



The Community's Potential Development in Promoting Special Economic Zone's Development in NongKhai Province's Border, Thailand

Sompong Kesanuch, Rajamangala University of Technology Suvarnabhumi, Thailand, sompongek@gmail.com
Phramaha Somdet Attasan, Mahachulalongkornrajavidyalaya University NongKhai Campus, Thailand, Somdet.att@mcu.ac.th
Ketsada Phathong, Mahachulalongkornrajavidyalaya University NongKhai Campus, Thailand, miniketsada@gmail.com
***Sanya Kenaphoom**, Faculty of Political Science and Public Administration, Rajabhat Maha Sarakham University, Thailand, zumsa_17@hotmail.com

Abstract- The formulation of the Special Economic Zone Development Plan has an important objective to spread prosperity into the region by taking advantage of the ASEAN Community in order to reduce income disparity, improve people's quality of life and strengthen security in border areas, including increase competitiveness and linkage with neighboring countries, Nong Khai Province, Thailand was one area that was designated as a border special economic development zone Due to its geographic location of advantage, potential and readiness, and it has an area adjacent to the Vientiane Capital, the capital of the Lao People's Democratic Republic (Lao PDR) which landing the People's Republic of China, Therefore, this research were 1) to explore the potential conditions and needs for community potential development in the special economic zone; 2) to analyze the factors influencing the development of community potential in promoting the development of the special economic zone, 3) to analyze the potential of the community that can promote the development of special economic zones, and 4) to study community development models to promote the development of special economic zones. This research was held at the Thai border area, NongKhai province. The study was divided into 3 phases by using mixed methods research comprising both qualitative research and quantitative research methods. The sample group consisted of 483 representatives of the community, 12 key informants, and 12 experts participating in the focus group discussion. The research instruments were questionnaires, interviews, and group discussion. The data were analyzed by using descriptive statistics namely Frequency Distribution, Percentage, Mean and Standard Deviation including Inferential Statistics Analysis comprising Pearson, Correlation Coefficient, and Multiple Linear Regression Analysis. The research result showed that

1. General potential of the community in the special economic zone, was overall at the highest level in two aspects: community structure and community leaders. The management aspect was at a high level in two areas, namely the economy and the occupational groups in the community. The infrastructure was at the medium level in the area of the traditions, culture, and tourist attractions. The low level was the area of social and social organization. The people in the area need to develop the capacity of the community to support the special economic zone was overall at a high level ($\bar{X} = 3.96$)

2. Factors influencing community potential development in promoting the development found that 6 factors were Policies awareness and access to information; Infrastructure in the community; Support from government agencies; Management within the community and Economic resources in the community and professional skills of people in the community with statistical significance at the 0.1 level.

3. The community potential that can promote the development found that the community has the potential of professional skills in the community to support the development of the special economic zone at a high level, has the potential to prepare the community to support the development of special economic zones at a moderate level and has the potential for community businesses/products to support the development of special economic zones at a low level. The community has the potential to support the development of the special economic zone according to 6 all analytical factors.

4. 6 community potential development models to promote the development, consisting of 1) 6 model of management in the community development; 2) 7 models of economic resource development in the community; 3) 5 models of occupational skills development of people in the community; 4) 4 models of infrastructure development in the community; 5) 6 models of support from six government organizations development, and 6) 7 models of policies awareness and access to information development.

Keywords: Development, Community Potential, Special Economic Zone.

I. INTRODUCTION

Economic competition on the world stage encourages the ASEAN group to accelerate and strengthen its cooperation. As a sequence, ASEAN leaders stated to establish "ASEAN Economic

Community (AEC) in 2020 to foster deeper and wider ASEAN economic cooperation which will be proceeded along with two other goals namely 1) to be a security community (ASEAN Security Community: ASC) and 2) to be a social and cultural community (ASEAN Socio-Cultural Community: ASCC) aiming for ASEAN to be a common community which was perfect for the economy, politics, society, and culture. The ASEAN Vision 2020 was determined to promote ASEAN as a Partnership in Dynamic Development by 2020 and the ASEAN Economic Community. (AEC) as the goal of economic cooperation that will enable ASEAN to have a common market and production base by both liberalizations in the transportation of goods, services, investments, and skilled labor including a more liberal movement of capital. It was the most advanced form of Regional Economic Integration in Asia and able to empower to resolve conflicts within the region and bring peace and tranquility to Southeast Asia with the prosperity of other regions. (Policy and Planning Bureau, 2015: 2-3) Under the development of ASEAN countries as mentioned above, Thailand, therefore, has established a national development plan under the 20-year National Strategy and the National Economic and Social Development Plan. Such a plan was a mechanism to drive the country towards Thailand 4.0, resulting in the development of the country in many dimensions and one of them was the development of border special economic zones. This was an important plan of the country in driving economic development to spread prosperity into the region to create the well-being of people and to enhance the competitiveness of countries and border areas by taking advantage of the opportunities of the ASEAN Economic Community. (National Economic and Social Development Board, 2016: 1-5)

Thailand Special Economic Zones was an area designated by the Special Economic Development Zone Policy Committee (MDI) as a special economic development zone where the state will support the infrastructure, benefits, investment, management of round-trip foreign workers, one-stop service, and other necessary services. (National Economic and Social Development Board (NESDB), 2016:4) The designation of the Special Economic Zone Development Plan has important objectives to distribute prosperity into the regions by taking advantage of ASEAN opportunities, reduce income disparity, raise the quality of life of the people and strengthen security in border areas including increase competitiveness and linking with neighboring countries (Office of the National Economic and Social Development Board, 2018:22) The first phase of the operation was the preparation in the area and the appropriate development pattern that public sector acts as a key mechanism to drive development to meet the goals and facilitate private investment in the 10 border areas, allowing the province to form a development proposal as a border special economic development zone. The zone will cover the area to be developed as a border special economic development zone through the participation process of people and various sectors in the 10 special economic development zones as follows: 1) Kanchanaburi Special Economic Development Zone; 2) Chiang Rai Special Economic Development Zone; 3) Tak Special Economic Development Zone; 4) Special Economic Development Zone Trat; 5) Nakhon Phanom Special Economic Development Zone; 6) Narathiwat Special Economic Development Zone; 7) Mukdahan Special Economic Development Zone; 8) Songkhla Special Economic Development Zone; 9) Sa Kaeo Special Economic Zone and 10) Nong Khai Special Economic Development Zone. (Office of the National Economic and Social Development Board, 2016:6-8)

Nong Khai province was one of the areas that were designated as a Border Special Economic Development Zone because of its location with geographically advantageous that have appropriate potential and readiness. It also has an area adjacent to the Vientiane, the capital of the Lao People's Democratic Republic (Lao PDR), which the Special Economic Development Zone Policy Committee has assigned to Nong Khai Province in 2 districts, 13 sub-districts, namely 1) Muang Nong Khai district for 12 sub-districts and 2) Sa Khai districts for 1 sub-district to be an area of special economic development zone (Office of the National Economic and Social Development Board, 2016:11) Currently, Nong Khai province has implemented the Special Economic Zone Development Plan with an investment budget for infrastructure development, land preparation, electricity system, water supply system, transportation, and other dimensions. The target activities that correspond to the quality of the province consists of 6 industries, including 1) fishing industry and related businesses; 2) textile and clothing industry; 3) furniture manufacturing industry; 4) logistic business industry; 5) industrial estates or zones and 6) tourism promotion business industry. If the driving of such development was completed, it will positively affect the country's economic development and quickly generate income for the area. (Chieanchuang Kalayanamitr. et al., 2015:48)

The development of the special economic zone, although it has resulted in rapid growth from various economic activities, the value of border trade increases at a high rate but as a result of the rapid growth, cities that were not well prepared for the development that arises. This can be seen from the recent industrial developments in various areas of Thailand which many problems were found such as social problems, drug problems, health problems, environmental problems including the development of

infrastructure that did not keep up with the demand and the lack of balance in development between urban and rural communities.(Netsai Nissaisuk, 2013: 119-124)Therefore, the effective development of border towns must be proceededwith the cooperation from many parties to strengthen the potential of Thai and neighboring border areas along with the preservation of the interests and well-being of the people in the area especially concerned with the quality of life and the environment since It was an important link in balancing economic prosperity and social adaptation.(Chieanchuang Kalayanamitr. et al., 2015: 49)

Therefore, the research on The Community's Potential Development in Promoting Special Economic Zone's Development in NongKhai Province's Border was to present a guideline for the preparation of communities in the special economic development zones and set directions for community development to have the potential for change which can adapt to support development, create an economic advantage and add value to products in the community to their full potential. If the community in the area was ready, it will affect the success in driving the development of the special economic zones more efficiently.

II. RESEARCH OBJECTIVES

The main objectives of this research were 1) to explore the general potential status and needs for community potential development in the special economic zone; 2) to study and analyze factors influencing the development of community potential in development promotion special economic zones; 3) To study and analyze the potential of communities that can promote the development of special economic zones and 4) to study community development models to promote the development of special economic zones.

III. RESEARCH METHODOLOGY

This research was held on the Thai border area at Nong Khai province, Thailand, and this was mixed methods research by using both quantitative research method and the qualitative research method and dividing research into 3 phases as follows:

Phase1: The study of general potential conditions, needs for developing community capacity, and factors influencing the development of community potential in the special economic zone. This phase was quantitative research that the analysis unit was a community in the special economic zone, Nong Khai province, comprising 161 communities. The sample of the study was3 representatives of each community, totaling 483 people, obtained through purposive sampling from the local administrative organization executive / sub-district headmen/village headmen / assistant village headmen/community chair/community vice presidents/organization member of local administration community/village committee or community members. The data were collected by using 483 questionnaires in the Check List category, Rating Scale, and Opened End in 6 sections. The questionnaire had a reliability value of 0.912 in total and was analyzed by using descriptive statistical analysis and inferential statistical analysis, and factor influence analysis by multiple linear regression with a computer program.

Phase2: The analysis of community potential that can promote the development of special economic zones. This research was qualitative research that the data collected by a semi-structured in-depth interview. The sample consisted of experts, academics, and related people who were important to policy formulation or implementation of special economic zone development policy and representatives of the community, organization, or group of people involved in the development of the special economic zone. Allsuch 12 people were selected by Purposive Sampling by using the Key Informant Person criteria. Data were collected including 1) Semi-structured interview forms and 2) Community potential analysis by applying the techniques of SWOT analysis and content analysis method in 3 steps namely: 1) conducted content analysis to seek findings from research studies;2) grouped the data according to the main issues of the in-depth interview thatdivided into 2 groups, which were the group of good potential and ready to promote the development of the special economic zone and the group with potential that should be developed to be ready to promote the development of the special economic zones; and 3) analyzed the obtain information for inductive analysis in a processing manner to find mutual agreement among key informant person through methods of integrationand quality control of research utilizing triangular analysis techniques.

Phase3: The development of community capacity development models to promote the development of special economic zoneswhich was divided into 2 steps in research as follows:

Step 1:The development ofcommunity capacity development models to promote the development of special economic zones. This step was qualitative research with a sample of 12 experts obtained by

purposive sampling, specifying criteria with critical incident technique from relevant people involved in community development management including experts in integrated management policy analysis and community development. Data were collected by a focus group discussion that the research tools were draft models for developing community capacity to promote the development of special economic zones consisting of a line of questions or issues used in group discussion and issues used to examine the suitability and feasibility of the developed model. The data were analyzed by content analysis techniques based on the Mileage and Huberman qualitative data analysis process. (M.B. Miles, & A.M. Huberman, 1994 : 10-11). This defined 3 steps to deal with qualitative data from research as data reduction, data display, and conclusion drawing and verification.

Step 2: Criticism and confirmation of community potential development model to promote the development of special economic zones was an application of CIT (Critical Incident Technique) by analyzing data by quantitative research methods. The sample group was the 12 experts chosen by purposive sampling of 12 people, setting criteria for selecting specialists with critical incident technique from those involved in community development in the special economic zone development area, Nong Khai province. Data were collected by experts to assess the suitability of the tool development model, namely 1) a suitability evaluation form of a development model and 2) a critical model and confirm the community capacity development model to promote the development of the special economic zone in the Thai border area, Nong Khai province analyzed the data using statistics, namely median (Med) and Interquartile Range: I.R.) and mode: Mo. (Kanlaya Vanichbuncha, 2008:134)

IV. RESEARCH RESULTS

1. The results of the study of the general potential condition and the needs for the potential development of communities in the special economic zone found the following important research results:

1.1 The general potential of communities in the special economic zone found as overall had the potential at the highest level in 2 aspects: 1) Community structure and community leaders and 2) management; At a high level in 2 aspects 1) Economic and professional groups in the community and 2) infrastructure; At the middle level in one aspect as namely the tradition, culture and tourist attractions and at a low level in one aspect namely social and social organization.

1.2 The community potential development needs to support the development of the special economic zone was at a high-level ($\bar{X} = 3.96$) overall. When classified by each aspect, it was found at the high level in all 12 areas, ranked in descending order of mean, Education development, religion, art, culture ($\bar{X} = 4.16$); Development of public health system and quality of life ($\bar{X} = 4.15$), Political and administrative development in communities ($\bar{X} = 4.13$) Economic development ($\bar{X} = 3.94$) Access to special economic zone development information ($\bar{X} = 3.94$) Development of professional skills necessary to support the special economic zone ($\bar{X} = 3.93$) Development of community leaders to have the capacity to support the development of the special economic zone ($\bar{X} = 3.91$) Access to funding sources for community product development ($\bar{X} = 3.90$) Support for career development from government agencies ($\bar{X} = 3.88$) Development of community management support factors such as knowledge of community development planning ($\bar{X} = 3.87$), Infrastructure development to standardize (e.g. electricity, road, water supply) ($\bar{X} = 3.87$) and Community tourism development ($\bar{X} = 3.86$) respectively.

2. the factors influencing the community's livelihood were 6 variables, namely Awareness of policies and access to information; Infrastructure in the community; Support from government agencies; Management within the community; Economic resources in the community, and professional skills of people in the community influenced the development of community image potential with statistically significant at the .01 level. When considering the standard regression coefficient (beta: β) of the variable influencing community potential, it was found that the variable with the highest standard regression coefficient (β) was policies awareness and access to information ($\beta = .875$) followed by community infrastructure ($\beta = .215$), community management ($\beta = .122$), occupational skills of people in the community ($\beta = .087$), economic resources in the community ($\beta = -.089$) and support from government agencies ($\beta = -.240$), respectively. All factors able to explain the community potential in the special economic zone in Nong Khai province at 93% ($R^2 = .926$) was statistically significant at the .01 level with a complex correlation coefficient of .962 ($R = .962$), the standard error of the estimation was .167 (Std. Error. = .167).

3. The community had the potential of professional skills in the community to support the development of the special economic zone at a high level. It had the potential to prepare the community to support the development of special economic zone at a moderate level whereas it had the potential for community businesses and products to support the development of special economic zone at a low level. The community had the potential to support the development of the special economic zone in Nong Khai province according to the 6 analytical factors leading to the formulation of 35 development approaches.

4. A study of community development models to promote the development of special economic zone had the research results as follows:

4.1 The community potential development model to promote the development of special economic zone consists of 6 models namely 1) Community potential development model for developing community capacity in management in the community; 2) Community potential development model for economic resources in the community; 3) Community potential development model for the professional skills of people in the community; 4) Community potential development model for the community infrastructure; 5) Community potential development model for the government agencies support and 6) Community capacity development model for awareness, policies, and information access. For this, there were 35 development strategies as shown in Figure 1.

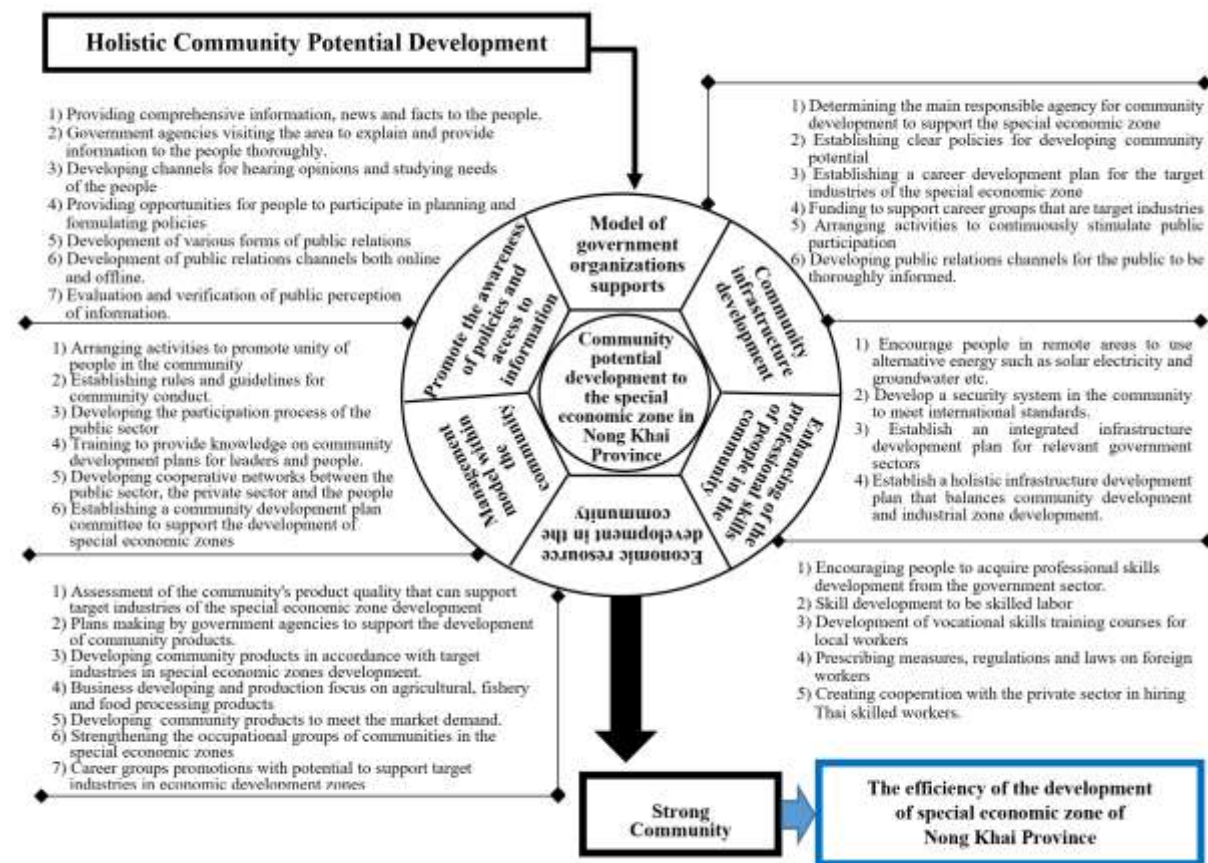


Figure 1 Community development model to promote the holistic development of special economic zones in Thai border area, Nong Khai province

From Figure 1, it showed that the community capacity development model to promote the development of special economic zones, holistically places importance on the development of the community in 6 dimensions:

Dimension 1: Policies awareness and access to information: This dimension was considered the most important factor affecting the success of community development because knowing information will help the community to see a clear path of development. Hence, it was imperative to expedite public awareness of policies and access to information thoroughly that relevant government agencies were required to continuously visit the area to clarify and provide information to the public and need for developing channels to listen to opinions and study the needs of the people, allow people to participate in

planning and designating special economic zone development policy including the development of public relations models and channels for the public to access information conveniently and quickly both online and offline agencies to assess results and/ or check the public perception of information continuously were also required.

Dimension 2 Support from government agencies: This dimension was an important factor for community development in Thailand. Due to the lack of resources for self-development including funding, knowledge, and technology, we often see that community development at all levels inevitably requires support from external agencies. Therefore, to strengthen the community in the special economic zone, Nong Khai province, it was necessary to define the main responsible agency for community development together with making clear policies by preparing a career development plan for the target business of the special economic zone development as well as providing funding sources to promote the development of career groups that have the potential to serve the target industry. There must also be an activity to stimulate the participation of the people and increasing public relations channels for the development of the special economic zones to the public thoroughly.

Dimension 3 Management within the community: This dimension was to organize activities to promote the unity of people in the community; to set rules and guidelines for community conduct; to develop the process of public participation in community development activities and most importantly, to educate the leaders and people in the development of community development plans as well as developing a network of administrative cooperation with public and private agencies. A community development plan committee was also needed to support the development of the special economic zone in Nong Khai province as a central agency for data coordination and cooperation with related sectors.

Dimension 4 Occupational skills of people in the community: This dimension was considered the most outstanding readiness of the community in the special economic development zone, Nong Khai province. Therefore, it was necessary to develop the skills necessary to become skilled labor to enter the industry that will arise from the development of the special economic zone Nong Khai province. The key development issue was the development of vocational skills training courses for laborers in the area to become skilled workers to support entry into industries in the special economic zone along with encouraging people in the area to develop professional skills that the government provides. Besides, the implementation has to create cooperation with the private sector in hiring Thai skilled workers under clear measures, regulations, and laws for hiring foreign workers.

Dimension 5 Develop economic resources in the community: This dimension was to enable the community to respond to the target industry in the development of the special economic zone in Nong Khai province. Therefore, it was necessary to systematically develop the economic resources of the community. Importantly, the implementation must assess the community's product quality to what extent and whether or not it was relevant to the target industry to support the development of the special economic zone. After that, the community needs to create a community product development plan that focuses on community products following target industries, including agriculture, fisheries, and food processing to meet the standards and market needs. This was to lay the foundation for strengthening occupational groups to have the potential to support target industries in the development of special economic zones to achieve sustainable development.

Dimension 6 Infrastructure in the community: this was a key cog that will lead other areas of activity in successful community development because the infrastructure was a key factor that was indispensable. As a sequence, the capacity building must be done in an integrated manner with the relevant agencies. The key factor in infrastructure development was the formulation of a holistic public infrastructure development plan by integrating with the provincial or provincial development plans that focus on developing community potential in parallel with the development of industrial zones.

The preparation of the community for change was an enhancement of adaptation capacity to enhance competitiveness and to create economic advantages by adding value to products in the community to their full potential. When the community has a strong potential that can support the development of special economic zones, it will inevitably affect the success in driving the development of special economic zones to be balanced in all dimensions. This was the cornerstone of sustainable development in the future.

4.2 The experts had the greatest consensus on the community potential development approach to promote the development of special economic zones in all 6 dimensions and 35 development issues with the median value (Med.) at level 5.00, the mode (Mo.) at the 5.00 level and the interquartile range (I.R.) at level 0.00. showed that experts have consistent opinions on all dimensions of the development guideline.

V. DISCUSSION

1. The general potential of communities in the special economic zone in Nong Khai province found that the community had overall potential at a high level, especially in the area of community structure/community leaders and management at the highest level as for the economic potential and professional groups in the community and infrastructure, they were found at a high level. This may be because the communities in the special economic development area, Nong Khai province, were in the urban and suburban areas, making various developments quite ready and complete. The research results were consistent with Chieanchuang Kalayanamitr, et al. (2015) who studied the Report of the study on the special economic development zone Nong Khai Province. The research results were found that Nong Khai province could compete due to important potential, such as strengthening people, communities, and society, creating value and raise the standard of agricultural products; creating natural resource management and environment; building industry, trade, investment, and tourism; building border security and quality development of service systems, which cover all 6 dimensions of the province in developing capacity, increasing competitiveness and well-being prepared for future big investments.

2. Results of the study of factors influencing the development of community potential in promoting the development of special economic zones found that 6 factors influencing community quality comprised awareness of policies and access to information factors were the factors affecting the development of the special economic zone in Nong Khai province the most. This may be because driving the development of the special economic zone requires the creation of a comprehensive understanding and access to information, especially providing useful information to the community to prepare for adaptation to support changes in different dimensions to engage in other development, including the infrastructure in the community, support from government agencies, management within the community, economic resources and professional skills of people in the community. The research results were consistent with Laddawan Kongthong (2018) who studied the Model of human capital development in Sa Kaeo special economic zone. The research results were found that factors affecting human capital development consisted of 3 key factors: 1) organizational management factor ($\beta = 0.51$); 2) human capital management principle functional factor ($\beta = 0.14$), and 3) special economic zone policy factor ($\beta = 0.04$). It can be seen that in addition to the aforementioned factors, the core of community development was the creation of understanding and effective communication of information. If there was good communication to create understanding, it will also affect the cooperation of the community as well as in driving the sustainable development goals. These findings were in line with the study of Phra Mahachakkritinpanyo (Kotiram) (2018) who studied the CSR principle of the private sector in Samphran district, Nakhon Pathom province. The results of such research were found that the cooperation in driving the CSR-based sustainability goals of the private sector was linked as part of the thinking of leaders who listen to information and opinions from others. There was a public hearing on the operations to prevent social and environmental impacts until good cooperation between the private sector and the community was made.

3. Community potential development model to promote the development of special economic zones was a model of community development in 6 dimensions, comprising of Management within the community; Economic resources in the community; Professional skills of people in the community; Infrastructure in the community; Support from government agencies and Policy awareness and access to information. This model has a purpose to develop the community to have the potential to promote the development of the special economic zone in Nong Khai province as to prepare the communities in the special economic development zone to have potential readily available for change and can adapt to support development, create an economic advantage and add value to products in the community to their fullest potential. The results of the development of such models were consistent with the results of the study of Sojirat Toemsil & Prachasan Saenpakdee (2019) who studied The Development of Special Economic Zone: A Case Study of Nong Khai Province which aimed to study the situation occurring in the special economic zone in Nong Khai province by assessing the competitiveness of the economy and finding ways to develop special economic zones which were studied during the year 2015-2017. The study found that the situation in the special economic zone was prepared to develop infrastructure and prepare for industrial, agriculture, trade, investment, and international transport and to facilitate the service. Economic competitiveness, therefore, needed to be enhanced, increase competitiveness and openness to add value to products by using the special economic zone as a base to link to Thailand 4.0 to increase potential and create opportunities for local people. The development of the Nong Khai special economic zone found that agriculture should be promoted to raise the standards of production, trade, investment, tourism, and services to strengthen stability by focusing on the development of people, communities, and society following the development of special economic zones. This finding was in line

with the study results of Laddawan Kongthong (2018) who studied the Model of human capital development in Sa Kaeo special economic zone. which the resulted revealed that

Human capital development model in special economic zone in Sa Kaeo province by synthesizing research results and model confirmation from group discussion based on open system theory concept consisted of 5 key components: 1) The outcome was the outcome of the human capital development model in the special economic zone in Sa Kaeo province consisted of policy issues, implementing regulations to reduce economic disparities, local development, productivity increase in service, trade, investment mobilization, building border security and being a truly eco-special economic zone; 2) Productivity was the direct result of human capital development by conducting individual development, organization development, and social culture development to be flexible and able to truly create competitiveness with foreign countries; 3) Process of change was done by adjusting the organization management model to be able to enhance efficiency and effectiveness by focusing on the integration of agencies involved in the implementation of the policy; 4) Inputs factor was done by developing knowledge, the ability of personnel to have skills, attitudes, motivation, practical and expertise skill in policy implementation and 5) The environment was done by developing capacity in line with external factors that directly and indirectly affect the organization consisting of the context of Sa Kaeo Province Eastern Economic Corridor and Thailand 4.0, which was a policy and direction of national development by applying modern technology to create innovation For real quality production.

It can be seen that the development of any particular community needs to be integrated across all dimensions to create a balance, reduce problems and impacts that may occur later. The crucial principles of development must focus on participation processes at all levels, including people, communities, the public sector, the private sector, and civil society to achieve sustainable development in the future.

VI. SUGGESTIONS

1. Suggestions for applying the research results

1.1 Government agencies should visit areas to create understanding and provide factual information to communities and people to reduce conflicts between the state and the community.

1.2 Community potential development model to promote the development of the special economic zone in Nong Khai province was a presentation of approaches for the development of community capacity in all dimensions. The relevant departments therefore should have an integrated development plan to strengthen the community concretely.

1.3 Access to public information was an important factor in building cooperation. Therefore, there should be a channel to access various information and information quickly and easily. The public sector should conduct public opinion polls to create an effective agreement for community development planning, and more importantly, to establish a responsible agency for community capacity development following the target industry of the province.

2. Suggestions for the next research

2.1 There should be research on the development of the integrated community development plan of relevant agencies to drive holistic community development in the special economic zone.

2.2 There should be action research to strengthen the construction of the community development plan with the participation of people in the area.

2.3. There should be action research to develop the potential of model community leaders in a special economic zone, Nong Khai province.

2.4 There should be research to develop the skills and competencies necessary for laborers to prepare labors to enter the target industry of special economic development zone, Nong Khai province.

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