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Community Participation Process for the Sustainable Business Development of Local Wisdom Learning Centers

Thussaneeya Boripis ¹, Shubham Pathak ^{2*}, Wachiraporn Pongjinda ³,
Josephine Chen Yii Ling ⁴

¹ School of Political Science and Public Administration, Walailak University, Thai Buri, Tha Sala and 80160, Thailand.

² School of Accountancy and Finance, Center of Excellence in Sustainable Disaster Management (CESDM), Walailak University, Thai Buri, Tha Sala and 80160, Thailand.

³ School of Law, Walailak University, Thai Buri, Tha Sala and 80160, Thailand.

⁴ Swinburne University of Technology, Sarawak Campus, Malaysia.

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Abstract

Local wisdom initiates the development of economies in social, economic, and cultural aspects. This study explores the objectives to explore, analyze, and examine the local wisdom centers in response to the Royal Initiative of the Plant Genetic Conservation Project as a result of the seventh year (October 1, 2021 – September 30, 2026) in line with the objectives of the Public Works Department (PWDs). The methodology adopted for this research is the qualitative method. The data collection included primary and secondary data from the local government. The data analysis involved Strength, Weakness, Opportunity, and Threat (SWOT) derived strategic characteristics, which experts ranked with the Analytical Hierarchy Process (AHP). The findings included that the policies must consist of a community participation process to develop local wisdom learning centers to jointly formulate wisdom tourism policies by the local government in Koh Yao District, Phang Nga Province. The novel finding is that the wisdom of herbal medicine for treating people exposed to hot water with blisters and their lifestyle reflects the way of life of fishermen, gardeners, crafts batik painting, and wood carving individuals. This study motivated future studies to teach the experiences of developed economies and adapt to developing countries.

Keywords: Local Wisdom; Community Participation Process; Sustainable Development; Business Management; Thailand.

1. Introduction

The concept of Wisdom, deeply ingrained in Thai society, is not just a term but a living reality [1]. It is known by various names such as Thai Wisdom, local Wisdom, and community Wisdom, all of which signify the accumulation of knowledge, expertise, and experience. This in-depth knowledge is used to adapt the environment, resources, and existing knowledge to the context and changes, making 'wisdom' the most significant cultural capital of human beings [2, 3].

Community wisdom is applied in cultural tourism, reflecting the characteristics of local Wisdom. The evolution of global trends has changed the form of tourism. The nature of that change continually contributes to the preservation and development of the local cultural identity of the community. It also promotes tourism development to meet the

* Corresponding author: shubham.pa@mail.wu.ac.th; shubhampathak@gmail.com

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needs of tourists according to the world's needs. Which we often call "*Nostalgia tourism*" [4]. Nostalgic tourism brings the need to return and experience the "happy days" of the past again. Happy days here do not refer to the past in terms of direct experiences that each tourist experienced alone in childhood. Still, it also means the happy days created as society's collective imagination, that at any given time in the past is a time of happiness, prosperity, or the most beautiful, etc. [5].

Community participation is the foundation of local resources [6]. It is local wisdom, which is holistic knowledge. Various knowledge is gathered from traditional culture (Indigenouness) or the study of indigenous culture. (Authenticity) of the local community [7]. Cultural heritage as a tourism resource is therefore diverse. They are tangible things, such as religious and historical landmarks, local products, etc., and intangibles, such as values, lifestyles, etc. In addition, they are both traditional items, such as folk shows and local food, and contemporary items, such as modern art, eclectic food, etc. Culture is, therefore, a principal factor that causes the rapid and continuous expansion of international tourism from one region to other regions worldwide. Culture accumulation is the concentration of culture over a long period.

Culture, a collection of ideas and beliefs passed down from generation to generation in a local community, holds immense value. It serves as a compass, guiding us to our roots, helping us solve problems, and sustaining life, thereby benefiting livelihoods and the overall well-being of individuals and local communities. This value has not gone unnoticed, drawing attention from various organizations and sectors, including government and private entities, local community sectors, and groups of villagers. The aim is to foster a deeper understanding among Thai people of their historical and cultural backgrounds, a knowledge that is not just enriching but also empowering. The Thai Constitution B.E. 2560 (2017) provides the Thai population's rights to grow and develop equally. It instills confidence and pride in history and cultural wisdom, a body of local knowledge that helps people develop or educate to move forward. Not only do we need to be well-versed in new technologies, but we also need to know ourselves through learning about local history. Cultural Roots that have accumulated and inherited local culture from generation to generation.

The study area is the administrative area of Koh Yao District, Phang Nga Province, spanning 147.8 square kilometers. This area is divided into two islands, namely Koh Yao Noi and Koh Yao Yai, and is home to three local administrative areas, namely Koh Yao Noi Subdistrict Administrative Organization, Koh Yao Yai Municipality and Ban Phru Nai Municipality [8]. The majority of the population living in Koh Yao are Muslims, with fishing and trading being the main occupations. The islands here are not just beautiful but also offer a sense of tranquility, with small islands surrounding the main ones [9]. It's an island that caters to tourists seeking peace, nature, and relaxation. Accommodation at Koh Yao offers homestay tours that allow you to experience the way of life of the Muslim community. Some of the engaging local activities include:

- Activities around the island;
- Watching the way of life;
- Rice farming;
- Making fishing gear.

Methods of fishing and souvenirs that reflect local wisdom produce products from community wisdom unique to the local area, such as batik cloth, tie-dyed fabric from natural colors, and coconut shells. There are also local activities such as boating with traditional fishermen's families, fishing methods, net laying, retrieving nets, lobster farming in cages, water activities, snorkeling, and looking at the ecosystem, including visiting nearby islands [10].

Realizing the potential in the participation process of the target community, we understand the importance of developing and utilizing wisdom learning resources in the Koh Yao District, Phang Nga Province. This is particularly crucial in the Koh Yao Noi Subdistrict Administrative Organization, Koh Yao Yai Municipality, and Ban Phru Nai Subdistrict Municipality. Our study of operational guidelines, using the concepts of the government sector, civil society, and communities, is a key step in this direction, underlining the significance of your role in this process.

Conducting a research study project based on such importance is deemed appropriate. Community Participation Process for Developing Local Wisdom Learning Centers in Creating Local Wisdom Tourism Routes in Koh Yao District Phang Nga Province leads to developing tourist attractions and learning centers for local wisdom. By promoting and supporting the development of the villagers' potential, they can show their full potential in wisdom and knowledge to reflect the regional identity.

The Thai constitution encourages the Thai population to develop sustainably and protect their fundamental rights at the community level. Encourage the process of community participation in creating a learning center for local wisdom and culture to have the potential to attract tourists to learn and appreciate the cultural heritage and regional identity wisdom in the area of Koh Yao District. Phang Nga Province uses modern information media to manage and disseminate knowledge and publicize the community learning center. This will result in the community being able to rely on themselves. People in the community can have an excellent quality of life and create more sustainable economic value, respectively.

In conducting research, researchers set up a research problem. For use in the study as follows:

- What are the characteristics of local wisdom by the owner of the wisdom?

- What are the characteristics of the processes and components of participation in local wisdom performance by community participation of local administrative organizations?
- To examine community participation process in developing local wisdom learning centers to jointly formulate wisdom tourism policies by the local government in the area of Koh Yao District, Phang Nga Province.

1.1. Scope of the Research

Local Administrative Organizations (LAO) are divided into three organizations: two sub-district municipal offices and one sub-district administrative organization participating in the royal initiative project. The details are as follows:

- Koh Yao Yai Municipality Office, Phang Nga Province.
- Ban Phru Nai Municipality Office, Phang Nga Province.
- Koh Yao Noi Subdistrict Administrative Organization, Phang Nga Province.

The following are maps showing the offices and related wisdom owners (see Figures 1 to 3).

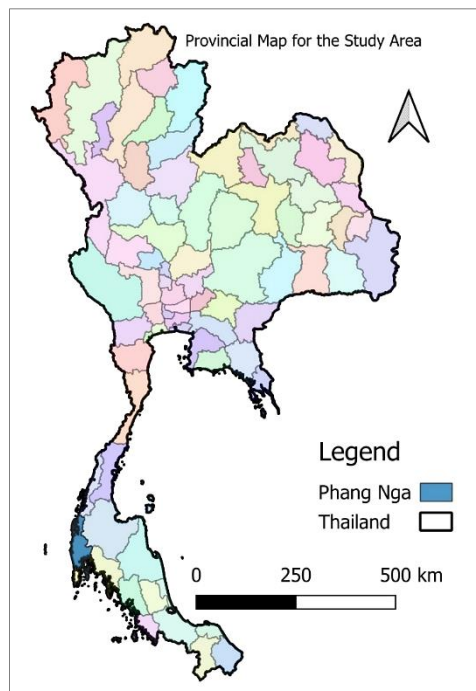


Figure 1. Study area map

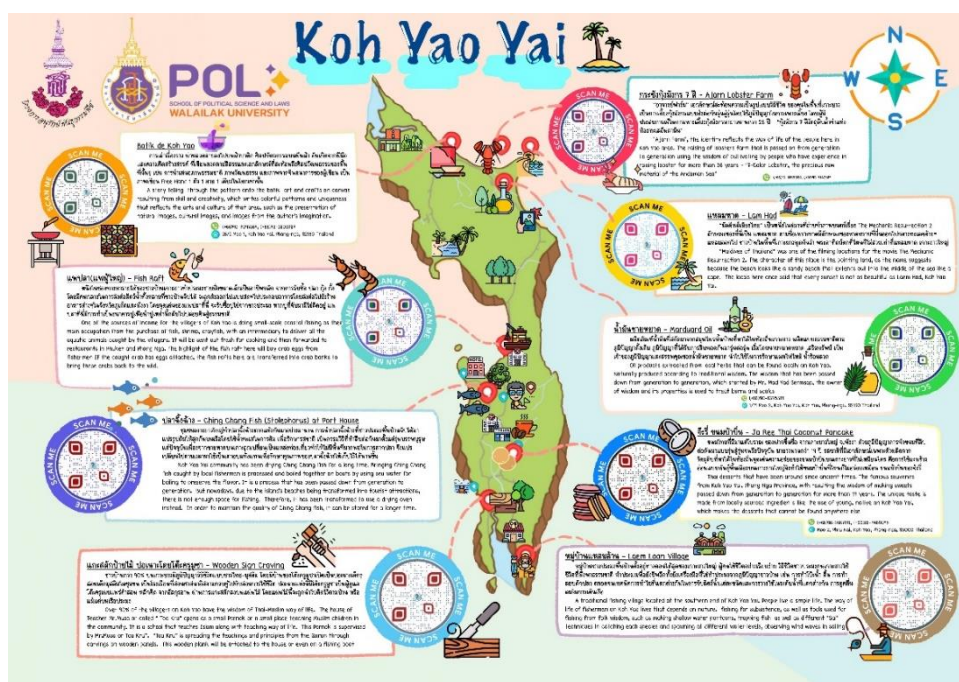


Figure 2. Koh Yao Yai map



Figure 3. Khao Yai Noi map

For the year 2022, this study implemented 3 Units of Secondary Data (Secondary Data Source) from the strategic plan, development plan, and project results [11, 12].

1.2. Benefits of Research

Sustainable Development Goals (SDGs) focus on the communities' social, cultural, and economic development through natural preservation and learning from biodiversity and community development through business activities such as tourism [13]. The study results in community participation plans of local administrative organizations that produce landscape works.

In Thailand, intelligence is not just theoretical knowledge, but it can be used as basic information in developing local strategic plans and reviewing the project implementation plan of the Koh Yao Yai Municipality Office Ban Phru Nai Municipality Office Koh Yao Noi Subdistrict Administrative Organization. The Phang Nga Provincial Tourism Office (TAT) has effectively utilized wisdom information on local medicinal plants. These wisdom prototypes will be used for public relations and promoting health and cultural tourism in Koh Yao, Phang Nga Province.

The Department of Local Administration Promotion (Sor.) and Department of Community Development (NEC) have brought information to promote and develop local wisdom products and use them in local wisdom conservation operations. They have also linked local wisdom databases of agencies that perform the same operations together into one database, resulting in a connection to the digital ministry in the future [14].

1.3. Definition of Terminologies

In this proposed process, local authorities play a crucial role. The owners of Wisdom, who are the community members with extensive Knowledge in various fields, express their opinions in public forums at the local level. These insights, when used by local authorities as a planning guideline, can greatly contribute to the preparation of strategic plans that focus on preserving and utilizing local Wisdom in the area.

Development means promoting people in the community to be aware of preserving local Wisdom, Appreciating Local Values and Identity, and encouraging the community to create creative wisdom products that reflect the local identity in Koh Yao District, Phang Nga Province.

Wisdom learning resources refer to various information sources, including the information systems of local administrative organizations that create local wisdom bases: The Koh Yao Yai Municipality Office, Phang Nga Province, the Ban Phru Nai Municipality Office, Phang Nga Province, and the Koh Yao Noi Subdistrict Administrative Organization, Phang Nga Province.

Wisdom Tourism Route is a map that guides food wisdom, occupation, rare herbs, and way of life in Koh Yao Noi District and Koh Yao Yai District, which reflect local identity. The map links three aspects of intellectual tourism in industry and handicrafts: the branch of Thai traditional medicine and the branch of agriculture registered in the community of local administrative organizations.

Food wisdom means the Knowledge and experience of the villagers in food and eating, inherited from ancestors for use in life and registered in agriculture.

Professional Wisdom is Knowledge and experience in the occupations of the villagers that have been inherited from ancestors for use in life and registered branches of Thai traditional medicine, industry, and handicrafts.

Rare herbal Wisdom refers to Knowledge and experience in rare medicinal plants used for medicinal purposes. Illnesses of the villagers that have been inherited from their ancestors. For use in life registered with the local authorities in the field of Thai traditional medicine.

2. Related Concepts and Documents

Community Participation Process for the Development of Local Wisdom Learning Centers for Establishing Local Wisdom Tourism Routes in Koh Yao District, Phang Nga Province. The researchers conducted a qualitative research study. To study the process of community participation for the development of tourist attractions and learning centers of local wisdom in the area of Koh Yao District in the community that can be proudly presented through the preparation of local wisdom tourism routes by creating a community participation process from the beginning of the process as well as creating a community-based tourism route within the area of Koh Yao District, Phang Nga Province. In this study, the researchers put together relevant ideas and details as follows:

2.1. The Concept of Community Participation Process

Scholars who have studied this subject are Cohen & Uphoff (1980) [15], who divided the participation process into four steps. Firstly, in participation in deciding on projects based on needs, the local government should establish both a long-term plan, spanning four to five years, and a short-term strategy, encompassing all activities, budgeting, and the involvement of responsible individuals throughout the year, encourage the use of conservative local wisdom. Secondly, participation in activities in the form of participating in the project administrative support or coordination, including participation in labor, money, and other resources. Such activities include exploring local wisdom and knowledge resources. Collecting the wisdom of Thai herbs Raising lobsters in cages Finding local fish in local administration. Thirdly, it is jointly responsible for the results that will occur; the Koh Yao Noi and Koh Yao Yai communities bear joint responsibility for the outcomes, including sharing in the benefits of their collective wisdom, taking pride in local knowledge. and fourthly, participating in the evaluation jointly examines the performance and works together to solve problems Local people actively participate in judging the local wisdom project, to identify which products from Koh Yao Noi and Koh Yao Yai truly embody the wisdom of their community [16].

In part, Phuangngam (2010) [17] mentioned the process of promoting and providing opportunities for individuals, groups, and organizations to participate in activities or projects from the beginning to the end of the project, especially when local government organizations must open channels for public participation. The initial process involves opening channels for the public to get to know the information of the administrative organization's local communities through various channels so that the public can have a channel to express their opinions and a forum to exchange ideas to exchange knowledge, and information, and as a platform for decision-making, including the promotion of volunteers with a volunteer spirit to help local work. People can participate in the community as promoters, service recipients, and inspectors.

Opinions of Apinya (2001) presented the process of community participation, stating that communities must be involved in four steps [18]: 1) Participation in project initiatives. Jointly search for problems and causes within the community 2) Participation in the planning stage. Define the objectives, methods, and guidelines for implementation. Including resources and sources of speakers to be used in the project. 3) Participation in the project implementation process benefits the project by helping with funds, materials, and labor to know whether the results of operations achieve the specified objectives. 4) The evaluation can be scheduled simultaneously for continuous periods or the entire project. From this meaning, the researcher concluded that Community participation refers to the opportunity for people in the community to participate in the practice, decision-making, and jointly responsible activities and auditing and evaluating various activities which public participation is an essential strategy for community development to achieve the most effective plan or project.

According to the nature of the participation of the community, the researchers searched for the participation components, details as follows: To know whether the results of operations achieve the specified objectives or not. The evaluation can be scheduled for continuous periods or the entire project simultaneously. From this meaning, the researcher concluded that Community participation refers to the opportunity for people in the community to participate in the practice, decision-making, and jointly responsible activities and auditing and evaluating various activities which public participation is an essential strategy for community development to achieve the most effective plan or project.

Under Section V Article 60-63, Thailand's constitution successfully upholds the Thai population's public participation and development rights. The principle of public participation is not just about creating an opportunity, but

about fostering an inclusive environment. It encourages people from all sectors of society to participate in the government sector. This approach allows for the division of public participation into levels (Office of the Public Sector Development Commission (OPDC-2017) [19], ensuring that everyone's voice is heard and valued.

Providing information is not only the lowest level of public participation, but also the most important. It's the government's first step in allowing the public to enter the process and participate in various matters. The methods of providing information are diverse and adaptable, using various channels such as documents, publications, dissemination of information through various media, exhibitions, and newsletters, organizing events, press conferences, posting announcements, and providing information through websites. For example, in Koh Yao Yai, the local administration and media are promoting public relations to encourage locals to conserve, demand, and utilize local resources.

Consultation is a process that allows the public to participate in providing information, facts, and opinions to support the decision-making of government agencies through various methods, such as hearing opinions. The website observed poll organizing, public forums, and expressing opinions.

Involvement is an opportunity for the public to participate in the operation. Share your suggestions here to lead to a decision. To assure the public that information, opinions, and the needs of the people will be considered as an alternative to government administration, such as a workshop to consider public policy issues, public hearings, or setting up a working group to recommend policy issues.

Cooperation is a collaboration between government agencies. Local government agencies, the public sector, the civil society sector, and village representatives are to be used to participate in local wisdom, such as organizing a local wisdom event. The event organizers are Koh Yao Local Government Organization, Limited Partnership Company, and the Department of Community Development.

By empowering the people, we are taking a significant step towards a future where decisions are made collectively. This includes referendums on various public issues, projects, and village funds, all of which are designed to give the people the highest level of role in decision-making.

Public participation may be created at many levels and in many ways, some of which can be done. It's easy to do, but some methods take time. Depending on the needs of the participation of the people. Costs and the need for public involvement are sensitive issues and require the development of knowledge and understanding of the provision of information. Correct news to the public hearing Opportunity for the public to participate as well as developing the skills and potential of civil servants at all levels simultaneously from the principle and the necessity above has led to the development of the past bureaucratic system to develop the public administration process that supports the adjustment of the work process of the government sector. That allows the public to become more involved, also known as "Participative government administration," which is the nature of participation.

Ahanchian et al. (1975) [20] saw that the nature of public participation is determined by activities and management, which must be studied at that activity level [19]. It will be the primary basis for allowing people to participate as much as possible. In terms of administration, it will be the nature of authority to open the way for people to have the opportunity to express their opinions or participate in activities. Ahanchian et al. (1975) [20] has the principles to consider the nature of participation as follows:

- 1) **Activities:** The nature of this type of participation can be seen from the activities involved. For example, in politics, it may be considered from the participation of the people in elections, referendums, protests, if the state has a project that affects the people, etc. How much can be done?
- 2) **Management Level:** An organizational structure must have a chain of command; therefore, participation is determined by the management.

All departments are equal in position on the horizontal, so horizontal involvement is loose and not severe, probably because of equal status or position.

Vertically, it is participation along the chain of command. For example, there are chiefs of subordinates, departments, departments, departments in descending order, etc. The work is, therefore, monitored in hierarchical order. The supervisor will investigate seeking benefits for oneself or others.

Participation in horizontal and vertical lines: Sometimes, working with supervisors and colleagues in other departments is necessary. Therefore, the role must be played according to the status of the horizontal and vertical lines.

2.2. The Concept of Developing a Local Wisdom Learning Center

The concept of learning centers in Thailand has been evolving since the early twelve hundreds. However, there is a lack of current literature to analyze the gaps and enhance the efficiencies of these centers [21]. The National Plan for

Economic Development has been the guiding force in setting up and administering Thailand's local wisdom learning centers. The indigenous approach involved the centers of home, the royal palace of the king and the temples known as "WAT" in Thailand [22].

Previous literature explains that learning resources are knowledge sources within a person, place, and local wisdom [8]. These resources can be developed through seven components:

1. Information/knowledge sets, organized into categories for easy understanding,
2. Information providers or transmitters who convey information to students,
3. Design and sequencing, organizing the learning process,
4. Activities and learning processes,
5. Learning media, including demonstration equipment, natural objects, information signs, simulation models, videos, and virtual media technology,
6. Location, where learning can occur in real locations or sources of knowledge and
7. Management includes operational planning, managing working groups, and managing a budget or source of income.

These components work together to create an effective learning environment that promotes learning and personal growth. By focusing on these components, learning resources can effectively enhance learning and encourage personal growth.

2.3. The Concept of Participatory Administration in Local Governments

Public participation is an opportunity to learn about the mission or projects the government will undertake that will impact life. It is usual for people in that community. Understanding the effects and solutions to problems that the government will act on and consultation between the public sector and the public sector by allowing the public to express their opinions and the state must listen and solve problems until the people are satisfied. Satisfied and involved in pushing for that mission or project. It is fruitful because he saw that it would happen public health benefits (decree regarding the criteria and methods of good governance in the year 2003, chapter 1, referred to in the villager's three-way junction Public Participation Handbook on Duties Public Organization of Local Administrative Organizations, 2007) [23]. Principles of Public Participation means giving the public an opportunity, and people involved in all sectors of society have participated in the government sector. People's participation in local development encompasses four primary meanings.

1. The public's participation in the decision-making process implies that actions should be taken regarding what and how to proceed.
2. The public's participation in implementing the project. This could include providing support and resources, participating in activities, or cooperating with action groups.
3. Participation of people to benefit from the development project.
4. Participation in the evaluation of the project's performance. Sam Yaek villagers: Public Participation Guide on Corporate Public Duties Local government [23].

The opinion section of the World Bank Participation Sourcebook (1996) [24], states that participation is how stakeholders influence and participate in initiatives and decision-making.

2.4. Strategy of Local Administrative Organizations

The Department of Local Administration, a Thai government department responsible for supporting, facilitating, and strengthening the work of local administrative organizations in providing public services, has described a "strong local administrative organization" as follows:

- 1) Self-Reliant: Local administrative organizations can be self-reliant in every way, including finance and management systems, which will improve their quality of providing public services based on the principles of local governance.
- 2) Effective Implementation of the Plans: Local administrative organizations can implement local development plans as a significant tool in local administration to develop the local areas and be responsive to the people's requirements, local plans, and provincial/provincial cluster development plans effectively and connectively. This will lead to the unity of area-based administration and fulfill essential national strategies.
- 3) Good Governance: Local administrative organizations can manage themselves according to good governance and transparency principles to become reliable organizations from the public's perspective.

2.5. Research Framework

The research framework for the study involves participatory management from local government organizations, the concept of community tourism, the development of wisdom learning resources, and royal concepts of the projects (Figure 4). The data analysis will provide information on community tourism development at the local centers and tourist routes.

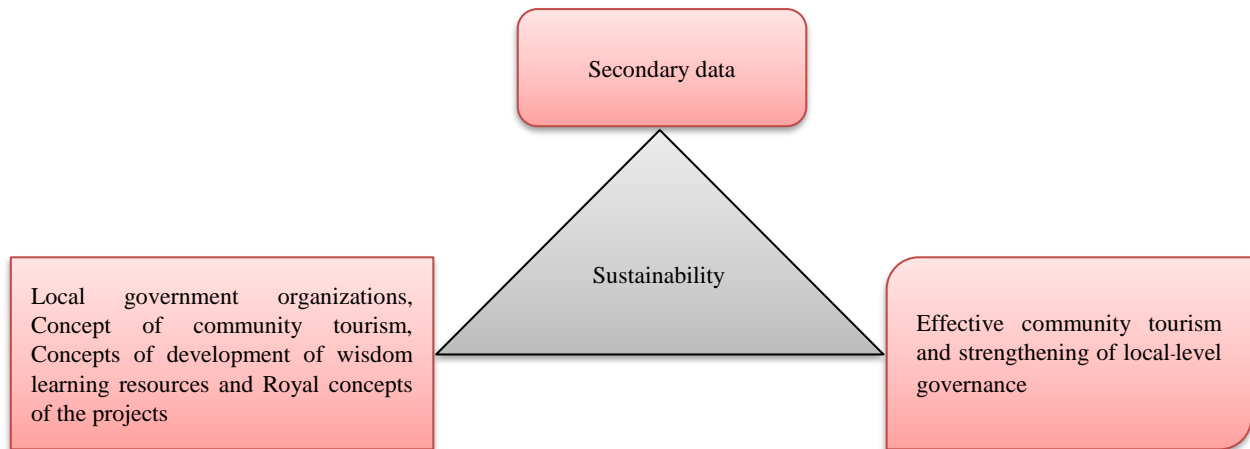


Figure 4. Conceptual framework for this research

2.6. Benefits of research

1. The study results in community participation plans of local administrative organizations that produce landscape works. Intelligence can be used as basic information in developing local strategic plans and reviewing the project implementation plan of the Koh Yao Yai Municipality Office Ban Phru Nai Municipality Office Koh Yao Noi Subdistrict Administrative Organization.
2. Phang Nga Provincial Tourism Office (TAT) has brought wisdom information on local medicinal plants. Wisdom prototypes will be used for public relations and promoting health and cultural tourism in Koh Yao, Phang Nga Province.
3. The Department of Local Administration Promotion (Sor.) and the Department of Community Development (NEC) have brought information to promote and develop local wisdom products and wisdom used in local wisdom conservation operations. They are linking local wisdom databases of agencies that perform the same operations into one database, resulting in a connection to the digital ministry in the future (Department of Local Administration, 2023) [14].

3. Method of Conducting Research

This research study examines the Community Participation Process for Developing Local Wisdom Learning Centers and Establishing Local Wisdom Tourism Routes in Koh Yao District, Phang Nga Province. The researchers employed a 5-step research method, as detailed below:

3.1. Research methods using qualitative research involved conducting in-depth interviews and analyzing related documents such as strategies, operational plans for 2018-2022, and the registration of community wisdom within local government and administrative organizations. Interviews and small group discussions (FGDs).

3.2. Population: The target population is information providers, specifically owners of local wisdom. Researchers have selected the custodians of wisdom, a single local individual or a dietary expert. There are two ways to live: community leaders choose religious leaders and accept them in the village.

3.3. Tools Used in Qualitative Research Create research tools. Social science tools are being developed. The tool undergoes validation through document analysis, incorporating the Koh Yao Noi, Koh Yao Yai development strategy, and the local wisdom operational plan.

3.4. Data Collection We collected primary (primary source) and secondary (secondary source) data, searched for basic information, and surveyed the problems and needs of local administrative organizations, community leaders, and tour guides. We also used various data collection methods and tools in our research. In researching the characteristics of local wisdom, the Local Administrative Organization (Local Administrative Organization) collected this research data. It is information that has the characteristics of being obtained from an insider (emic point of view) by studying

the thought system. It also provides guidelines for the behavior of the target group, enabling the study of essential information and the collection of field data.

3.4.1. Study documents (documentary research), including general information and wisdom. General information about local administrative organizations. The regional administrative organization also has a 5-year strategic plan, project plans, and activities for 2022.

3.4.2. In-depth interview, key informants (key informant) owner of wisdom

3.4.3. After collecting the data, the researchers conducted Focus Group Discussions (FGDs) with the wisdom owner group members. The researchers analyzed the data by examining the data. Researchers scrutinized secondary data documents and examined theories that align with the content and coding of crucial information.

3.5. Examining and analyzing qualitative data. In qualitative studies, triangulation (triangulation) is used. The social sciences employ this process, combining overlapping methods with observers, theories, techniques, and empirical material. Researchers hope this approach will eliminate weak points, internal bias, and problems arising from using only one method and one theory in the study while also utilizing interdisciplinary triangulation to ensure the accuracy of the data—both public administrations.

The interview questions adopt the basic demographic profiles and the respondents' perspectives. The questions focused on the responders' wisdom, daily routine, and experiences from their lifestyles. Details were observed by sharing respondents' experiences regarding the operational plan of the local administrative organization (Koh Yao Noi Subdistrict Administrative Organization, 2018–2022). The respondents were asked about the ground-level implementations, actual requirements, the history and evolution of wisdom, the characteristics of culture and wisdom, and how culture and wisdom interact with the environment. The creative process, utilization of local wisdom, and creating awareness and adequate suggestions were gathered during the interviews and group discussions. Therefore, the data analysis involved Strength, Weakness, Opportunity, and Threat (SWOT) derived strategic characteristics, which experts ranked with an Analytical Hierarchy Process (AHP).

4. Results

The process and components of participation in the performance of local wisdom by community participation of local administrative organizations are as follows: From a qualitative research study, it was found that the Community Participation Process to develop local wisdom learning centers to jointly formulate wisdom cultural tourism policies by the local government in the area of Koh Yao District, Phang Nga Province.

The SWOT was conducted on the selected characteristics from the literature review (Table 1). It was found that strengths included the existing framework for including local wisdom at all levels of governance. At the same time, the limitation was the implementation of the policies due to several areas for improvement. The weaknesses were directly related to the need for more financial and political collaboration among the existing frameworks. However, some opportunities would enhance community participation by adopting local wisdom. The involvement of all related stakeholders and policy is based upon the successful implementation of national policies, including international guidelines and collaborations. On the other hand, threats remain due to a lack of coordination between the government channels and unawareness among the communities.

Table 1. SWOT for the selected characteristics

Goal	SWOT	Characteristics
Community Participation Process to develop local wisdom learning centers to jointly formulate wisdom cultural tourism policies	S	Sa-Existence of wisdom centers
		Sb-Local wisdom
		Sc-Community willingness
	W	Wa-Lack of collaboration
		Wb-Unstable political structure
		Wc-Lack of financial support
	O	Oa-Amalgamation of local and national policies
		Ob-Stakeholder involvement
		Oc-International Collaboration
	T	Ta-No consultation between governance levels
		Tb-Gaps between departmental collaboration
		Tc-Unawareness of needs for tourism

The selected characteristics through SWOT were then calculated with AHP to provide the weighted scores according to the analysis. The weighted scores provide inclinations toward the SWOT characteristics and direct toward the research recommendations (see Table 2).

Table 2. Characteristics weights for this research

Goal	SWOT	Total Group weights	Characteristics	Group Weights	Combined weights	Scores
Community Participation Process to develop local wisdom learning centers to jointly formulate wisdom cultural tourism policies	Strengths	0.3895	Sa	0.4835	0.0562	4
			Sb	0.2561	0.1241	5
			Sc	0.2604	0.0697	3
	Weaknesses	0.2375	Wa	0.5345	0.1508	4
			Wb	0.2483	0.0546	3
			Wc	0.2172	0.1538	4
	Opportunities	0.2195	Oa	0.4583	0.1245	3
			Ob	0.2347	0.3253	5
			Oc	0.3070	0.1998	4
	Threats	0.1535	Ta	0.3675	0.1248	4
			Tb	0.2584	0.0358	3
			Tc	0.3741	0.0894	3

The performance is consistent with the concept of Cohen & Uphoff (1980) [25] on issues related to participation in project decision-making from needs, community involvement in activities in the form of project participation, administrative support or coordination, including the participation of labor, money, and other resources planning and management. Participate in the conservation of local wisdom. by participation component Office of the Public Sector Development Commission (2017) [19], namely providing information (Inform) is the participation of the people at the lowest level.

Workshops are required to consider public policy issues, public hearings, and the establishment of a working group to recommend policy issues. Public representatives are involved, partnering with the government at all decision-making stages, and there are ongoing joint activities such as a committee with the people as committee members.

Empowering the people is the step that gives the people the highest level of role by allowing the people to make decisions, such as the referendum on public issues empowers the people to make all decisions, which in four collaborations is less common in action [26]. It was found that the empowerment of the people is not enough to allow the owner of the wisdom to implement the local wisdom work jointly.

5. Discussion

The participation process in this research study is consistent with the participation component. The Office of the Public Sector Development Commission (2017) [19] analyzed the implementation of the participation of local government organizations, which were: Providing information (Inform) about the involvement of the people at the lowest level. However, it is the most important level because it is the first step for the government sector to allow the public to participate in various matters. Methods of providing information can be used by multiple channels such as documents, publications, dissemination of information through different media, exhibitions, letters, news, organizing events, press conferences, posting announcements, and providing information through the Tam Koh Yao Yai Municipality's website.

Consultation is a process that allows the public to participate in providing information, facts, and opinions to support the decision-making of government agencies through various methods, such as hearing opinions [27]. Poll public stage expressing views through the website, which issues are still rare in Part 3, Involve, is an opportunity for the public to participate in the operation. Or share suggestions on ways that lead to decision-making to reassure the public that opinion information and the needs of the people will be considered as an alternative to government administration, such as a workshop to consider public policy issues, public hearings, and setting up a working group to recommend policy issues. Local Wisdom Preservation Project in Koh Yao Yai Subdistrict Municipality, Koh Yao Noi SAO Phru Nai Municipality.

Cooperation (collaboration) is a group of people and public representatives who are involved. By partnering with the government at every stage of the decision-making process, there are ongoing joint activities such as a committee that has the people's side as a committee, which is still rare. Empowerment to the people (Empower) is still rare (Table 3) [28, 29]. The researchers have summarized the results in a table that analyzes the results as follows:

Table 3. Finding and results of participation of local authorities in the preservation of local wisdom

Participation /LAO.	Providing news information (information)	Public hearing (Consult)	Involvement (Involve)	Cooperation (Collaboration)	Empowering the people (Empower)
Koh Yao Yai Municipality	✓	✓	✓	-	-
Koh Yao Noi SAO	✓	✓	✓	-	-
Phru Nai Municipality	✓	✓	✓	-	-

The implementation of the participation of the local authorities is in line with the opinions of academics Holum (2023) [30] Community participation. It can be divided into three types: 1) marginal participation (Marginal Participation) is the participation caused by unequal power relations, which is. One side feels inferior. They have resources or knowledge that are inferior to those of the other party. 2) Participation in part (Partial Participation) is the participation caused by the state's policy. Without knowing the needs of the people, therefore, the participation is only the public's opinions on some activities, such as the implementation of the Wisdom Preservation Project that the Local Administration Organization has allocated a small amount of budget, and the duration will be at the end of the budget or the 4th quarter before closing the budget.

The respondents shared their views on their individual experiences and the value of local wisdom.

"...First, when I was nine, I started putting in cages. I'm out with my father. My life is with the sea all along..."

"...Koh Yao has advantages. Because Koh Yao does not have a large canal or a large river, Koh Yao is located at a point. The center of the Andaman Sea. Water changes all the time. Sea water 6 hours up, 6 hours down. It's like this all the time. There was no mistake, my friends; the seawater flowed very well. Somboonwa other places...."

"...Currently, all over the world, lobsters cannot be scientifically bred, so they are expensive because they are still bred...."

"... Lobster is an aquatic animal. That has only one gender in itself. When he reaches adulthood, he will transform into a grouper. He has two genders in him. He will grow bigger after molting..."

"...This Lobster, if he doesn't eat sea bass, he won't molt. Even if he doesn't molt, he won't. As he grows up, he will die. The Lobster will die. The color will be strange..."

"...The ingredients used to make the desserts, coconut and flour, are fresh. Use only new items for a long time. It's alright; it can't solve the problem. Because we don't add preservatives, we make it according to the original recipe that we've always made..."

"...Ja used to do it with the OTOP group, but Ja didn't want to deal with the matter or travel into the province with the agency. It's chaotic and difficult. I want to do it by myself, as a family, comfortably, and keep doing it. They took me to enter a contest. Often, even though we have to modify it, add this and that, the taste changes. How much corn should I put in it? The original version is as delicious as the original version. Just follow the recipe my mother gave me..."

"... It's slow if our snacks don't come in a mold. It won't cook easily. The side was not cooked. When we put it in the mold, the dessert was cooked, and people came. It is recommended to make it by spreading it out to fill the pan and then cutting it, but it's better to do it the same way. Have you ever tried making it the way they did? I was told that the dessert was not cooked and the sides needed to be cooked. If you make it in a mold, the dessert is completely cooked. It's best to do it using the same method. Try it. It's all been done..."

"...The taro tree used to make chaiyat oil has roots that are as deep as the hips. If you want to use it, you must use it. The man dug and reached for it and had to ask that he take it and apply medicine. It wouldn't come up if he reached for it slowly and pulled it. You have to pull it out at once..."

"...In the past, there were few ships like this. The passenger boat only comes one time a day. We thought about how to make it possible for our older brother to go. I went to see a doctor. The Isaan doctor and my father worked together to make this medicine. I applied it to my brother and said he would be cured..."

"...If children in Pondok want to learn, I am ready to teach these children. He wanted to know about every matter that they Had. Besides that, he would grow up to be a good person. He must be able to earn a living and support himself...."

"...The boys said they had to cut off the guests. They must have been circumcised on this long island. Take chai oil and apply it. But don't get hurt. Apply for three days, and the wound dries and heals well. There is no need to use any other medicine..."

"...The words carved into the wood are like reminders that when you turn to look, you suddenly think back to what you have done. Look at it like a semi-ornament. Or a strategy like a warning..."

The overall findings depicted the wisdom owners and their in-depth analytical approach toward adopting and successfully implementing local wisdom. Table 4 provides the exemplary experiences among the wisdom owners.

Table 4. Successful wisdom owners

Serial Number	Respondents (Pseudonyms)	Characteristics	Success
1	E.	Make a lobster cage	7-colored shrimp, good quality because of seawater and good food
2	T.	Batik making and ECO PRINT	Natural fabric color Unique to Koh Yao Eco Print
3	M.	young coconut babe	The taste is gentle, sweet and oily, made with good raw coconut ingredients.
4	S.	Chaiyad oil	Local herbs and plants Rare and found in the Koh Yao Yai area.
5	Y.	Religion and religious teachings carvings	Way of life within religion It also reflects the unique wood carvings that express religious teachings.
6	J.	Ching Chang Fish (small fish)	Ching Chang captures fish from coastal fishing boats and shares the way of life on Yao Island.
7	W.	Fish raft	Way of life of sea fish

Wisdom preservation projects will be combined with local arts and cultural preservation events [31, 32], of which more than 90 percent will be held at the end of the year or during the closing of the budget, such as Bunsart of the tenth month. It is held at the end of September. Full Participation is participation in all stages of development with equality; all parties are organized to participate in the natural development of the people according to the concepts and principles of community development. When used in learning, it supports and encourages the collective learning process of the community [33, 34].

6. Conclusion

The researcher believes that public policymakers should formulate strategies for project plans based on the needs of the people, conveyed through their representatives, such as the village headman. Without a clear understanding of the community's needs, participation becomes limited to superficial activities, such as providing opinions on specific initiatives like the implementation of the local wisdom conservation project.

The allocated budget for such projects is often minimal and typically disbursed toward the end of the fiscal year, during the fourth quarter, before the budget closes. This might be because wisdom preservation projects are often integrated with broader initiatives for preserving local arts and culture.

True participation involves engaging all stakeholders equally in every stage of development, following the concepts and principles of community development. When applied in practice, this approach fosters a collaborative learning process within the community, ensuring that development initiatives are both effective and inclusive. By emphasizing genuine involvement, communities can better achieve sustainable and meaningful progress.

6.1. Recommendations

The research provided insights into the existing framework in Thailand. Along with all the gaps, there are several opportunities for enhancing the local government organizations in Thailand. The focused recommendations are as follows:

6.1.1. Policy Recommendations

Local government organizations in the implementation of Koh Yao Wisdom should develop local strategies under the 20 year (plan) and review strategic plans by improving and reviewing local identities and local wisdom and improve the operational plan (Act) to meet the needs and to change the wisdom culture and in the inspection process (Check). Update the plan every six months and one year to meet the needs and changes in wisdom culture. Local authorities should invite community leaders and Owners of wisdom to jointly conduct inspections to develop and improve development plans, strategies, and projects to achieve excellent results using principles. "State-Community-Private Sector".

6.1.2. Practical Recommendations

Local government organizations implementing Koh Yao Wisdom should request support for projects/activities through cooperation networks (Collaboration) with the Tourism Authority of Thailand to support local wisdom propagation activities. To drive this field to popularity, an event should be organized to preserve arts and culture combined with local wisdom.

Local administrative organizations are working on Koh Yao Wisdom to increase people's empowerment (empowerment) by inviting wisdom owners to develop local plans for local wisdom and arts and culture.

Local government organizations should not overlook the potential for international collaboration in implementing Koh Yao wisdom. By joining forces with local wisdom owners to organize a local product fair, we can showcase the richness of our culture to foreign networks.

This study can pave the way for fruitful cooperation with international entities, such as France or Arab groups, opening up new horizons for our community.

7. Declarations

7.1. Author Contributions

Conceptualization, S.P. and T.B.; methodology, S.P.; software, S.P.; validation, S.P., T.B., and W.P.; formal analysis, S.P.; investigation, S.P.; resources, S.P.; data curation, S.P.; writing—original draft preparation, S.P. and T.B.; writing—review and editing, S.P.; visualization, T.B.; supervision, S.P. and J.C.Y.L.; project administration, S.P.; funding acquisition, T.B. All authors have read and agreed to the published version of the manuscript.

7.2. Data Availability Statement

Data sharing is not applicable to this article.

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7.4. Institutional Review Board Statement

Not applicable.

7.5. Informed Consent Statement

Not applicable.

7.6. Declaration of Competing Interest

The authors declare that there are no conflicts of interest concerning the publication of this manuscript. Furthermore, all ethical considerations, including plagiarism, informed consent, misconduct, data fabrication and/or falsification, double publication and/or submission, and redundancies have been completely observed by the authors.

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