opportunities more effectively. Collecting data for rural development purposes: The preparation and collection of data (Jor.Por.Tor) for rural development, is referred to as data collection for rural development. It also includes gathering broad village-level data on infrastructure, economics, health and sanitation, knowledge, community participation and strength, natural resources and the environment, and community and disaster risks. In this regard, Nam Sai Village collected and analyzed the aforementioned data to define an activity to include in the community plan (Department of Community Development, 2015). Villagers and community leaders analyzed village-level basic needs data and advocated for its use in community planning. Driven community plans: The development of a community plan has been driven by village leaders who have prioritized community participation. A community plan is a tool for villages to develop that is the outcome of community management learning until they can find and fix problems, including the participation of people from the entire community to think together and make decisions. Community plans are an invaluable resource for problem-solving and community development (Khantasit, 2014). In conclusion, community leaders and villagers gather information from the forum and incorporate it into a community plan. Then they push for the community plan to be included in the master plan of the Sub-District Administrative Organization. If these plans are successful, they will result in successful public communication. Conservation of natural resources and the environment: Community leaders use public relations to protect nature for the benefit of the community's residents. A campaign has been launched to disseminate information about natural resource conservation and environmental protection. The main purpose is to make sustainable management of resources by using less for maximum benefit. In other words, it entails thinking about long-term use while causing the least amount of environmental damage. A natural resource conservation plan is also being developed, which will be incorporated into the community plan (Nam Sai village, 2016). Therefore, community leaders and residents have developed a strategy for using and conserving the community's natural resources and environment. They also have a program that includes a natural resource and environmental conservation plan (Kalyanamitra, 2018). The Community development is important to the community and people in the community itself where the creative and systematic methods must be strived for sustainable community development and good quality of life. Therefore, any community who wish to

carry out community development work effectively, all ten components should be used as a guideline for sustainable community development as shown in figure 3

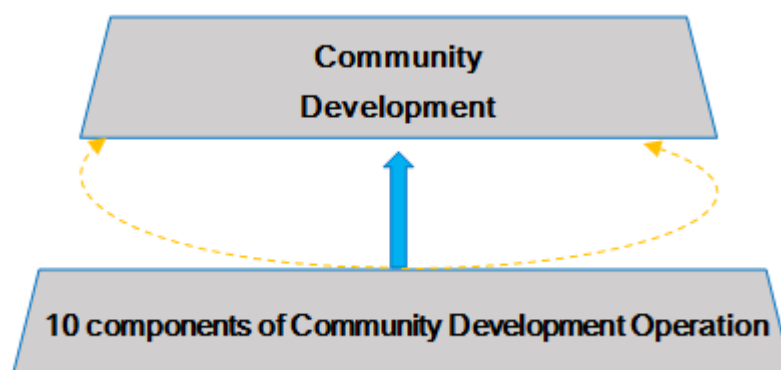


FIGURE 3
COMPONENTS THAT CONTRIBUTE TO COMMUNITY DEVELOPMENT

RECOMMENDATION

Policy Recommendations

According to the research findings, there were ten components of community development operation in the Ban Nam Sai community. Therefore, the leaders of the Ban Nam Sai community should have serious policy to promote these components to the community in order to achieve the community's long-term development objectives.

Practice Recommendations

- 1) According to research, Driving the sufficiency economy philosophy is the most critical. Therefore, the administrators of the Ban Nam Sai community should establish a network to continuously drive the implementation of the sufficiency economy philosophy and to expand the results to the villages and neighboring communities.
- 2) According to the research, Protections and solutions for drug addiction is secondary in importance. Therefore, Ban Nam Sai's leaders should include a drug problem-solving plan in the community plan and continue to educate people and at-risk groups about drug problems and how to solve them.

Academic Recommendations

- 1) A qualitative research study on the components of community development operations in the Ban Nam Sai community should be conducted to obtain more deep information.
- 2) Next study should broaden the scope of the research to include other variables related to community development elements in order to obtain a more comprehensive conclusion.

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