

Abstract

The study “Social Capital as Factor Conducive to Community Business Operation: A Case Study of Producers and Vendors of Chaiya Salted Eggs, Moo 6, Banpakdan, Tambon Lamet, Amphoe Chaiya, Surat Thani Province” is a qualitative research. The objectives are to study social capital as a factor conducive to the operation of producers and vendors of Chaiya salted eggs and to study the development of the producers and vendors of Chaiya salted eggs of Moo 6, Banpakdan. The results are as follows:

The factor conducive to the operation of the group under study is community identity that people strongly adhere to and respect. This factor attracts many visitors, thus resulting better community business. Local knowledge and wisdom are turned into added value in the products, reflecting the inter-connectedness of the community whether they are relatives, neighbors or peers. Their relationship is based on hospitality and mutual assistance, thus facilitating the operation of the group and instilling collective pride and awareness of community wisdom and identity. The community is also connected with other neighboring communities with different ecological systems, resulting in the sharing of resources, greater production, and network creation based on mutual support. Such a phenomenon in the Banpakdan community is indicative of the community with social capital conducive to the operation of the group.

The study recommends that the community should stimulate, promote and create a learning process in order to create a greater awareness of collective ownership of local wisdom and community identity and to foster a stronger management system through community inter-connectedness. In addition, studies should be undertaken on available resources in the community and neighboring communities and how to connect and integrate them, turning them into more dynamic forces that drive the community forward and solve problems that may occur. Another recommendation is that future studies should be conducted on the dynamism of the network of livelihoods that are conducive to the production and processing of Chaiya salted eggs and how they can be incorporated as social capital.