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EDITORIAL

It is my proud privilege to welcome you all to the AASE International Conference at Taipei/Taiwan on July 15th-16th, 2019. AASE International Conference serves as platform that aims to provide opportunity to the academicians and scholars from across various disciplines to discuss interdisciplinary innovations. We are happy to see the papers from all part of the world published in this proceedings. This proceeding brings out the various Research papers from diverse areas of science, engineering, technology, management, business and education. These articles that we received for these conferences are very promising and impactful. We believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. I am really thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. I am also thankful to our scientific and review committee for spending much of their time in reviewing the papers for these events. I am sure the contributions by the authors shall add value to the research community.

Editor-In-Chief
Dr. H. Miyamoto

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The Innovation of e-Money via SSRU Smart Purse in Purchasing Products, Food and Beverages of Students at Suan Sunandha Rajabhat University

Sunthan Chayanon ^a, Wijittra Srisorn ^a, Tikhamporn Punluekdej ^b

^a College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail address: sunthan.ch@ssru.ac.th, wijittra.sr@ssru.ac.th

^b Graduate School, Southeast Asia University, Bangkok, Thailand

E-mail address: tikhamporn.pu@gmail.com

Abstract

The research on “The Innovation of e-Money via SSRU Smart Purse in Purchasing Products, Food and Beverages of Students at Suan Sunandha Rajabhat University (SSRU)” has objectives to 1) study the use of the innovation of e-Money via SSRU Smart Purse in purchasing products, food and beverages of students at Suan Sunandha Rajabhat University, and 2) study the relationship between demographic factors of students at SSRU and the innovation of e-money via SSRU Smart Purse in buying products, food and drinks at SSRU. The purposive sample size of 379 samples is derived to collect the data. The descriptive data include frequency, percentage, mean, and standards deviation. The data was also analyzed by using SPSS program.

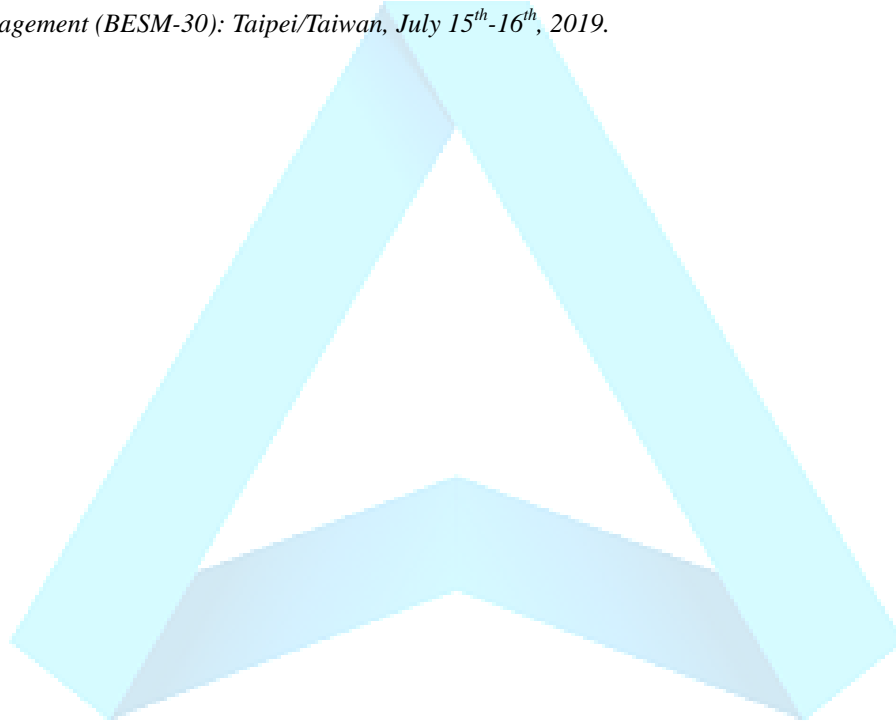
The results showed that, out of 379 sample size, there are 186 of male students which is equal to 49 percent and there are 193 female students which is equal to 51 percent. This sample size has age at and lower than 18 years old for 91 persons (24 percent), 19-22 years old for 212 persons (56 percent), and 23 years old and over for 76 persons (20 percent). They study in the 1st year of their education for 95 persons (25 percent), in the 2nd year of education for 95 persons (25 percent), in the 3rd year of education for 114 persons (30 percent), and in the senior year of education for 75 persons or 20 percent. They have average monthly income of 12,000 baht or lower for 49 persons (23 percent), between 12,001-15,000 baht for 98 persons (26 percent), between 15,001-20,000 baht for 83 persons (22 percent), and 20,001 and more for 149 persons or 39 percent. This sample size studies in the Faculty of Education for 49 persons (13 percent), Faculty of Arts for 42 persons (11 percent), College of Architecture for 42 persons (11 percent), International College for 42 persons (11 percent), Suan Sunandha International School of Art for 41 persons (10 percent), Faculty of Science and Technology for 31 persons (8 percent), College of Nursing and Health for 26 persons (7percent), College of Innovation and Management for 26 persons (7 percent), Faculty of Management Science for 26 persons (7 percent), College of Applied Health Science for 22 persons (6 percent), College of Logistics and Supply Chain for 19 persons (5 percent),

Faculty of Industrial Technology for 11 persons (3 percent), and Faculty of Humanities and Social Science for 3 persons or it is equivalent to 1 percent respectively.

For the second objective, the results showed that the overall value of e-money innovation via SSRU Smart Purse in buying products, food, and beverages is at the high level. The results also revealed that the personal factors of students at SSRU has no relationship with the innovation of e-money via SSRU Smart Purse in buying products, food and beverages of students at Suan Sunandha Rajabhat University.

Keywords: e-money, innovation, Suan Sunandha Rajabhat University (SSRU)

- *This research presented on 30st International Conference on Business, Education, Social Science, and Management (BESM-30): Taipei/Taiwan, July 15th-16th, 2019.*



1. Background/ Objectives and Goals

1.1 Introduction

Electronic money or e-money has an increasing role in the daily life of Thai people. It replaces the use of cash in buying things in a convenient store, paying bus fares, including buying various products and services through the online channel. The entrepreneurs of various businesses have acknowledged electronic money technology or e-money in order to please the customers, make shopping experiences much more convenient and easier, and at the same time to increase the efficiency in buying and selling system in terms of speed and accuracy.

Electronic money or e-money is an amount of money stored in electronic media such as chip in a plastic card, mobile phone, or Internet network in which the users have pre-paid money to the e-money service providers in paying for expenses of goods and services at the participated stores. E-money can be divided into 2 categories: first, card-based e-money with a chip of information on the card, such as Rabbit Card in paying for a ride of BTS sky-train, and Smart Purse used in 7-11 stores, and network-based e-money that stores information in the network such as PayPal AIS and True Money.

Nowadays, technology has a great impact on our daily life as well as the way the business is conducted. This phenomenon can be seen in forms of mobile phone, Android operating system or iOS operating system in which they are connected through Internet network and can rapidly and effectively communicate among each other for the following reasons:

1. Smartphones are developed in order to serve mobile Internet
2. The price of the supported devices that can be used with high speed Internet becomes lower.
3. New forms of Widget/Gadget are coming out and create an alertness in using new applications that require high speed Internet.
4. The popularity in using social network such as Facebook, Twitter and/or LINE application with high quality and effectiveness in providing a real-time experience together with an improved visualization technology such as online 3D games or social network games that require high speed Internet with a lower price and can communicate both on individual and group basis.

Moreover, the ease of conducting various transactions through mobile phones, and any other communication devices via Internet have become increasingly well accepted and earned credibility among users. This incident can be seen in an increasing number of financial transactions being done through the Internet and by mobile phones. These transactions include the payment of goods and services, or the transfer of money between the banks for goods and services being bought, the use of debit cards and credit cards, or even the transfer

of cash into electronic purse for paying the debts. All of these transactions are involved with the commercial banks.

The researcher is interested in the innovation of e-money via SSRU Smart Purse in purchasing products, food and beverages of students at Suan Sunandha Rajabhat University (SSRU) in terms of using motivation, obstacles in using the new technology as an innovation. The payment made by utilizing e-money reflects the governmental policy on Thailand 4.0 and a push forward into a cashless society in Thailand (Nattapong Kariyapol, 2017: 1).

2. Research Objectives

2.1 To study the electronic money via Smart Purse in buying goods, food, and beverages by students at Suan Sunandha Rajabhat University (SSRU).

2.2 To study the relationship between demographic factors of students at SSRU and an innovation of e-money via Smart Purse in buying goods, food, and soft-drinks.

3. Methods

3.1. This research is considered as a quantitative research.

3.2 The population is students at Suan Sunandha Rajabhat University with the total number of 30,549 persons (Suan Sunandha Rajabhat University, 2019). By using a sample size of the population formulated table, the sample size is derived at 379 person (Narong Srisawad, 2542: 65).

3.3 The descriptive data include frequency, percentage, mean, and standard deviation. The data is also analyzed by using SPSS program.

4. Related Theories

4.1 Theory of Reasoned Action and Technology Acceptance Model

The Theory of Reasoned Action (ToRA or TRA) aims to explain the relationship between attitudes and behaviors within human action. It is mainly used to predict how individuals will behave based on their pre-existing attitudes and behavioral intentions. An individual's decision to engage in a particular behavior is based on the outcomes the individual expects will come as a result of performing the behavior. Developed by Martin Fishbein and Icek Ajzen in 1967, the theory derived from previous research in social psychology, persuasion models, and attitude theories. Fishbein's theories suggested a relationship between attitude and behaviors (the A-B relationship). However, critics estimated that attitude theories were not proving to be good indicators of human behavior. The ToRA was later revised and expanded by the two theorists in the following decades to overcome any

discrepancies in the A-B relationship with the Theory of Planned Behavior (TPB) and Reasoned Action Approach (RAA). The theory is also used in communication discourse as a theory of understanding (Gillmore et al., 2002).

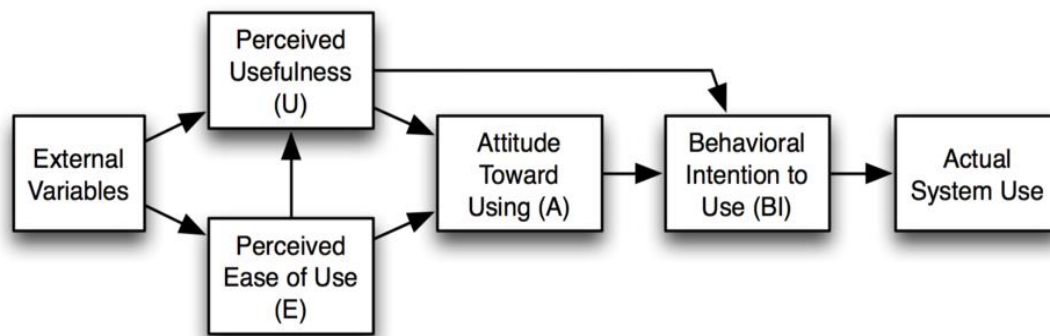
The primary purpose of the TRA is to understand an individual's voluntary behavior by examining the underlying basic motivation to perform an action (Doswell, Braxter, Cha, and Kim, 2011). ToRA states that a person's intention to perform a behavior is the main predictor of whether or not they actually perform that behavior (Glanz, Rimer, and Viswanath, 2015). Additionally, the normative components (i.e. social norms surrounding the act) also contributes to whether or not the person will actually perform the behavior. According to the theory, intention to perform a certain behavior precedes the actual behavior (Ajzen, and Madden, 1986). This intention is known as behavioral intention and comes as a result of a belief that performing the behavior will lead to a specific outcome. Behavioral intention is important to the theory because these intentions "are determined by attitudes to behaviors and subjective norms (Colman, 2015)." The theory of reasoned action suggests that stronger intentions lead to increased effort to perform the behavior, which also increases the likelihood for the behavior to be performed.

The technology acceptance model (TAM) is an information systems theory that models how users come to accept and use a technology (Davis, Bagozzi, and Warshaw, 1989). The model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they will use it, notably:

- Perceived usefulness (PU) – This was defined by Fred Davis as "the degree to which a person believes that using a particular system would enhance his or her job performance."
- Perceived ease-of-use (PEOU) – Davis defined this as "the degree to which a person believes that using a particular system would be free from effort (Davis, 1989)."

The TAM has been continuously studied and expand—the two major upgrades being the TAM2 (Venkatesh and Davis, 2000; Venkatesh, 2000) and the Unified Theory of Acceptance and Use of Technology (or UTAUT, Venkatesh et al., 2003). A TAM3 has also been proposed in the context of e-commerce with an inclusion of the efforts of trust and perceived risk on system use (Venkatesh and Bala, 2008). Tawil Tarapoch (2526) argued that the intention to express a behavior of a person is a result of his or her attitude or belief toward a particular thing and his or her performance is associated with behavioral factors.

The following is The Technology Acceptance Model, version 1.



Adapted from: Davis, Bagozzi and Warshaw, 1989.

Perceived Usefulness

Perception (from the Latin perception) is the organization, identification, and interpretation of sensory information in order to represent and understand the presented information, or the environment (Schacter, 2011). All perception involves signals that go through the nervous system, which in turn result from physical or chemical stimulation of the sensory system (Goldstein, 2017). For example, vision involves light striking the retina of the eye, smell is mediated by odor molecules, and hearing involves pressure waves. Perception is not only the passive receipt of these signals, but it's also shaped by the recipient's learning, memory, expectation, and attention (Gregory, 1987; Bernstein, 2010).

Perception can be split into two processes,

- Processing the sensory input, which transforms these low-level information to higher-level information (e.g., extracts shapes for object recognition);
- Processing which is connected with a person's concepts and expectations (or knowledge), restorative and selective mechanisms (such as attention) that influence perception.

Perception depends on complex functions of the nervous system, but subjectively seems mostly effortless because this processing happens outside conscious awareness (Goldstein, 2017). The importance of perceived usefulness has been widely recognized in the field of electronic banking (Guriting and Ndubisi, 2006; Jaruwachirathanakul and Fink, 2005; Eriksson et al., 2005; Laforet and Li, 2005; Polatoglu and Ekin, 2001; Liao and Cheung, 2002). According to these authors, usefulness is the subjective probability that using the technology would improve the way a user could complete a given task. Based on theories in social psychology, such as the theory of reasoned action, (TRA) (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975) and the theory of planned behavior (TPB) (Ajzen, 1985), the technology acceptance model (TAM) has been validated as a powerful and parsimonious

framework (Davis, 1989; Davis et al., 1989). According to TAM, perceived usefulness is the degree to which a person believes that using a particular system would enhance his or her job performance. According to Davis et al. (1992), perceived usefulness refers to consumers' perceptions regarding the outcome of the experience. Davis (1993) defined perceived usefulness as the individual's perception that using the new technology will enhance or improve his/her performance. Similarly, Mathwick et al. (2001), defined perceived usefulness as the extent to which a person deems a particular system to boost his or her job performance.

Pikkarainen et al. (2004) applied TAM in Finland and they found perceived usefulness as a determinant of actual behavior which encouraged the user of the twenty-first century banking to use more innovative and user-friendly self-service technologies that give them greater autonomy in performing banking transactions, in obtaining information on financial advices, and in purchasing other financial products. However, Gerrard and Cunningham (2003) noted that the perceived usefulness depends on the banking services offered such as checking bank balances, applying for a loan, paying utility bills, transferring money abroad, and obtaining information on mutual funds.

There are extensive evidences proving the significance of effect of perceived usefulness on adaptation intention (Chen and Barnes, 2007; Guriting and Ndubisi, 2006; Jarawachirathanakul and Fink, 2005; Eriksson et al., 2005; Hu et al., 1999; Venkatesh, 200; Venkatesh and Davis, 1996; Venkatesh and Morris, 1996). Tan and Teo (2000) suggested that the perceived usefulness is an important factor in determining adaptation of innovations. As a consequences, the greater the perceived usefulness of using electronic banking services, the more likely that electronic banking will be adopted (Polatoglu and Ekin, 2001; Jaruwachirathanakul and Fink, 2005).

Perceived Ease of Use

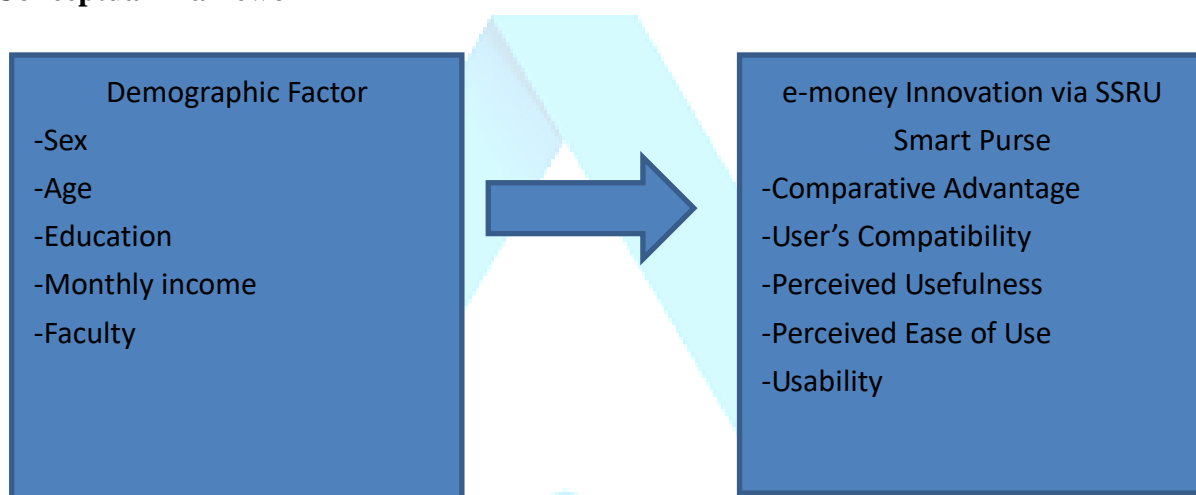
Researchers argued that perceived ease of use is the extent to which a person accepts as true that using an exacting method would be at no cost to that individual (Davis et al., 1989; Mathieson, 1991; Gefen and Straub, 2000; Gahtani, 2001). At first, Roger (1962) affirmed perceived ease of use is the term that represents the degree to which an innovation is perceived not to be difficult to understand, learn or operate. He further stated the perceived ease of use is the degree to which consumers perceive a new product or service as better than its substitutes (Roger, 1983). Similarly, Zeithaml et al. (2002) stated that the degree to which an innovation is easy to understand or use could be considered as perceived ease of use.

According to Mathieson (1991), the perceived ease of use is the consumer's perception that banking on the internet will involve a minimum of effort. Similarly, Consult (2002) noted that perceived ease of use refers to the ability of consumers to experiment with a new innovation and evaluate its benefits easily. He also affirmed that the drivers of growth in electronic banking are determined by the perceived ease of use which is a combination of

convenience provided to those with easy internet access, the availability of secure, high standard electronic banking functionality, and the necessity of banking services.

Extensive research over the past decade provides evidence of the significant effect of perceived ease of use on usage intention, either directly or indirectly (Hernandez and Mazzon, 2007; Guriting and Ndubisi, 2006; Eriksson, 2005; Wang et al., 2003; Venkatesh and Morris, 2000). Early in 1962, Rogers noted that understanding the technology leads to adaption of innovative service/product by customers is known as use of use. Recently, Chen and Barnes (2007) have empirically found that two technological aspects of the interface, namely perceived ease of use and perceived usefulness significantly affect customer adaptation intentions.

Conceptual Framework



5. Results

5.1 To study the electronic money via Smart Purse in buying goods, food, and beverages by students at Suan Sunandha Rajabhat University (SSRU).

The results showed that, out of 379 sample size, there are 186 of male students which is equal to 49 percent and there are 193 female students which is equal to 51 percent. This sample size has age at and lower than 18 years old for 91 persons (24 percent), 19-22 years old for 212 persons (56 percent), and 23 years old and over for 76 persons (20 percent). They study in the 1st year of their education for 95 persons (25 percent), in the 2nd year of education for 95 persons (25 percent), in the 3rd year of education for 114 persons (30 percent), and in the senior year of education for 75 persons or 20 percent. They have average monthly income of 12,000 baht or lower for 49 persons (23 percent), between 12,001-15,000 baht for 98 persons (26 percent), between 15,001-20,000 baht for 83 persons (22 percent), and 20,001 and more for 149 persons or 39 percent. This sample size studies in the Faculty of Education for 49 persons (13 percent), Faculty of Arts for 42 persons (11 percent), College of

Architecture for 42 persons (11 percent), International College for 42 persons (11 percent), Suan Sunandha International School of Art for 41 persons (10 percent), Faculty of Science and Technology for 31 persons (8 percent), College of Nursing and Health for 26 persons (7percent), College of Innovation and Management for 26 persons (7 percent), Faculty of Management Science for 26 persons (7 percent), College of Applied Health Science for 22 persons (6 percent), College of Logistics and Supply Chain for 19 persons (5 percent), Faculty of Industrial Technology for 11 persons (3 percent), and Faculty of Humanities and Social Science for 3 persons or it is equivalent to 1 percent respectively.

5.2 To study the relationship between demographic factors of students at SSRU and an innovation of e-money via Smart Purse in buying goods, food, and soft-drinks. The results showed that the overall value of e-money innovation via SSRU Smart Purse in buying products, food, and beverages is at the high level. The results also revealed that the demographic factors have no relationship with the innovation of e-money via Smart Purse in buying products, food, and beverages of SSRU students at the significant level. When consider each item separately, it was found that sex, age, education, monthly income, and faculty have no relationship with the innovation of e-money through Smart Purse in purchasing goods, food, and soft-drinks by SSRU students.

6. Discussion

In the era of globalization, technologies have played an important role in providing quick communication around the world, only internet signals and internet connection devices such as mobile telephone, tablet, computer and etc. are needed, allowing buyers and sellers to send and/or receive products information conveniently and quickly (Aroonothai Payakkapong, 2560). The research on “The Innovation of e-Money via SSRU Smart Purse in Purchasing Products, Food and Beverages of Students at Suan Sunandha Rajabhat University (SSRU)” has been relevant to the work of Joaquin Aldas-Manzano, Carlos Lassala-Navarre, Carla Ruiz-Mafe, silvia Sanz-Blas (2009) on “The role of consumer innovativeness and perceived risk in online banking usage” in which it found that consumer innovativeness is a key construct to improve e-banking adoption both directly and by its effective role in reducing consumer risk perception of using internet channel in the financial services context. Moreover, this research is also in line with the work of Kerida Kotchari and Wittarathorn Jiraprawat (2013) on “Risk Perception Factors and Online Buying Behavior of Generation X and Y Consumers” in which it found that there are no difference between Generation X and Y consumers on antecedents of perceived risk that are internet exposure, shopping behavior, and trust in online shopping. There is also no difference on perceived risk. And, there is no difference between Generation x and Y consumers on attitude toward online shopping and

intention to purchase online.

7. Suggestions and Future Research

The findings of this study have to be interpreted considering the limitations of the study keeping in mind. First, this study was a single cross-sectional study but to determine the causal paths of studied variables multiple cross-sectional studies or a longitudinal study is more appropriate (Poon, 2004). Hence, future research should consider experimental or longitudinal studies so that the casual inferences could be made more confidently and safely. Secondly, there may be many other factors which influence customer adaption toward e-money. It is not practically possible to incorporate all the variables in a single study. But, the research models could have been more robust if few more variables could have been added. The future researchers should also investigate whether customer perceived e-money service quality can influence customers' satisfaction and in turn customer adaption and loyalty. Future research can also examine whether promotional and communicational issues or system characteristics, such as screen design and feedback, have any influence on the acceptance of e-money innovation. By attempting to explain these relationships the researchers can represent e-money both as a challenge and an opportunity for marketers of various products.

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Marketing Mix Affecting Buying Behavior of Riceberry of the Consumers in Yasothon Province

Wijittra Srisorn ^a, Sunthan Chayanon ^a, Tikhamporn Punluekdej ^b

^a College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail address: wijittra.sr@ssru.ac.th, sunthan.ch@ssru.ac.th

^b Graduate School, Southeast Asia University, Bangkok, Thailand

E-mail address: tikhamporn.pu@gmail.com

Abstract

The research on “Marketing Mix Affecting Buying Behavior of Riceberry of the Consumers in Yasothon Province” has objectives to 1) study the buying behavior of riceberry of the consumers in Yasothon province, 2) study the relationship between demographic factors and buying behavior of riceberry of the consumers in Yasothon province, and 3) study the relationship between marketing mix and buying behavior of riceberry of the consumers in Yasothon province.

This research is considered as a survey research. By using Yamane’s formula, the sample size is derived at 400 samples. The questionnaires are used to collect the data. The descriptive data include frequency, percentage, mean, and standard deviation. The data were also analyzed by using SPSS program.

The results show that 1) the overall value of marketing mix affecting the buying behavior of riceberry of the consumer in Yasothon province is at a high level. When consider each item separately, the product strategy is at the highest level while the promotional strategy is at the lowest level. 2) the demographic factors have the relationship with the buying behaviors of riceberry of the consumers in Yasothon province with statistical significance. The average monthly income has the relationship with buying behavior in 8 dimensions. 3) the marketing mix has a relationship with the buying behavior of riceberry of the consumers in Yasothon province, especially the pricing strategy that has a relationship with buying behavior in every dimension.

Keywords: Marketing mix, buying behavior, riceberry, Yasothon province

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1. Background/ Objectives and Goals

1.1 Introduction

The transformation of rice by using riceberry as a raw material help promote the nutrition in term of intermediate food. Since riceberry is now very popular among health-conscious consumers, the price of riceberry is quite good and the product is in great demand for both domestic and foreign market (Department of Agriculture Extension, 2554). At present, there is a high competition in the global market, therefore there must be an improvement and development of rice in a form of product with enriched nutritional value. This is a way to add value to the agricultural products and to respond to consumers' needs and wants. One of the popular solutions is to produce a semi-manufactured rice. Because of the changing social conditions, men have to compete with time. The way of life of people in society has been changed into a much more hurry manner, especially in a big city or in a business zone (On-anong Nuiwikul, 2547). The consumers feel comfortable with food products that they can manage at home and with less time consuming. At the same time, the product must provide a high nutrition value, for example, instant rice, ready-cooked supplementary rice, and canned rice. To create an instant enriched riceberry product is one of the many ways to save the time spent for consumption. Moreover, the transformation process of enriched riceberry regarding the reduction of humidity helps to prevent the growth of bacteria and to keep the product for longer period.

The problem concerning the development of riceberry in Thailand is marketing-related problems. This problem leads to development policy regarding the product. In B.E. 2548, there was the Promotion of Community Enterprise Act with the objectives to promote community enterprise based on the promotion of local wisdom, income generation, cooperation among each other, development of management ability, and the development of community enterprise models. It is expected that the community could stand on its feet and enjoy strengthened economy by having a riceberry promotion committee as a key to operate.

Because of a high competitive environment and a concept of free trade based on globalization, the local and/or community products encounter with many problems such as production problem, capital problem, technological problem, operation problem, package problem, and marketing problem. Marketing seems to be the most serious problem among all. This means that the production can be done but there is no sale or a location for selling. It is obvious that community products also depend on the marketing mix being known as 4Ps, say, P-Product, P-Price, P-Place and P-Promotion. Nowadays, the government as well as entrepreneurs have developed OTOP products or community products and local products with much higher quality. On top of that, the Department of Community Development Has designated a variety of product quality standard in order to persuade the entrepreneurs to continue to improve the quality of their products. During the economic crisis in 2553, most of

the entrepreneurs were struggling with adjustment toward marketing in terms of searching for a good and appropriate marketing strategy, highly competition, new market (Blue Ocean), and any other solutions that will expand the market for the community and local products, recover and reinstate the situation.

The problems faced by riceberry entrepreneurs include lack of capital, lack of marketing information, and lack of management expertise. The capital problems are caused by group members who have less income. There are not enough money to invest in the business venture or to produce the products in a large quantity. The marketing problems include there is no market to sell the products. On top of that, most of the community products do not meet with the standard. The community enterprises would like for the government to help them raise the capital in order to build the warehouse, and to buy production equipment. Besides, the capital would be used to procure the raw materials so they can produce the product in a large quantity. For the marketing activities, they wish the government could help for public relations, find more distribution channels, and promote marketing-related activities in order to create an opportunity. They need the government to provide education on the production standard so the products could be sold in well-established shopping centers. They also need a knowledge on packaging so the products could be kept for a long time and, at the same time, could attract more customers.

From the above discussion, the researcher is deeply interested in the study of the development of organic farming regarding a popular product of riceberry in which it is grown in Yasothon province. Riceberry is considered as one of the economic crops in the country. The study is intended to discover factors influencing marketing strategy concerning riceberry in Yasothon province. To analyze marketing strategy concerning riceberry in Yasothon province in order to develop and come up with an appropriate marketing strategy for riceberry in Yasothon province. If we could promote riceberry to become well-known in both domestic and foreign markets, this would enhance the quality of life of the farmers, generate higher income for them, create happiness, build love, and harmony and make them becoming an important force to develop the country based on sustainability and self-reliance.

2. Research Objectives

2.1 To study buying behavior of riceberry of the consumers in Yasothon province.

2.2 To study the relationship between personal factors and buying behavior of riceberry of the consumers in Yasothon province.

2.3 To study the relationship between marketing mix and buying behavior of riceberry of the consumers in Yasothon province.

3. Methods

3.1. This is a quantitative research.

3.2 The population consists of people in Yasothon province at the number of 538,729 persons (Department of Interior, Ministry of Interior, 2561). By using Yamane's formula, the sample size is derived at 400 individuals.

3.3 The descriptive data include frequency, percentage, mean and standard deviation. The data were also analyzed by using SPSS program.

4. Concepts and Theories on Factors of Marketing

Marketing mix refers to a combination of 4 variables that can be controlled by the firm and are used to attract customers. These variables are:

1. Product. Products must be designed and/or developed according to the needs and wants of the market or customers. Products include the physical attributes and other services attached with them. The development of product must respond to the needs of customers.

2. Price. It must be set at appropriate level. Price can be considered as a middle mechanism in marketing mix in which it can draw attention from and create interest on customers. Price determination depends on characteristics of the competition in a particular target market and methods in the determination of the increment or reduction as well as the terms and conditions of sales.

3. Place. Place includes location, time, and persons that the products and services are presented for sales. The movement of products and services and various marketing activities are related with the selling institutes and many other intermediaries until the products finally reach the consumers. The selling activity always concerns with many marketing intermediaries.

4. Promotion. It is the sales of concepts and understanding to the customers. It is an attempt to support the sales of products and services by using media in order to communicate with target market regarding the whereabouts of the products and their associated prices.

Concept of Riceberry

Riceberry is a registered rice variety from Thailand, a cross-breed of Jao Hom nin (JHN), a local non-glutinous purple rice and Khoa Dawk Mali 105 (hom mali rice). The variety was created by the Rice Science Center, Kasetsart University, Thailand after four years of research for nutritional properties, anthocyanin stability, and physical and cooking properties. The outcome is a deep purple whole grain rice with softness and a palatable aftertaste. Riceberry has been a popular brown rice due to its health promoting properties. Inducing people to consume more brown rice could help ameliorate food-related chronic diseases like diabetes, heart disease, high blood cholesterol, obesity, and cancers (Wikipedai, 2019).

According to Rice Science Center & Rice Gene Discover Unit, Kasetsart University (2019), riceberry is enriched with both water soluble, mainly anthocyanin and lipid soluble antioxidants, such as carotenoid, gamma oryzanol, and vitamin E. All nutritive properties of riceberry are contained in its rice bran with only small fraction was accumulated in its endosperm. This is true for all cereals, therefore, it is best to consume whole than polished grains. Nutritional properties of riceberry is concentrated in its rice bran. The potential anti-cancer activity of compounds extracted from riceberry bran was evaluated in human cancer cell lines (Caco-2, MCF-7 and HL-60). In clinical studies in which participants at the Faculty of Medicine at Ramathibodi Hospital, Mahidol University, riceberry whole-grain rice has a “medium” glycemic index (GI=62). Also the potential of riceberry bran to improve hyperglycemia and hyperlipidemia conditions as well as alleviate oxidative stress and inflammation. The effect of riceberry oil supplementation also affected hyperglycemia and change in lipid profile in Streptozotocin (STZ)-induced diabetic rats fed a high fat diet. Riceberry bran oil, a nutraceutical food, may be useful as an alternative food supplement for the alleviation of hyperglycemia and dyslipidemia conditions. Riceberry has potential as an effective agent for neurodegeneration and memory impairment in Alzheimer’s disease. The areas of riceberry rice production are in the Northern and North-East of Thailand. During the months of August to December (wet season) is suitable for riceberry planting.

The purple colour of of riceberry is the same as the colour of black sticky rice and it is much loose than the sticky rice. It smells nice and is with a good taste in the same way of white rice. Riceberry can be consumed a lot easier than those of brown rice. One ton of riceberry paddy can be milled in order to get 600-700 kilograms. The price for one kilogram is 60-100 baht depending on the packing and branding. It is considered as a high-price rice with bright future.

Chunkamol Panyayong and Wiranpach Chatjaroenchaikul (2017) on their research titled “The Development of Local Based Riceberry Rice Standard Recipes to Promote Commercialization and Tourism in the ASEAN Community” revealed that riceberry is a key ingredient in developing standard food recipes under the context of the communities of Uttaradit province, Thailand along with the context of the ASEAN Community. The 10 standard recipes were used in real commercialization that aimed to promote the utilization of local food raw materials of Uttaradir province, to increase the competitiveness of local products in the ASEAN Community’s market, and to promote commercialization and tourism. The recipes were tested on sensory acceptance evaluation with 100 tourist samples and nutritional values assessment. The evaluation data were used to indicate the potential of the recipes to meet tourists’ satisfaction, which was eventually used together with the recipes’ nutritional data as the reference for the consideration of and selection for one month of real commercialized trial testing by seven food business entrepreneurs in Uttaradit province. After finishing the commercialized test, the food business entrepreneurs evaluated the

appropriateness of the recipes to use for real commercialization. The result of the average sensory acceptance evaluation scored on all 10 recipes using a 5-point hedonic scale evaluation form indicated that, all 10 recipes were accepted by the tourists and had the potential to be utilized for serving to tourists.

Pannangrong, W., Wattanathorn, J., Muchimapura, S., Tiamkao, S., and Tong-Un, T. (2011). On their research called “Purple rice berry is neuroprotective and enhances cognition in a rat model of Alzheimer’s disease” showed that the cognition-enhancing and neuroprotective effects of rice berry (*Oryza sativa*), a purple-pigmented rice that is rich in antioxidant substances, was evaluated. Young adult male Wistar rats, weighing 180-220 g, were orally given rice berry once daily at doses of 180, 360, and 720 mg/kg of body weight for a period of 2 weeks before and 1 week after the induction of memory deficit and cholinergic lesions with AF64A, a specific cholinotoxin, via bilateral intracerebroventricular administration. One week following AF64A administration the rats were evaluated for spatial memory, neuron density, acetylcholinesterase activity, and hippocampal lipid peroxidation products. The results showed that rice berry could significantly prevent memory impairment and hippocampal neurodegeneration in hippocampus. Moreover, it also decreased hippocampal acetylcholinesterase activity and lipid peroxidation product formation. These results suggest that rice berry has potential as an effective agent for neurodegeneration and memory impairment in Alzheimer’s disease.

Thanpitcha Permkhrua (2015) conducted a research on “A Study of Factors Affecting Brand Building of Rice Berry: A Case Study of La-Ong-Aun” with a sample size of 400 customers who bought rice berry in Bang Bo district, Samut Prakran province. The research discovered that the majority of customers is females, aged between 40-49 years old, are single, obtaining a bachelor degree, working as a private firm employees, earning an average monthly income of 20,001-50,000 baht, buying 1 kilogram at a time, buying once a month, paying 80 baht per kilogram, buying from a supermarket, the influencing people are family members, getting information through the Internet, and buying rice berry in a vacuum plastic bag. The research also showed that the customers are paying attention on expiry date, brand name that conveys healthcare and an image that carries health benefits. The results confirmed that age, occupation, education as well as prices and product quality impact the brand building of rice berry products.

Concepts of Marketing Strategy

Phillip Kotler mentioned about the marketing in which it means searching and responding to the needs of human beings and society. He also provided the definition for the marketing that responds to the needs with benefits. It is human activities that proceed in order to respond to various types of needs and to create satisfaction based on exchange process (Pleantip Kometsoha, 2544: 61).

Sisk (2019) argued that with all the dozens of tactics and strategies available for use in marketing, how do businesses pick the winning combination? Companies naturally want to get their products and services out in front of as many prospective customers who are ready, willing and able to purchase as possible. To do this, it's important to understand the marketing mix. This concept uses various analytic frameworks to look at all the elements and features in play that might impact marketing.

Marketing strategy is a controllable factor in which firm must utilize in order to reach target market. The concept on marketing mix has a very important role in marketing. It is a combination of marketing decisions toward marketing operations in a direction that can satisfy the needs of the selected target market in a specific time period. Even though we have analyzed the best possible marketing activities, but the development of marketing mix in relevant to the needs of consumers or customers in the identified target market is not so easy. Since there are many possible ways to satisfy the needs of consumers or customers, products and services, the design of packages, physical appearance of the products, pricing strategy, selling strategy, and promotion strategy are all important factors in marketing mix in order to respond to the customers' needs.

In the designation of marketing mix, it is necessary to consider the needs of the target market in which it represents a group of customers with the similar characteristics. In order to access the demand for the purchase, there must be a marketing mix that is composed of 4 controllable marketing variables, say, product, price, place, and promotion or 4ps as follows:

1. **Product Strategy.** It is the 1st factor in marketing mix and it is the most important variable in which the marketer must consider it first by selecting the one that can serve the target market and one that holds the other marketing mix together. It is a selling strategy offered by the business venture in order to serve the necessity and/or needs of the customers and create satisfaction. It also includes intangible attribute (Siriwan Sereerat, 2540: 53). Firms can develop and/or improve products in so many different options, for instance, product variety, product quality, brand name, product warranty, and product returns.
2. **Price Strategy.** It is a strategy for the determination of exchange value for products or services in a monetary form. Even though products are correctly developed based on specification of target market, it does mean that products would be sold according to established goals. Prices are one of the important variables in making customers interested in or accepted for those available products. However, the designation of price must be appropriate and fair, and it must be based on costs, types of competition in the target market, or the amount of money or any other things paid in order to acquire the product or service as being mutually decided by buyer and seller. Price is the 2nd P in marketing mix following product. Price becomes cost of the buyer, consumers would compare price with value of the product. If perceived value

of the product is higher than its price, the consumers would buy the product. The value of products and services as determined by their prices is very important to the business enterprises, and as such, the businesses cannot be able to fix the price as they please.

The decision in pricing involves cost of production, types of competition, expected profit margin, prices offered by competitors, therefore, business must choose the appropriate pricing policy in the determination of price for the products and services. There are various perspectives associated with pricing strategy such as list price, discounts, allowances, payment period, and credit term.

3. **Place or Distribution Strategy.** This is a strategy concerning distribution channel management and product distribution. An effective distribution channel must be in response to the needs of consumers in terms of time and place. It concerns with the movement of the products from the place of origin to the last consumers including the effective transportation of raw materials from one source to the industrial users. Its utilities include time, place, ownership, and appearance. It is also defined as an effort to bring products from production site to the ultimate consumers. Product distribution must come with appropriate and enough channels. This also includes the management of assortments, location, inventory, and transportation.
4. **Promotion Strategy.** It is a communication-related strategy with the target market in realization of products and services available for sales, selling location, and volume. Promotion strategy is one of the marketing mix having its duty to entice targeted customers to be interested in buying the products. Promotion strategy can be considered as a communication tool in creating satisfaction toward brand name, services, concepts, or person. The strategy is utilized in order to persuade the needs, or remind of the products by hoping that it would influence upon feelings, beliefs, and buying behavior. It also tries to communicate about information concerning the products, price, company image, or any other perspectives about the producers, distributors to the targeted customers. It is a story that belongs to the products and firms by which the customers can learn about. At the same time, it is an effort to lure the customers in buying the products. The scope of promotion involves communication with the consumers and motivation to buy the products and services. This effort includes:
 - (1) **Sales Promotion.** It is a short-term motivation tool being used to motivate selling staff, create selling channels, push the products to the customers, and make customers to ask for the products. It is an effort to increase the sale volume in a short-time period.
 - (2) **Advertising.** It is a kind of communication without utilizing a paid personification by an identified sponsor in presentation and promotion of sales.

- (3) Personal Selling. It is a face-to-face communication between a sale person and a customer in the hope that there will be a product presentation, question and answer session in order to create needs, and a buying decision.
- (4) Publicity and Public Relations or PR. It is a well-planned plot in order to promote and/or maintain company image or products and services.
- (5) Direct Marketing and Direct Response Marketing. It is a marketing communication by using social media.

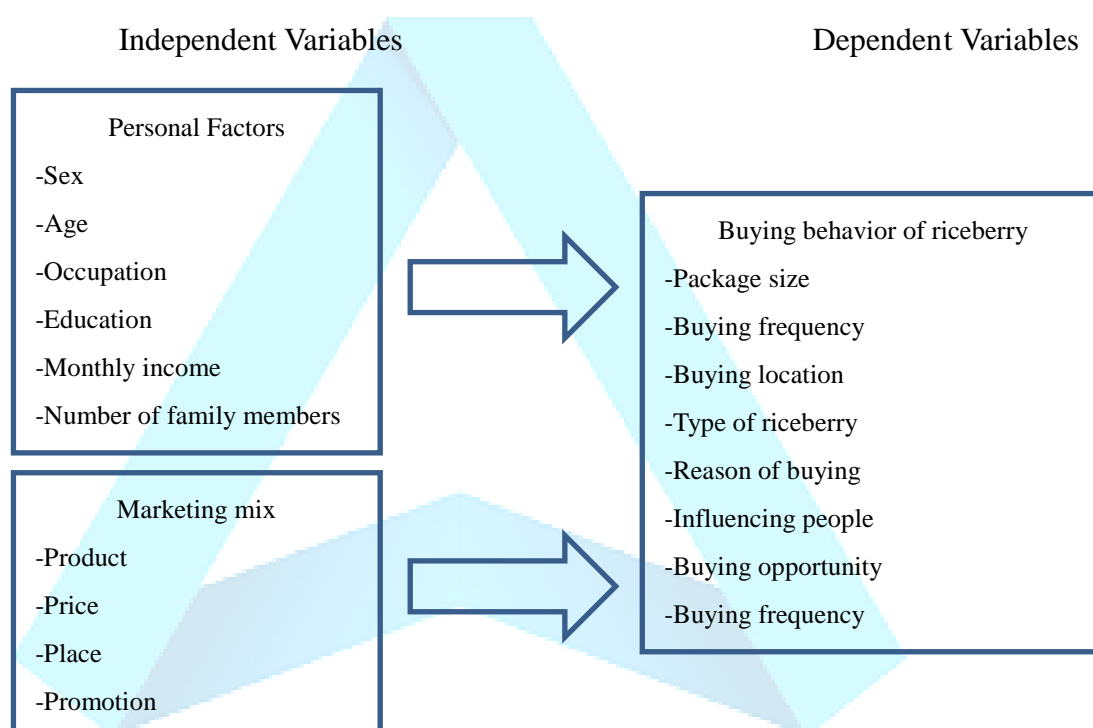
The strategic plan for marketing mix must be in relevant to market segmentation, target market, and product positioning. Alipour and Darabi (2011) undertook a research entitled “The Role of Service Marketing Mix and Its Impact on Marketing Audit in Engineering and Technical Service Corporation” and suggested that nowadays, the service dynamic environment is considered as a main point in effective marketing. Although, conducting efficient operation is still significant, it is not sufficient for success. It’s essential to design service products based on customers’ needs, pricing programmatically, distributing in the suitable ways and introducing to customers actively. The new competitors in markets have focused their services on the especial parts of market in line the prices, communicative efforts and service delivery. But they have not tried to consider all the people needs. Generally, the service organizations are different from manufacturing occupations in many cases. Also, a various way is needed to plan and execute marketing strategies. So, the service marketing mix as 7p is used to consider the service marketing.

Isoraite (2016) and her research named “Marketing Mix Theoretical Aspects” argued that marketing mix is one of the main objectives of the marketing mix elements for setting objectives and marketing budget measures. The importance of each element depends not only on the company and its activities, but also on the competition and time. All marketing elements are interrelated and should be seen in the whole of their actions. Some items may have greater importance than others; it depends mainly on the company’s strategy and its activities. Companies that provide services- the provision of services will be a key element. Article arises research questions is marketing mix create added value for enterprises. An analysis of the scientific literature, it can be said that the marketing mix measures are the actions and measures necessary to achieve marketing goals. Marketing elements: product, price, place and promotion are used for marketing objectives. These instruments operate most efficiently when all the elements are combined and working together.

Thwala (2018) conducted a research titled “The Effectiveness of the Marketing Mix for Guesthouses” by using a structured questionnaire for which 451 were completed and used in the statistical analysis. The results revealed five independents marketing mix factors with high levels of internal consistency, namely product (most important factor), place, price, promotion: advertising and promotion: direct contact. In the case of marketing effectiveness, two factors

were identified, namely quality control (most important factor) and quantity control. Significant positive relationships were found between the adapted marketing mix and marketing effectiveness factors, with the strongest correlations found between price and quantity control as well as quality control. Smaller businesses such as guesthouses should take the adapted marketing mix factors seriously if they wish to be successful in their business and, if they lack skills and knowledge in this regard, it is worthwhile to improve their current knowledge or ask a marketing expert to assist in this process. It was clear that smaller businesses such as guesthouses should not underestimate the value of well-planned marketing efforts that are based on marketing mix.

Conceptual Framework



5. Results

The results of the research find that:

5.1 The overall value of marketing mix influencing the buying behavior of consumers of riceberry in Yasothon province is at high level. When consider each item separately, the product strategy in term of cleanliness is at the highest level. The promotion strategy is at the lowest level among all factors.

5.2 The demographic factors have a relationship with the buying behavior of consumers of riceberry in Yasothon province with a significant statistic value. The monthly income

shows a relationship with all of buying behaviors of consumers of riceberry in Yasothon province.

5.3 The marketing mix has a relationship with the buying behavior of consumers of riceberry in Yasothon province with a significant statistic value. Price strategy has a relationship with all of the buying behaviors of consumers of riceberry in Yasothon province.

6. Discussion

Product Strategy

The research discovers that the buying behavior of consumers of riceberry in Yasothon province give the most important consideration on the product. In this respect, cleanliness is what the consumers are looking for. Riceberry must be processed through the non-toxic process, must be certified with reliable quality standard, and must carry a well-known brand together with date, month and year of production on the label. The product must come in different sizes and with attractive package styles.

The study is in line with the work being done by Chombhak Klangrahad and associates (2560) on “The Organic Riceberry Product and Distribution Channels: A Case Study of Amphoe Muang, Changwat Ratchaburi,” in which it found that riceberry is a cross-breed of Jao Hom Nin and Khoa Dawk Mali, the production methods include paddy-sown field and transplanting rice cultivation without chemical substances, using only bio-fertilizers, and, on top of that, the pesticide is made from infused water containing Siamese neem and kaffir lime. The cultivation process takes 135 days and there is a record for every step taken. When it is mature, the riceberry is harvested and is dried in the sun for a 4-day period. The rice is milled by using community rice-mill supported by the government.

Price Strategy

The results show that the price has been given a third option when the riceberry is being bought by consumers in Yasothon province. Consumers buy riceberry in a large quantity. Price is set in relevant to quantity as well as quality, and it must be lower when being compared with other competing brands. The term of credit has been given to the customers.

The work being done by Chombhak Klangrahad and associates (2560) on “The Organic Riceberry Product and Distribution Channels: A Case Study of Amphoe Muang, Changwat Ratchaburi,” found that organic farming products are sold at the lower prices. They are sold at farmers’ market where it is very convenient for the customers and it is a center for all of the agricultural products in the nearby areas. The buying and selling activity is based on trust. There is a bargaining and an exchange of ideas between sellers and buyers and complaint is also could be made in order to clear up the misunderstanding or doubts.

Distribution or Place Strategy

The research reveals that the buying behavior of riceberry of consumers in Yasothon province has been focused on distribution channel as the 2nd important priority. The distribution channel provides place utility or convenient location for the customers. The products must be sold on regular basis. There must be delivery services for customers together with any other alternatives, for instance, phone-order.

The research undertaken by Chombhak Klangrahad and associates (2560) on “The Organic Riceberry Product and Distribution Channels: A Case Study of Amphoe Muang, Changwat Ratchaburi,” found that the products must be sold in a convenient location in which it is close by the community.

Promotion Strategy

The research shows that consumers of riceberry in Yasothon province look at promotion strategy as a last option. The promotion could be taken in a variety of forms, for examples, a television advertising, a radio advertising, an advertising through social media, a printing advertising, a distribution of premiums and samples, a public relations, and an exhibition kiosk so the products can be exposed to the consumers.

Alam, Almotairi, and Gaadar (2013) in their research titled “The Role of Promotion Strategies in Personal Sellin” argued that the aim of promotion to both communicate with buyers and sellers concerned Effective promotion requires a good understanding of the process of power of persuasion and how this process affects environmental factors. The potential buyers must to get not only the desired information but should the ability to understand this information. In addition, the information must sufficiently motivate those buyers to react positively. How to contact with a person means certain facts and information are exchanged together with this person. Graeff (1995) conducted a research call “Product comprehension and promotional strategies” and concluded that promotional strategies should be designed to suggest, encourage, and facilitate personal interpretations of the self-relevance and positive consequences of product use.

7. Suggestion for the Application

7.1 Product strategy. The buying behavior of riceberry of consumers in Yasothon province prefer to buy the product with 5 kilograms size since it is very convenient to find the products and they can buy them from a regular store by their residents. They buy 1-2 bags at a time. The product must be clean. In this respect, the riceberry must be undergone a non-toxic process of production. The products must be certified with reliable quality standard with an emphasis on a well-known brand name. The products must carry an expiry date, date of production, comes in different sizes and with an attractive packaging design.

7.2 Price strategy. The buying behavior of riceberry of consumers in Yasothon province indicates that people perceived price in relevant to quantity and quality. The consumers of riceberry compare the price with the competing products. As a result, they believe that price must be appropriate with size. Moreover, the credit terms must be extended to the customers who buy the products on a regular basis.

7.3 Place or Distribution strategy. The consumers of riceberry products in Yasothon province are comfortable to buy the products from a community store located near their residents. The products can be found anytime should there be any need. Besides, the products can be bought by phone.

7.4 Promotion strategy. The consumers of riceberry products in Yasothon province see that the promotion could be taken in a variety of forms, for examples, a television advertising, a radio advertising, an advertising through social media, a printing advertising, a distribution of premiums and samples, a public relations, and an exhibition kiosk so the products can be exposed to the consumers. The promotion strategy also can be done in a form of a philanthropic activity in helping the society and in creation of an awareness as well as good image toward the products.

8. Suggestion for Future Research

The future research should also include the following perspectives:

8.1 The future research should focus on the competing producers of the same products, the marketing strategies utilized by the competitors in order to obtain more information about the competition.

8.2 There should be a study on market opportunity and cost of public relations in order to pursue different types of market and to determine pricing level.

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Grounded Theory Study of Leadership: A Case Study of U-Thai Prasit Corporation, Prachin Buri Province

Tikhamporn Punluekdej

Graduate School, Southeast Asia University, Bangkok, Thailand.

E-mail address: tikhamporn.pu@gmail.com

Abstract

The research on the Grounded Theory of Leadership: A Case Study of U-Thai Prasit Corporation, Prachin Buri Province has its main objectives to discover 1) the characteristics and causes of the leadership phenomenon being manifested at U-Thai Prasit Corporation, Prachin Buri Province, 2) the realized strategies, actions or interaction as a result of those manifested leadership phenomenon including the influence of contextual and interfering conditions on those strategies, actions or interaction at U-Thai Prasit Corporation, Prachin Buri, and 3) the consequences as a result of the utilization of those realized strategies, actions or interaction. This research is a qualitative research. The in-depth interview was conducted on the two major informants, interviews with two apothecaries, two drug dispensers and twenty customers, focus-group study with those concerned individuals about the knowledge on medicine and Thai herbs of Mor Luk In, and participative and non-participative observation were also undertaken.

The study found that the 100 year-old-interconnection of knowledge on Thai medicine and traditional herbs from the 1st generation down to the 3rd generation was in response to the anthropological concepts of belief, indoctrination and superstition. While the 1st and the 2nd generation used and practiced their medicine as a folk medication, the 3rd generation has used their leadership style in order to modify their heritage knowledge and turn it into a business of cultural health supplementary products. By utilizing the strong leadership styles and a local wisdom concept of MOST (Man, Organization, Service, and Teamwork), the leaders of the U-Thai Prasit Corporation reorganized conventional organization with its specific knowledge on medicine and turned it to comply with not only the high quality standards specified by the Thai traditional medicine, Ministry of Public Health, but also the contemporary market demand on health-promotion products.

Keywords: Leadership, U-Thai Prasit Corporation, health promotion products

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1. Background

Leadership is a concept that is both current and timeless. Manning and Curtis (2015: 1) argued that in one form or another, the leadership process has been central to human interaction since the dawn of society. Excellence in leadership requires the ability to attract capable people, motivate them to put forth their best efforts, and solve problems that arise. These are difficult tasks, which help explain why effective leadership is rare and why we respect those who excel.

Thai drugs and herbs are local science that had been long-time practiced in daily life of the peasantry before the modern medicine was introduced in Thailand. Since Thailand is located in the tropical zone, there are many botanical plants and herbs growing in the ecological system. Moreover, there is a belief that man and nature are dependent on each other. Fattakhova, Melnikova and Gromova (2017: 207) argued that rites of the East African society aimed at healing. The practice of medicine by Thai people, therefore, is undertaken together with the ritual activities (Komatra Chuengsatiansup, 2548). The practitioner of Thai medication is called “Mor (which means ‘doctor’)” to whom has been given high respect by the society. If this Thai doctor has been assigned the duty to look after the noble family or the ruling class people, they will be called “Mor Luang (which means official or royal doctor)” and he will be blessed with title and rank.

U-Thai Prasit Corporation has been doing its legacy of medicine business in Prachin Buri province where Thai medicine and herbs are found and used in various treatments at the Chao Phya Abhaibhubejhr hospital. These medicine and herbs are also very popular as cultural health supplementary products. Due to its rich soil and appropriate climate, Prachin Buri province is a treasure trove for invaluable herbs. Kun (the lowest conferred rank of Thai nobility, below Luang) U-Thai Prasit (Boon Boonpakdee) who is the grandfather of Mr. Tawan Boonpakdee, the present owner of U-Thai Prasit Corporation, was a royal doctor of Chao Phya Abhaibhubejhr (Chum A-Pai Wong), the very first governor of Prachin Buri province. During that time, Kun U-Thai Prasit had to take care the members of the governor’s family in which it comprised of 22 wives and 44 children (Weerasak Chansongseang, 2556: 61). The major treatments in those days were about respiratory system, blood circulation, excretory system and gastrointestinal tract disease. It was a duty of the royal doctor to provide and/or concoct medicine and herbs to promote good health. The governor must always be in an excellent shape and physically strong. For the ladies, they should have a nice complexion and should be beautiful. Kun U-Thai Prasit has performed his duty in practicing Thai medicine and herbs for as long as fifty more years. In doing this, his son Mr. Theera Boonpakdee, has been helping as an assistant in procuring the necessary raw materials. After Kun U-Thai Prasit passed away, Mr. Theera has been practicing the local medication and, later, has been licensed by the Public Health Ministry. Mr. Theera or being known as “Mor

Luk In” practiced the Thai medicine and herbs at his clinic in Prachin Buri province from B.E. 2483 to B.E. 2540. When he died, there were more than 100 types of medicine to cure various diseases and symptoms ranging from asthma, blood circulation, cough, body and heart tonic, and pain reliever, to name just a few. These medicines could be grouped into 10 categories as specified by the Public Health Ministry. The knowledge of local medicine and herbs has been transferred to the 3rd generation, Mr. Tawan who is an engineer by profession, and his wife, Mrs. Chaloeiporn Boonpakdee who works at Human Resources Department of Thai Broadcasting Company, Channel 5. The couple had no knowledge on Thai medicine and herbs. Mr. Tawan and Mrs. Chaloeiporn realized that local medication and herbs should not be used exclusively in the cure of diseases as what happened in the past. The body of knowledge can be adapted and adjusted in accordance with the rules and regulations set by Food and Drug Administration of Thailand. In B.E. 2545, the couple decided to set up the company named U-Thai Prasit Corporation that borne the name of their grandfather. The company has its main objective in providing cultural health supplementary products developed from Thai medicine and herbs.

Hughes, Ginnett, and Curphy (2015: 1) postulated that leadership is a process, not a position. As a result, leadership involves something happening as a result of the interaction between a leader and followers. The research on the Grounded Theory of Leadership: A Case Study of U-Thai Prasit Corporation, Prachin Buri Province has its main objectives to discover 1) the characteristics and causes of the leadership phenomenon being manifested at U-Thai Prasit Corporation, Prachin Buri Province, 2) the realized strategies, actions or interaction as a result of those manifested leadership phenomenon including the influence of contextual and interfering conditions on those strategies, actions or interaction at U-Thai Prasit Corporation, Prachin Buri, and 3) the consequences as a result of the utilization of those realized strategies, actions or interaction.

2. Research Objectives

2.1 To discover the characteristics and causes of the leadership phenomenon being manifested at U-Thai Prasit Corporation, Prachin Buri Province.

2.2 To find out the realized strategies, actions or interaction as a result of those manifested leadership phenomenon including the influence of contextual and interfering conditions on those strategies, actions or interaction at U-Thai Prasit Corporation, Prachin Buri.

2.3 To study the consequences as a result of the utilization of those realized strategies, actions or interaction.

3. Conceptual Framework

Grounded theory study is a type of qualitative research with its main specific interest on building a new knowledge or a novel theoretical conception based on the manifestation of the true phenomena. The study is often constructed on an individual, a group of individuals or organization in relevant to his or their action. According to Wirote Sarnrattana (2557: 256), the examples of the study include the manifestation of Mr. A's spiritual leadership model, the manifestation of Team A on the collective power model, and the manifestation of Organization A on education leadership model. Thus, the result of the study will yield a "process theory" in which Strauss and Corbin (1990) and Locke (2005) strongly believed that it can provide an answer to the research questions based on causal-consequence theoretical framework.

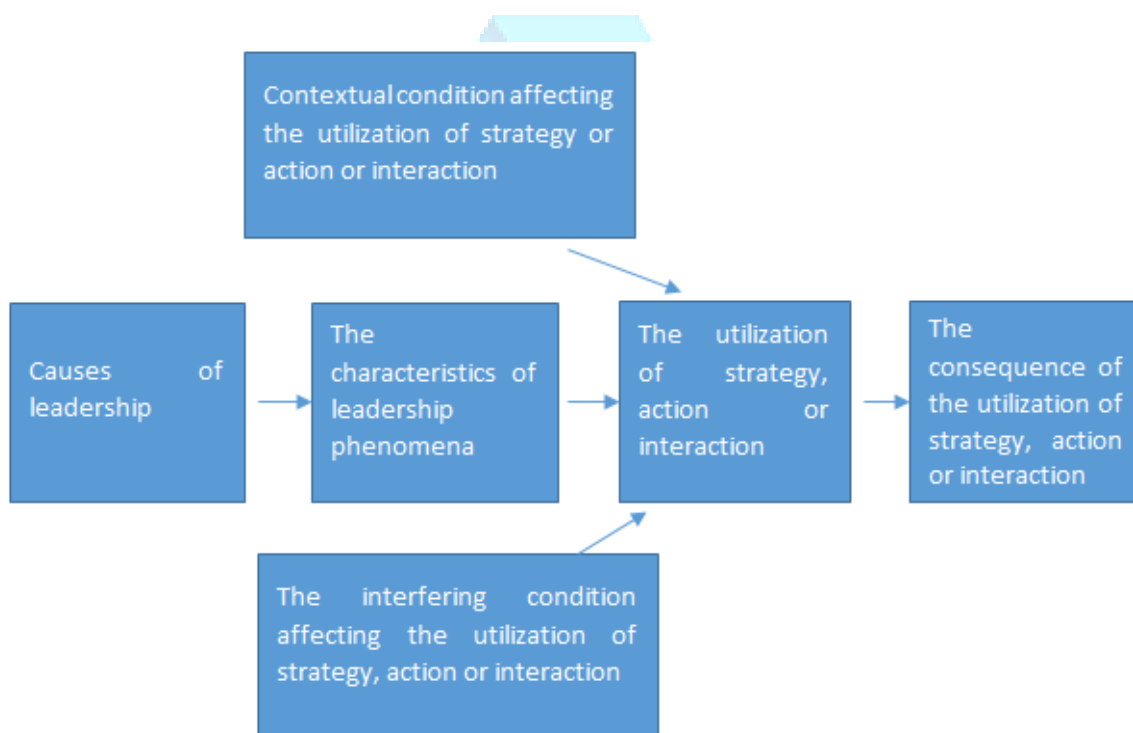


Figure 1: The Process Theory

Adapted from: Wirote Sarnrattana, "Leadership: Theories and Various Contemporary Attitudes," Bangkok, Thippayawisuth Partnership, p. 257

4. Related Theories

Gasper (1992) claimed that transformational leadership was introduced by James MacGregor Burns in 1978. This new paradigm described the leader and follower interaction as a mutually evaluating process which Bernard Bass later described as performance beyond normal expectations. Bass (1999) proclaimed that the interests of the organization and its

members need to be aligned. Such is a task for the transformational leader. Felfe, Tartler and Liepmann (2004) discussed that the model of transformational leadership, proposed by Bass (1985), has been widely used in the United States in applied research as well as in practice for more than twenty years. In Germany, as well, this approach has received increasing attention since the late nineties.

Hakan Erkutlu (2008) argued that there are significant relations between leadership behaviors and both organizational and leadership effectiveness. He continued that transformational leadership behaviors stimulate organizational commitment and job satisfaction. Sandell (2012) commented that transformational leadership style has long been shown to elicit above average performance in followers; however, the reasoning behind why this process occurs is unclear. The present study investigates whether follower engagement mediates the relationship between perceived transformational leadership and performance on a task. Silva (2014) identified an academic consensus, which understands that leadership as a circumstantial relationship between a leader and his or her followers. Cognition-based trust can mediate the relationship between transformational leadership and followers' job performance (Zhu and Akhtar, 2014). Thus, Zhu and Akhtar recognized the dual process model between the two constructs.

Furthermore, procedural justice, trust, integrity, dependability, and organizational commitment may have the tendency to mediate the positive impact of transformational leadership on organizational growth (Katou, 2015). Responsible leadership may influence organizational processes and outcomes through both psychological and knowledge-based pathways (Doh and Quigley, 2014). Similarly, it is important to note the importance of the integration between transformational leadership and followers' psychological needs (Kovjanic, Schuh, and Jonas, 2013).

Zhang (2016) proposed that transformational leadership might help meet follower's psychological needs for autonomy, competence, and relatedness. Theresa Bullard (2019) pointed out 6 characteristics of a transformational leader which are: 1) Embrace Transformation, 2) Personal Growth, 3) Transparency and Authenticity, 4) Empowerment and Engaged Action, 5) Integrity and Accountability, and, 6) Self-Actualization, transformative leaders are self-actualizing people. They recognize that creativity, innovation, initiative, and an organization's ability to thrive, rest upon its core values that come from this deeper pursuit of meaning.

5. Methodology

This study is a qualitative research. Supattra Junnapiya (2551: 150) suggested that qualitative research is used by the researcher who wants to understand the meaning, process or explanation of a behavior or phenomenon. The research utilizes the ground theory method

in which the researcher possesses and is well-aware of theoretical sensitivity in order to formulate a concept and theory. This theoretical sensitivity exists in every step of the research activities starting from theoretical sampling, theoretical coding and theoretical generating. The grounded theory has its unique characteristics in a way that it is formulated from data arising from the upper-most true phenomena (Glaser & Strauss, 1967; Glaser, 1978). The phenomena are comprehended as the loose structures, with flexibility for prediction and they are not restricted (Wiersma and Jurs, 2009). The data were collected through the following sources:

1. Historical documentation. The historical data were obtained from various sources such as Prachin Buri Province Archive, Prachin Buri Town Hall, Chao Phya Abhaibhubejhr Hospital, and U-Thai Prasit Corporation's Library. The data were also found from various research papers, printed documents, articles, magazines, flyers, and leaflets. As a verifiable direct data, the document offered information with no bias and portrayed data that chronologically happened in the past (Schmuck, 2006).
2. In-depth Interview. The in-depth interview was conducted with the 3rd generation, Mr. Tawan and Mrs. Chaloeiporn Boonpakdee. The in-depth interview allows interviewees to free their mind and let go of their thought and opinion without being dominated by the influential people (MacIntyre, 2000; Schmuck, 2006).
3. Structured and Unstructured Interview. Both structured and unstructured interviews were conducted with the drug producer and dispenser working at the U-Thai Prasit Corporation as well as with 20 drug buyers.
4. Focus Group. The focus group of 6 people including 2 of the customers, 2 local people, and another 2 of interested persons. The focus group can save a lot of time in interviewing, and at the same time, the data obtained can be used to cross-checked at each other (Morgan, 1988). As a result, the researcher can get authentic and natural responses from all of your participants, which means you get some really awesome observational data to analyze and interpret beyond just the interview transcript (Olivia, 2018).
5. Participative Observation. The participative observation method is widely used in collecting qualitative data in which the researcher can observe the behavior, action, manner and expression of the individual or group of people to whom they can be perceived through the five senses and can be well understood (MacIntyre, 2000). Supattra Junnapiya (2551: 179) stated that data obtained from an observation is a primary data and is a direct phenomenon according to the reality in which the behavior is expressed naturally.
6. Non-participative Observation.
7. All interviews were re-checked by the interviewees to prevent any possible

misunderstanding and misinterpretation. The data can be repeatedly analyzed and re-checked in order to maintain the credibility and validity (Marshall, 1995).

According to Charmaz (2006), grounded theory provides a way for researchers to explore an idea or issue through deep analysis of data and analytic writing. Jones and Alony (2011) summarized the benefits of grounded theory, noting its rigor and systematic approach to uncovering social processes that inform theory, yet with some flexibility and freedom for the researcher to be creative.

6. Research Findings

6.1 To discover the characteristics and causes of the leadership phenomenon being manifested at U-Thai Prasit Corporation, Prachin Buri Province.

The legend of Thai traditional medicine and herbs began with Kun (the lowest conferred rank of Thai nobility, below Luang) U-Thai Prasit who was a royal doctor of Chao Phya Abhaibhubejhr (Chum A-Pai Wong), the governor of Battambang precinct (that is now located in Cambodia) in the 19th century. As a provincial governor or Jao Meuang (in Thai), he had 22 wives and 44 sons and daughters. Kun U-Thai Prasit was an internist who looked after the well-being of the members of the governor's family and satellites for more than 40 years. When he moved into Prachin Buri province, he handed down all of his knowledge including drugs and herbs information to his son, Mr. Theera Boonpakdee and his wife, Mrs. Winit Boonpakdee who were responsible to procure the inputs and to grind the medicine. After Kun U-Thai Prasit passed away, Mr. Theera has been practicing the local medication and has been awarded a license by the Public Health Ministry. He is being known as "Mor Luk In (Mor means doctor)." The local medication has been started from the 1st generation of Kun U-Thai Prasit and continued into the 2nd generation of Mr. Theera who has been practicing the Thai local medication and herbs at his clinic in Prachin Buri province for more than 40 years. When Mr. Theera or Mor Luk In died, all of the medical and herb knowledge have been transferred to the 3rd generation, Mr. Tawan and his wife, Mrs. Chaloeiporn Boonpakdee. These two individuals have been inculcated with drugs and herbs knowledge through the family-bloodline and also educated themselves with the necessary rules and regulations as well as the standard set by Thai Traditional Medicine Institution, Public Health Ministry. The couple come up with the modification in the production process and the method of distribution in response to the modern marketing mechanism. They established the medicine production factory called "U-Thai Prasit Corporation" in which the drugs and herbs knowledge and legacy of Kun U-Thai Prasit has been preserved and prevailed.

The knowledge of local medication has been passing down from generation to the next generation due to the belief that the practice and the accumulation of drug knowledge will bring good fortune to the practitioners as well as their family members. On the contrary, if the

knowledge were discontinued, this will bring bad luck to the family. After all, the descendants understand and strongly believe that their forbears do not want them to abandon the knowledge. Komatra Chuengsatiansup (2559: 42) noted that people's life and way of living can be learned through their thought and belief. In this respect, Mr. Tawan and his wife Chaloeiporn strongly believe that their business of local medication would not only save hundreds of life but also create good luck for their family.

6.2 To find out the realized strategies, actions or interaction as a result of those manifested leadership phenomenon including the influence of contextual and interfering conditions on those strategies, actions or interaction at U-Thai Prasit Corporation, Prachin Buri.

Gomez-Mejia, Balkin and Cardy (2005: 276-277) argued that it is the job of top-level management to chart the course of the entire enterprise. From the interview with Mr. Tawan Boonpakdee and Mrs. Chaloeiporn Boonpakdee, the couple who own U-Thai Prasit Corporation, it was found that the survival of their drug company is based on the management concept known as "MOST" in which "M" stands for man, "O" stands for organization, "S" stands for service and finally, "T" stands for team. In this regard, the couple explained that, for the M, the leaders of the company must have a thorough knowledge on Thai local drugs and herbs and are able to adjust the products to fit with the current demand of the consumers. Increased consumer awareness of health- and wellness- consciousness is fueling the food and drug industry to make shifts in the way the products are marketed. Factors leading to this shift—consumer awareness of health issues, greater focus on fitness, higher personal incomes, and the urbanization of emerging economies, just to name a few—have united to form a new market of consumer—focused healthcare products. These products are not the conventional products that are sold in the 2nd generation. However, the individual drugs with the attributes of maintaining, enhancing, and fixing the body are still preserved for the loyal customers who will use the drugs to serve their particular demand based on sex and age. The company does not focus on the marketing activities in order to sell the products but on the thought of saving human lives.

Wiroj Sarnrattana (2557: 31-33) explains that authentic and servant leaders are those who possess the truthful self-concept in order to create trust and enthusiastic support from the followers and to cultivate a culture of trust to help people with their life issues respectively. Mr. Theera or Mor Luk In practiced the Thai medicine in quite the same way as his father, Kun U-Thai Prasit. The number of patients who were recovered from their illness was a guarantee for his ability to cure. For Kun U-Thai Prasit and Mr. Theera, the business of saving life is a main duty of respectable human beings. Those who save human life are praised and respected by the people. Nelson and Quick (2005: 3-4) proposed that the vast majority of theories and models of human behavior fall into one of two basic categories. One category has an internal perspective, and the other has an external perspective. The internal

perspective explains people's actions and behavior in terms of their history and personal value systems.

For the O or organization, there is coordinated actions among related units of the company. The market for the products must be discovered and clearly identified. Nahavandi and Malekzadeh (2000: 18) pointed out that all sizes of organizations face the challenges of operating in a fast-changing world and a global economy. U-Thai Prasit Corporation utilizes information technology system in order to sell the products and to be in response to Thailand 4.0. For the product quality, the Food and Drug Administration (FDA) plays an important and necessary role to guarantee the safety of the products. The company must also acts as a local learning center in the area. In this respect, the drug and herb knowledge is shared and exchanged between the company and the general people. As managers, Mr. Tawan Boonpakdee and Mrs. Chaloeiporn Boonpakdee must be cognizant of their business strategy when working with their employees. And finally, a focus strategy will require people who clearly understand the target population being courted by the firm (Moorhead and Griffin, 1995: 37).

For the "S" or service component. Entrepreneurs are also effective in the area of specialty retailing (Griffin, 2013: 262). According to Mrs. Winit Boonpakdee, the local medication has been started by Kun U-Thai Prasit (Boon Boonpakdee) who was born in B.E. 2400 to Phar Kamphaeng Rajapakdee, an officer in the rein of King Rama the 5th. Mr. Tawan and Mrs. Chaloeiporn realized that local medication and herbs should not be used exclusively in the cure of diseases as what happened in the past. The body of knowledge can be adapted and adjusted in accordance with the rules and regulations set by Food and Drug Administration of Thailand. In B.E. 2545, the couple has decided to set up the company named U-Thai Prasit Corporation that borne the title conferred by the king of their grandfather. The company has its main objective in providing cultural health supplementary products developed from Thai medicine and herbs.

During the time of Kun U-Thai Prasit, the medical service has been provided to the noble family as a duty. Based on his father's legacy, Mr. Theera or Mor Luk In has been practicing the medical service to general people in Prachin Buri province. For the 3rd generation, Mr. Tawan and his wife Mrs. Chaloeiporn Boonpakdee have been adjusting their medical business to serve the needs of the contemporary market. The products have been re-grouped into 7 categories with almost 60 different kinds of medicines. The products have been sold through 65 outlets in 18 provinces throughout the country. Kotler and Armstrong (1999: 593) proposed that the producer adjusts the marketing mix elements to each target market, bearing more costs but hoping for a larger market share and return.

According to Mr. Tawan and his wife, T stands for team-work. The team-based structure is a relatively new organizational form, but it has quickly become a popular way to organize employees (McShane and Glinow, 2000: 580). Gomez-Mejia, Balkin, and Cardy (2005: 567)

wrote that in this new millennium, many tasks are far too complex to be completed by a single individual. As a result, the success of various teams and groups directly affects the success of the overall organization. Based on an interview with Mr. Tawan and his wife, at U-Thai Prasit Corporation, people work as a team. The members of a team are held accountable for individual work, such as finding the herbs, drying, grinding, concocting, producing, packaging, and selling. According to Mr. Tawan and his wife, this team shares performance goals. Individuals on team are mutually responsible for end results. Natepanna Yawiraj (2556: 285) suggested that the managers should pay their interest in and study the team concept. Based on Natepanna's conception, teams exist in every organization.

6.3 To study the consequences as a result of the utilization of those realized strategies, actions or interaction.

From the above discussion of a teamwork and a strong leadership style utilized at U-Thai Prasit Corporation, team members hold themselves mutually accountable for team goals, and leadership responsibilities are shared among the members of the team. They openly discuss goals and procedures with each other until they reach a consensus. A work group at U-Thai Prasit Corporation is more likely to have a strong, directive leader who seeks input from group members and then delegates work to various individuals to complete. Effective managing team makes it possible for U-Thai Prasit Corporation to achieve important strategic business objectives, which may result in competitive advantages. The benefits of using teams include lower costs and higher productivity, quality improvement, speed, and innovation.

At the moment, U-Thai Prasit Corporation offers seven main medical product categories. These include: 1) General medicine, 2) Body tonic, 3) Cardiac and haematonic, 4) Gastrointestinal medicine, 5) Antipyretic medicine, 6) Best sellers, and 7) New products. U-Thai Prasit Corporation markets its products in 18 provinces throughout Thailand with the total number of 65 drug stores. The company also markets its products through the company's website and online services.

Kotler and Armstrong (1999: 398) argued that although most goods and services are sold through stores, nonstore retailing has been growing much faster than has store retailing. Traditional store retailers are facing increasing competition from nonstore retailers who sell through catalogs, direct mail, telephone, home television shopping shows, online computer shopping services, home and office parties, and other direct retailing approaches. Kerin, Hartley, and Rudelius (2007: 317) noted that online retailing allows consumers to search for, evaluate, and order products through the Internet. At U-Thai Prasit Corporation, for example, Mr. Tawan has advocated a streamlined and intuitive website layout and new services such as real-time inventories in individual stores that allow customers to decide whether to go to the store or to buy online.

7. Conclusion and Discussion

Wyld (2013) argued that we live in age that can be defined by one word: more. As consumers, we want our gadgets and gizmos to do more (and become smaller and cheaper with each passing day). We want more channels, more data, more gas mileage, more fiber, etc. In short, we want—and often demand—more of everything good. This holds true in business, as we want more customer service, more options, more hours, and yes, as investor, more earnings. So when it comes to managers in the workplace, we expect them to be inspiring and able to instill a common sense of purpose to rally and motivate employees. In short, we expect transformational leaders to be the norm.

For the characteristics and causes of the leadership phenomenon being manifested at U-Thai Prasit Corporation, Prachin Buri Province, Kun U-Thai Prasit performed his medical service as a royal doctor to the governor of Prachin Buri province. His son Mr. Theera or Mor Luk In continued the business of his father by opening a clinic in Prachin Buri province. On the 3rd generation, Mr. Tawan and his wife Mrs. Chaloeiporn Boonpakdee obtained their license in Thai traditional medication from the Ministry of Public Health. On top of that, their products have been certified by Food and Drugs Administration. Mr. Tawan and his wife have shown the characteristics of a transformational leadership such as keeping their ego in check, self-management, making difficult decisions, sharing collective organizational consciousness, inspirational, entertaining new ideas, adaptability, proactive, and leading with vision. They define transformational leaders—leaders that have the ability to make an impact on organizational growth. This is in line with the work being done by Deniela Beck-Tauber (2012) in which it finds that over the last twenty-five years, the transformational leadership paradigm has gained much scholarly attention. It has been proven that a transformational leadership style has positive effects on motivation, alignment, performance and satisfaction of followers.

For the realized strategies, actions or interaction as a result of those manifested leadership phenomenon including the influence of contextual and interfering conditions on those strategies, actions or interaction at U-Thai Prasit Corporation, Prachin Buri, the Boonpakdee couple uses their own management orientation called “MOST” in which it stands for man, organization, service and teamwork respectively. The importance of organizing function lies on its conception of specialization, well-defined jobs, clarified authority, co-ordination, effective communication, growth and diversification, sense of security, and scope for new changes (Prachi Juneja, 2019). The service provided by U-Thai Prasit Corporation includes store and non-store retailing. The company also provides related medical production services. Junaid Aftab, Huma Sarwar, Qurrat-ul-ain Sultan, and Maryam Qadeer (2016: 161) found that service quality plays a vital role to make the customers happy and insists them to revisit the business. Working as a team, Mr. Tawan, his beloved wife, and

employees at U-Thai Prasit Corporation come up with 7 products categories, namely, general medicine, body tonic, cardiac and haematonic, gastrointestinal medicine, antipyretic, best sellers, and new products. At U-thai Prasit Corporation, they emphasize the importance of teamwork in their training programs while honoring the importance of individual initiative. The result is in line with the work of Donald L. Gilstrap (2013: 25) in which team-based models introduce an evolutionary perspective of adaptation to a continually changing environment, and they have perhaps received most attention from a systems theoretical framework. In this respect, A. Srinivasa Rao and Waheed Kareem Abdul (2015: 30) proposed that over the past many decades, teams have become an increasingly popular way of organizing and coordinating work.

For the consequences as a result of the utilization of those realized strategies, actions or interaction. At present, U-Thai Prasit Corporation offers 7 different types of products. These products are sold through 65 stores in 18 provinces throughout Thailand. The company also distributes its products through website and online service. Moreover, as an innovation, the company renders medical related services, for instance, the procurement of raw materials, formulation mixings, medicine packaging, and drug registration filing service to name just a few with Good Manufacturing Practice (GMP) standard. At U-Thai Prasit Corporation, there is a strong relationship among leadership style, employee productivity and organization effectiveness. This is in accordance with the research undertaken by Shery Wojtara-Perry (2016) who claimed that her study reinforces the positive relationships between transformational leadership, employee productivity, and leadership effectiveness. By using data from 408 Spanish organizations, Garcia-Morales, Llorens-Montes, and Verdu-Jover (2008) found that the leader's perceptions of different intermediate strategic variables related to knowledge and innovation influence the relation between transformational leadership and organizational performance.

8. Recommendation for Future Research

Some implications for future research are seen in the conclusion and discussion offered above. Additionally, as demonstrated above, several possibilities for additional research exist in this area. This study should be replicated with a larger sample size in order to further verify the theoretical model developed in this study as well as to explore additional components which may be revealed in a larger data set. While organizational and personal diversity was explored, it would also be beneficial to replicate this study with a more geographical diverse population, potentially broadening to a cross-cultural comparison to determine if the model holds across geographical and cultural boundaries. Also as noted earlier, a potentially interesting study would be to compare generations in regard to the types of experiences related as significant as well as in relation to the strategies used to make meaning of the

experiences and then the consequences realized through the strategies. A study of this nature could help provide insight in regard to the timing of certain types of experiences especially in regard to openness to learning at the different stages of time and context.

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Risky Riding Behaviors among Young Motorcyclists in Chonburi

Waiphot Kulachai ^{a*}, Chinda Klaklay^b, Patipol Homyamye^c

^a Faculty of Political Science and Law, Burapha University, Thailand

E-mail address: waiphot@buu.ac.th

^b Police Education Bureau, Royal Thai Police, Thailand

E-mail address: jint02@hotmail.com

^c Faculty of Business Administration and Information Technology, Rajamangala University of Technology

Suvarnabhumi, Thailand

E-mail address: patipol_1803@hotmail.com

Abstract

The objectives of this research were to examine risky riding behavior among young motorcyclists in Chonburi, and to identify factors influencing the risky riding behaviors. The samples of the study were 617 young motorcyclists in Chonburi, Thailand. Questionnaire was employed as a research tool to collect the data. The data then was analyzed using Stepwise Multiple Regression technique. The results indicated that peer influence (PI) was the most influential factors affecting risky riding behaviors (RRB), followed by road structure (RS), and knowledge of traffic laws (KTL) in that order. However, law enforcement (LEN) had no impact on risky riding behaviors (RRB). Discussion and recommendations are discussed in the latter part of this article.

Keywords: risky riding behaviors, traffic law enforcement, transportation

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1. Background/ Objectives and Goals

The World Health Organization (WHO) reported that road traffic accident caused 1.36 million fatalities worldwide (WHO, 2018). It also reported that Thailand had the highest fatalities rate in ASEAN and ranked the ninth in the world (32.7 deaths/100,000 populations) accounting for 22,491 fatalities. Motorcycles are very popular mode of transport among young people in Thailand (Pitaktong et al., 2004). During 2004-2017, the number of registered motorcycles has been increasing dramatically from 13,206,580 in 2004 to 20,501,439 in 2017 accounting for 55.24% (Department of Land Transport, 2018). Not surprisingly, the number of deaths from motorcycle-related accidents in Thailand is still very high. The study conducted by Namwat et al. in 2001 (as cited in Pitaktong et al., 2004) found that about 74% of traffic injuries were related to motorcycle accidents. However, the Bureau of Epidemiology, Department of Disease Control, Ministry of Public Health (2012) reported that about 82.25% of injuries were caused by motorcycle-related accidents. It also reported that about 15.45% of deaths were riders who are between 15-19 years of age. This age group had the highest fatality rate compared to other age groups.

There are certain factors causing young motorcyclists to perform risky riding behaviors such as knowledge of traffic laws, law enforcement, road structure, and peer influence. The research conducted by Waiyanate (2010) found that riders having training from driving school had lower rate of traffic law violation than those who did not. In addition, more than 70% of young riders had not been officially trained in school about traffic law, rules, regulation, and safety riding. Poor level of traffic law enforcement plays an important role in traffic law violation among young motorcyclists. This statement was supported by the study of Suangka (2016) who found that non rigid law enforcement enhances road users to drive and ride carelessly and illegally. According to the study by Waiyanate (2010), 87.88% of young motorcyclists always violate traffic law when there is no presence of traffic police. Furthermore, Mäkinen et al. (2003) concluded that traffic law enforcement against speeding provided fair effects on rider behavior. According to enforcement against drunk driving, the study by Mäkinen and Veijalainen (1997) showed that about 40% of drivers are tested annually in Finland. In addition, the number of caught driver has fallen during the past 10 years. This can be implied that traffic law enforcement will have negative effect on performing speeding. Road structure refers to a condition of road physically obstructs riding motorcycle such as the width of traffic lane, barriers, rough road surface, and under-construction road (Suangka, 2016). These factors will lead to violation of traffic laws. Haworth (1999) found that the condition of the road; lack of visibility or obstructions, unclean road or loose material, poor road markings and horizontal curvature contributed to about 15% of road traffic accidents in Australia. Group or peer plays an important role in risky riding behavior among young people. It can be defined as a social pressure by members

of one's group to take a certain action, adopt certain values, or otherwise conform in order to be accepted by other members. Sela-Shayovitz (2008) stated that the influence of peer pressure on behavior is particularly strong. The study by Møller and Haustein (2014) showed that peer pressure contributed to increased speeding behavior of young people.

This research, therefore, would like to examine whether the selected variables (knowledge of traffic laws, law enforcement, road structure, and peer influence) have an influence on the risky riding behaviors or not. Then, recommendations and suggestions for policy makers will be proposed in this article.

2. Methods

2.1 Sample

The samples of this study were 617 young motorcyclists who are at the age cohort of 15-24 according to the United Nations (UN) definition (UN, 2018). They are the residents in Chon Buri, located in the eastern region of Thailand. The majority of participants were male accounting for 67.4%. Most of them were pursuing bachelor degree (69.7%). About 51.1% of the participants lived with parents. About 58.8% have motorcycle ownership but only 39.7% have riding license indicating that most of them are not authorized to ride on the road. The participants (59.2%) reported that they used to have a motorcycle-related accident. Surprisingly, 92.1% of the participants have not been train how to ride in the driving school. Around 42.8% reported that they practice riding on their own. In addition, 41.2% were trained by their patents.

2.2 Measures

For all measures in the study, except demographic questions, respondents indicated their level of agreement with the items using a 5-point's Likert response scale anchored by (1) strongly disagree and (5) strongly agree. More details of each measure are as followings;

Knowledge of traffic laws (KTL) was measured using the seven items of the Knowledge of Traffic Laws Questionnaire (KTLQ) developed by the authors. This measurement revealed scores showing an alpha reliability of .919 indicating an excellent reliability. Example items include "I have an understanding of traffic signs and symbols," "I understand the details of the laws related to motorcycle riding," and "I have knowledge about traffic laws."

Law enforcement (LEN) was measured using the three items of the Law Enforcement Questionnaire (LENQ) developed by the authors. This measurement revealed scores showing an alpha reliability of .812 indicating good reliability. Example items include "Police officers have strict enforcement of motorcyclists," "The penalty rate of traffic violations is severe," and "Police officers enforce the laws equally and fairly."

Road structure (RS) was measured using the four items of the Road Structure

Questionnaire (RSQ) developed by the authors. This measurement revealed scores showing an alpha reliability of .822 indicating good reliability. Example items include “The nature of the road makes it necessary for motorcyclists to commit traffic violations,” “The U-turn point is located in an inappropriate spot causing the need to use shortcuts and violating traffic rules,” and “U-turn in the main road with many cars running at high speed may be at risk of accidents, so I must ride on the wrong side of road.”

Peer influence (PI) was measured using the four items of the Peer Influence Questionnaire (PIQ) developed by the authors. This measurement revealed scores showing an alpha reliability of .924 indicating an excellent reliability. Example items include “I ride a motorcycle with a lot of excitement because I must act like a friend in the group,” “Doing things like friends in the group make you happy,” and “I sometimes break traffic rules because your friends challenge you to do.”

Risky riding behaviors (RRB) were measured using the ten items of the Risky Riding Behavior Questionnaire (RRBQ) developed by the authors. This measurement revealed scores showing an alpha reliability of .900 indicating an excellent reliability. Example items include “Riding a motorcycle when under the influence,” “Riding a motorcycle at a speed exceeding the rate required by law,” and “Riding a motorcycle without wearing a helmet.”

2.3 Analysis

Stepwise multiple regression analysis was employed in this study since it is suitable for getting a regression model which has the fewest number of statistically significant independent variables. This technique is a modification of the forward selection so that after each step in which a variable was added, all candidate variables in the model are checked to see if their significance has been reduced below the specified tolerance level. If a non-significant variable is found, it is removed from the model. It also provides maximum predictive accuracy according to Hair et al. (2010). This technique requires four assumptions; there must be a linear relationship between the outcome variable and the independent variables, the residuals are normally distributed, the independent variables are not highly correlated with each other or no multicollinearity, and there should be no clear pattern in the distribution.

3. Results

3.1 Testing Assumptions

In this part, four assumptions namely linear relationship between the outcome variable and the independent variables, the normal distribution of the residuals, no multicollinearity, and there should be no clear pattern in the distribution (homoscedasticity), were tested. The results of assumption testing are as followings.

3.1.1 Testing Linear Relationship

To test the linear relationship between independent variables and dependent variable, the authors used scatter plot to examine if there is a linear relationship. Figure 1 indicates linear relationships between the variables since the obvious shape was not observed.

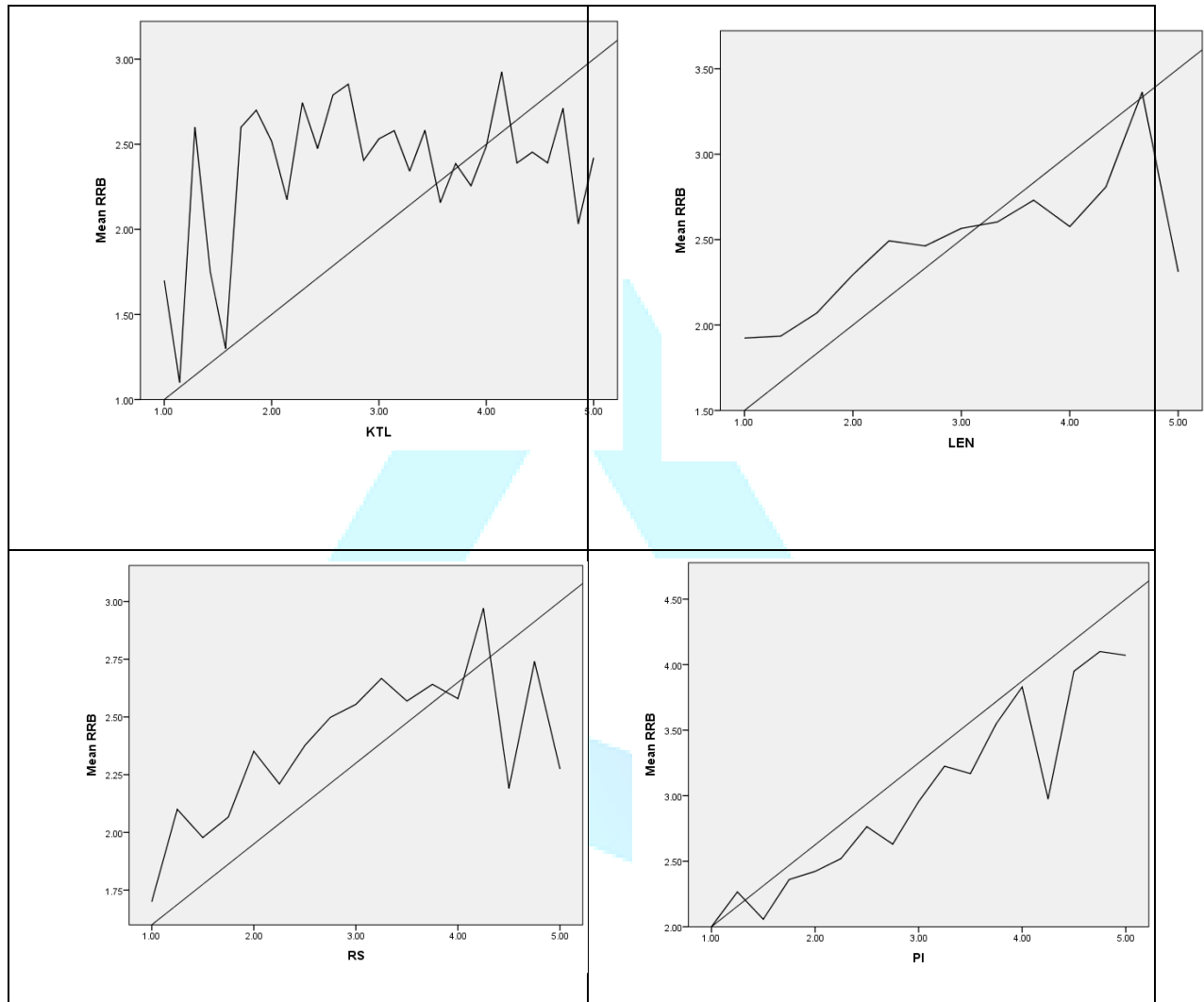


Figure 1: Linear relationships between independent and dependent variables

3.1.2 Testing Normal Distribution

The authors employed a normal P-P plot to check the normal distribution. Figure 2 shows that the points generally follow the normal (diagonal) line with no strong deviations. This indicates that the residuals are normally distributed.

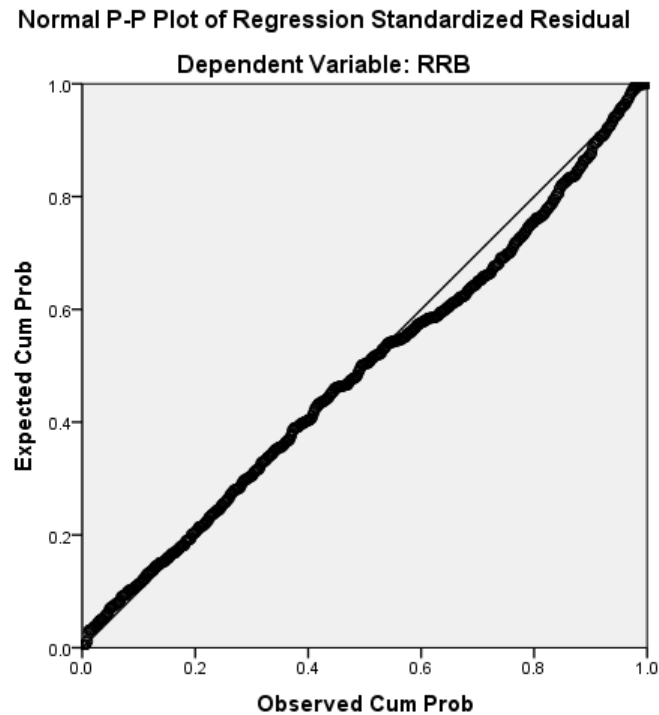


Figure 2: Normal P-P plot

3.1.3 Testing Multicollinearity

The authors employed correlation matrix to test the multicollinearity problem. When computing a matrix of Pearson's bivariate correlations among all independent variables, the magnitude of the correlation coefficients should be less than .80 indicating no highly correlated among each independent variable. Table 1 shows that there is no correlation coefficient that higher than .80 indicating no multicollinearity problem. The authors also detected multicollinearity problem using tolerance and the variance inflation factor (VIF). Tolerance values of 0.10 or less indicate that there may be serious multicollinearity. In addition, any VIF of 10 or more provides evidence of serious multicollinearity. Table 2 indicates that there is no multicollinearity since the tolerance values are higher than .10, and the VIFs are lower than 10.

Table 1: Correlations between dependent variables

		KTL	LEN	RS	PI
KTL	Pearson Correlation	1	.160**	.223**	-.172**
	Sig. (2-tailed)		.000	.000	.000
	N	617	617	617	617
LEN	Pearson Correlation	.160**	1	.131**	.277**
	Sig. (2-tailed)	.000		.001	.000
	N	617	617	617	617
RS	Pearson Correlation	.223**	.131**	1	-.005
	Sig. (2-tailed)	.000	.001		.903
	N	617	617	617	617
PI	Pearson Correlation	-.172**	.277**	-.005	1
	Sig. (2-tailed)	.000	.000	.903	
	N	617	617	617	617

** . Correlation is significant at the 0.01 level (2-tailed).

Table 2 Tolerance and VIF

Model	Unstandardized		Standardized	t	Sig.	Collinearity Statistics	
	Coefficients		Coefficients			Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	.725	.167		4.344	.000		
1 KTL	.072	.036	.069	2.001	.046	.886	1.128
LEN	.032	.033	.033	.967	.334	.871	1.148
RS	.128	.032	.134	4.025	.000	.941	1.063
PI	.501	.030	.578	16.731	.000	.875	1.143

3.1.4 Testing Homoscedasticity

Homoscedasticity describes a situation in which the error term is the same across all values of the independent variables. The authors employed scatterplot to check the homoscedasticity. According to the scatterplot, the data is homoscedastic if it looks somewhat like a shotgun blast of randomly distributed data. Hence, there is no cone or fan shape in the data. Figure 3 shows the scatterplot indicating homoscedastic data since there is no obvious pattern of distribution.

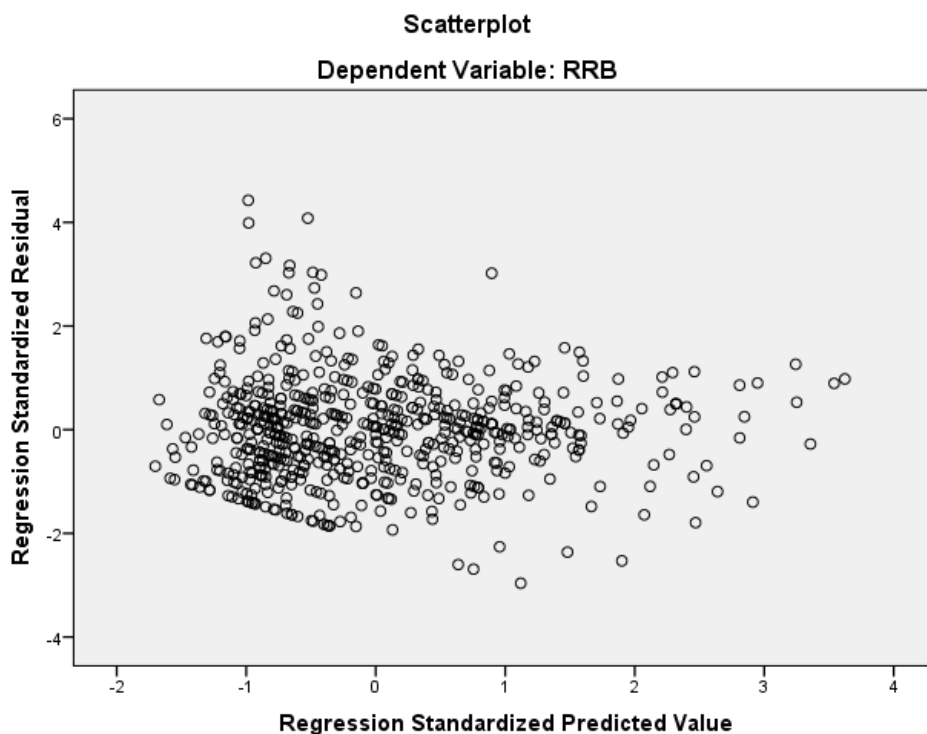


Figure 3: Scatterplot

3.2 Stepwise Multiple Regression Results

For hypotheses testing, the authors employed stepwise multiple regression analysis to analyze the data. According to this analysis technique, each independent variable was added to the equation one by one according to its correlation with the dependent variable. Table 3 illustrates the Pearson's product moment coefficient between the independent variables and the dependent variable ranging from the highest of .575 (PI) to the lowest of .005 (KTL). According to the analysis, peer influence (PI) was firstly loaded into the equation.

Table 3: Correlations

		RRB	KTL	LEN	RS	PI
Pearson Correlation	RRB	1.000	.005	.222	.151	.575
	KTL	.005	1.000	.160	.223	-.172
	LEN	.222	.160	1.000	.131	.277
	RS	.151	.223	.131	1.000	-.005
	PI	.575	-.172	.277	-.005	1.000
Sig. (1-tailed)	RRB	.	.455	.000	.000	.000
	KTL	.455	.	.000	.000	.000
	LEN	.000	.000	.	.001	.000
	RS	.000	.000	.001	.	.452
	PI	.000	.000	.000	.452	.

To test the significance of the model, an ANOVA test was conducted as illustrated in Table 4 and Table 5. Based on the ANOVA test results, the model was found to be statistically significant with the significant value of .026. The adjusted R square is .356 and F is 114.678 indicating that the independent variables (PI, RS and KTL) jointly explained 35.60 percent of the variance in the dependent variable (RRB) ($F=114.678$, $p < .05$).

Table 4: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.575 ^a	.331	.330	.70222	.331	303.743	1	615	.000
2	.595 ^b	.354	.352	.69026	.024	22.500	1	614	.000
3	.600 ^c	.359	.356	.68803	.005	4.986	1	613	.026

a. Predictors: (Constant), PI

b. Predictors: (Constant), PI, RS

c. Predictors: (Constant), PI, RS, KTL

Table: 5 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	149.782	1	149.782	303.743	.000 ^b
1 Residual	303.269	615	.493		
Total	453.050	616			
Regression	160.502	2	80.251	168.431	.000 ^c
2 Residual	292.548	614	.476		
Total	453.050	616			
Regression	162.863	3	54.288	114.678	.000 ^d
3 Residual	290.188	613	.473		
Total	453.050	616			

a. Dependent Variable: RRB

b. Predictors: (Constant), PI

c. Predictors: (Constant), PI, RS

d. Predictors: (Constant), PI, RS, KTL

The final model indicates that peer influence (PI), road structure (RS), and knowledge of traffic law (KTL) were the most important factor affecting the risky riding behaviors (RRB) respectively. However, law enforcement (LEN) had no impact on risky riding behaviors (RRB) among young motorcyclists as illustrated in Table 6.

Table 6: Coefficients

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1.476	.063		23.332	.000
	PI	.498	.029	.575	17.428	.000
2	(Constant)	1.021	.114		8.927	.000
	PI	.499	.028	.576	17.753	.000
	RS	.147	.031	.154	4.743	.000
3	(Constant)	.763	.162		4.696	.000
	PI	.510	.028	.589	17.927	.000
	RS	.131	.032	.137	4.134	.000
	KTL	.078	.035	.075	2.233	.026

^aDependent Variable: RRB

According to Table 6, the predictive equation would be written as follow;

$$RRB = .589PI + .137RS + .075KTL$$

3.3 Conclusion and Recommendations

The main objectives of this study were to examine selected variables affecting young motorcyclists to perform risky riding behaviors. We found three most influential factors leading to performing of risky riding behaviors among young motorcyclists which were peer influence, road structure, and knowledge of traffic laws in that order. Peer influence is the most influential factor causing young motorcyclists to perform risky riding behaviors. This result supported the previous studies (Sela-Shayovitz, 2008) who stated that the influence of peer pressure on riding behavior is particularly strong. It also in line with the study by Møller and Haustein (2014) who found that peer pressure contributed to increased speeding behavior of young people. Road structure is an important obstacle for motorcyclists to use the road network. This result was supported by the study of Suangka (2016) who found that the condition of road physically obstructs riding motorcycle. This finally will lead to violation of traffic laws. However, restrict law enforcement had a positive impact on risky riding behaviors among young motorcyclists. This result did not support the previous studies (Mäkinen & Veijalainen, 1997; Mäkinen et al., 2003). This might be interpreted that young motorcyclists enjoy challenges and excitement that encourage them to violate the traffic laws. In addition, we found no relationship between knowledge of traffic laws and risky riding behaviors. It was not consistent with a previous study (Waiyanate, 2010). This can be implied that having knowledge of traffic laws enhances young motorcyclists to find the way to

commit law violation and to avoid being arrested by traffic police. As young motorcyclists are influenced by friends, providing them more training on safe riding and traffic law will enhance them to have positive attitude on safe riding. However, provided training and activities should be group-based activities by letting them to learn and share experiences in the group's members. Road structure is also important factor leading to traffic violation among young motorcyclists. Related agencies responsible for road construction should design pavement, footpath and U-turn which does not obstruct riding. Road safety audit should be performed to correct hazard spot along roadways. Regular monitoring of road surface should be conducted so some obstruction can be detected and then improved. Furthermore, police should initiate the strategic means of traffic law enforcement since the finding shows that it has negative impact on risky riding behaviors. Finally, policy makers should place more importance on risky riding behaviors among young motorcyclists and propose it as a national agenda.

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Local Government in Thailand

Thuwathida Suwannarat

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail address: thuwathida.su@ssru.ac.th

Abstract

A local government is a form of public administration which, in a majority of contexts, exists as the lowest tier of administration within a given state. The term is used to contrast with offices at the state level, which are referred to as the central government. Local governments generally act within the powers delegated to them by legislation or directives of the higher level of government. The question of municipal autonomy is a key question of public administration and governance.

Keywords: Local government, sub-district administrative organization, provincial organization

- *This research presented on 30st International Conference on Business, Education, Social Science, and Management (BESM-30): Taipei/Taiwan, July 15th-16th, 2019.*

1. Introduction

The ultimate goal of governance is the happiness of the people, national development, territorial integrity and national stability. In order to achieve the said goals, it is necessary to have a public administration collocation that provides benefits to the populace and creates a success and quality in governmental services (Thaitat Mala, 2554).

The Thai public administration collocation has been evolving since Sukhothai period and has been transformed to suit with the changing political, social and economic context. After a change of administration in B.E. 2475, the public administration has been divided into 3 parts namely; central, provincial and local administration. It can be argued that Thailand has transformed from a conservative state into a modern state having an Organization of State Administration Act up until B.E. 2534. Hence, the type of state administration is depended on the government policy, national situation, including the demographic factors in terms of nationality, race, religion, tradition, and political culture of the country. The Thailand's state administration has been improved and fixed in relation to the changes in politics, economy, society and the demand of the people (Somboon Suksamran, 2545).

The State Administration B.E.2534 is a result of a major improvement. However, it still withholds the important principles. The major changes include the decentralization toward local government organization, there is an establishment of sub-district administrative organization, there is a cancellation of sanitation district, and there is a freedom for local government organization where the people can directly choose for their own administrators.

2. The State Administration at the Present

The major principle of state administration that has been used until the promulgation of Kingdom of Thailand's Constitution B.E. 2560 is as follows: The public administration is divided into 3 parts, say, central, provincial and local administration. These three types of administration are under the supervision of the cabinet who has the responsibility to oversee the state administration. By this it means, they have an authority to set the policy in which the state officials must put it in practice. This is to provide happy and advantageous benefits toward public services provided by the government in central, provincial as well as local areas. The central government is based on the centralization concept. The supreme command and administrative adjudication is rest with the central government in Bangkok where it is a capital of the country and a location of the central government. The central administration is divided into: 1) Office of the Prime Minister where it represents a central state administration of the premier, 2) ministry or bureaus, 3) bureaus under the supervision of Office of the Prime Minister or ministry, 4) department or official unit (such as secretariat office, Office of the National Security Council), and 5) other official units under the prime minister's supervision or assigned minister. These five governmental units are considered as a juristic entity.

The provincial administration is based on the decentralization concept by which the central government, being as a commander, will delegate policies for the provincial officials in order to put them into practice with the goal of providing happiness to the people and territorial integrity. It is rather crucial that the provincial administration is aware of the differences regarding to tradition in each area. The administration must not create a possible conflict or any obstacle pertaining to the maintenance of identity. On top of that, it must not go against the central policy and the provision of law. This article, however, will discuss only the local government administration.

3. The Growth of Local Government Administration

The dynamic changes in politics, economy, society, and informational technology create what we call a globalization. This produces an impact on economic, political and social system around the world. Information technology makes it possible that people can communicate among each other in a short time period. The global society perceives every change that happens in the world at almost the same time period. The communication, trade and businesses proceed rapidly. The forms of governance and the types of political obstruction can be perceived everywhere in the world. The learning and concept transmittance can be done in a blink of time.

Thailand, like any other country in the world, is under the influence of globalization. People are well-aware of the benefits provided by the globalization. The important political change is in the form of being a democratic state, people's participation, the attempt on decentralization, especially toward the local government administration (Sitanat Varloonsaharuchapone, 2559). There has been many efforts that tried to improve the state administration. One of the most dominant movements on decentralization happened in the Kingdom of Thailand's Constitution B.E. 2540 in which the decentralization concept has been cherished like never before. For instance, there is a guideline for the election of the President of the Provincial Administrative Organization, President of the Tambon Administrative Organization. The promulgation of the Determining Plans and Procedures in Decentralization to the Local Administrative Organization Act, B.E. 2542, has produced a quantum leap upon the establishment of sub-district administrative organization. But the change toward the efficacy and results on the administration and development did not cope the expectation. Based on this reason, the decade after B.E. 2540 becomes a demanding decade for political science academicians and local politicians to ask for the improvement or increment of power, budget and personnel for the local government organization (Supasawad Chardchawarn, 2555). At the same time, there should be a reduction of power belongs to provincial administration as well as central administration that takes control over the local administration. There is a demand for the setting up of a local ministry. In this regard, the

government's response is in the form of the establishment of the Department of Local Administration under the supervision of the Ministry of Interior for the replacement of Department of the Interior. There are still conflicts regarding the reduction of power of the provincial administration. The argument goes that the local officers process a less potential and effectiveness in order to respond to the need of the people. Moreover, there are also problems toward budget for development and corruption.

4. The Provincial Administrative Organization (PAO)

The Provincial Administrative Organization Act, B.E. 2540 and the Determining Plans and Procedures in Decentralization to the Local Administrative Organization Act, B.E. 2542 have a structure comprising of the Provincial Administrative Organization Council (Legislature) and the Chief Executive of the Provincial Administrative Organization. The Chief Executive of the PAO and the members of the PAO Council are elected directly from the people in the province. The number of the members of the PAO Council is in relevant to the population in the particular province. For example, a province with 500,000 people and lower would have 24 members of the PAO Council, a province with 500,000 people but not exceed 1,000,000 people would have 30 members of the PAO Council, a population of more than 1,000,000 but not exceed 1,500,000 people would have 36 members of the PAO Council, a province with a population of more than 1,500,000 people would have 42 members of the PAO Council, and any province with a population of more than 1,500,000 people would have 48 members of the PAO Council. The members of the PAO Council will be in an office for a 4-year term. The main duty of the PAO Council is acting as a legal entity for the provincial administration. They control and verify the work performed by the administrative section that includes the President of the Provincial Administrative Organization and his/her associates to whom they are secretary and Vice-President of the PAO. The President of the PAO is a leader of an administrative team. He works with a certain number of Vice-President based on the size of the organization. In this respect, if there are 36-42 members of the PAO Council, there will be 3 of the Vice-Presidents. If there are 24-30 members of the PAO Council, there will be 2 Vice-Presidents.

The provincial officials are those officials who receive their compensation from the provincial budget. The provincial officials report to the President of the PAO and having Vice-Presidents of the PAO and the Chief Administrator of the PAO, who receives command from the Vice-President, as their rulers. The management of the provincial organization is divided into; an administrative office that oversees the general activity of the organization. Meanwhile, the scope of operation and budget regarding to civil work, mechanic work and infrastructure construction work, finance and disbursement are under the supervision of the PAO (Charnchai Sawaengsak, 2552: 141-142).

The duty of the PAO is based on the Determining Plans and Procedures in Decentralization to the Local Administrative Organization in which it was in effective on March 14, 2545 with the following operations:

1. The operation of a large project that is beyond the capacity of local government organization in a province.
2. The operation based on a holistic picture of local government organization in a province with the objective to provide benefits to the local area and people and not to interfere with the operations that are capably performed by the local organization.
3. To perform the operation according to the plans or projects that are in continuous and overlap manner or there is more than one unit of local organization that enjoys the benefits.

The authorities based on the section 35/5 are as follows:

1. Design of policy that is not against to the law and being responsible for the operation of the PAO according to the law, order, rule, canon and policy.
2. Allow and approve for the operations of the PAO.
3. Appoint and dismiss Vice-President of the PAO, Secretary to the President of the PAO, and the advisor of the PAO.
4. Regulate the operations of the PAO.
5. Oversee the operations based on the canon of the PAO.
6. Officiate other activity as prescribed in the Act and other legislations.

5. Municipality

Municipality is one of the local governments with the longest history. It was established in B.E. 2476 based on the Municipality Organization Act, B.E. 2476 one year after the administrative changes in Thailand. In fact, The Thai government had an intention to establish the municipality many times since the absolute monarchy period. This can be seen in the royal initiative of King Prajadhipok who wished to see local administration in Thailand in the same way that it happened in most of the western countries. It is well understood that the local organization can lighten the load of the government. The Municipality Act, B.E. 2546 (1st Copy), that has been ineffective, divided municipality into 3 levels, namely, Sub-district Municipality, Town Municipality and City Municipality with the following structures.

The Municipal Council and the Mayor are directly elected from the people. The Municipal Council acts as a legislative body and is responsible for the issue of the ordinance and supervision over the operations based on the policy set by the mayor and the team. The other important mission is to approve the draft of a strategic plan and 3-year development

plan of the municipality. The mayor is responsible for the administrative work in term of policy and reports to the municipal council. The mayor and his management team will designate public service policy for the people in their area. They are blessed with the authority and independence in terms of personnel management and budget provided by the central government. The relationship between the Municipal Council and the mayor is in a form of check and balance (Orathai Kokpol, 2552).

6. Sub-district Administrative Organization (SAO)

The Sub-district Administrative Organization (SAO) is a local governmental unit that acts as a legal entity and is the smallest official local unit that is close to the people. The management of SAO (B.E. 2561) is based on the Act, Parish Council, and Municipal Council (the 9th Copy), B.E. 2554. According to the legislation, the SAO is composed of the Sub-district Administrative Organization Council and the Chief Executive of the SAO.

7. The Structure of SAO

The SAO is composed of the SAO Council and the Chief Executive of SAO. They have the duty to prepare a local development plan that includes the management of land transportation, water transport, bus station and harbor. They have also to promote tourism, take good care of quality of life of children, women, elderly and disadvantaged people, to maintain and preserve local culture, to provide health-care and sanitation services, to protect the environment and to perform the civil work. They are responsible for the provision of public services based on their authority. The SAO Council is responsible to oversee the Chief Executive of the SAO and his/her team-work perform their duty as mentioned. One of the most important duties of the SAO Council is the approval of the SAO's regulations as a mechanism in the preparation of public services of the administrative division (Kitisak, Prawprairat, 2553).

8. Conclusion

The decentralization of authority to the local government is still a controversial issue, especially in term of the appropriate pattern for Thailand. Nevertheless, the power to manage the local government unit has to be delegated from the central government and it has the legitimate right to control, monitor and check the performance. The local government is not a subsystem of a central government. The local government administration is supposed to serve the real need of the local people. In this respect, the local government administration is the answer to the initiative concept on the delegation of power to the foundation. The direction of local government administration should assume the local unit as a major unit to look after the

people, to provide public services, to arrange for an educational system, to maintain safety, and to be independent. Meanwhile, the government must promote and support the local government organization to become strengthen in its management in order to effectively respond to the need of the people. The control from the central government must not to interfere with independent nature on the management of local government unit. However, there should be an independent unit to investigate the use of power by the local government organization and to evaluate its performance based on a controlling standard. Last but not least, the local people should have a say in the management of a local unit and be able to assess the management of local executives appropriately.

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Community Cultural Innovation and Management According to the Sufficiency Economy Philosophy of Samut Songkhram Provincial Administration Organization

Barameeboon Sangchan

College of Innovation and Management Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: barameeboon.sa@ssru.ac.th

Abstract

The study of innovation and community culture management according to the sufficiency economy philosophy of Samut Songkhram Provincial Administrative Organization The country will have sustainable development or development that is consistent with the situation. In the midst of continuous changes as well as technological progress Information that is diverse in the context of each period. According to the government's policy that has defined the country's development strategy for 20 years that has been defined to achieve the vision "The country is stable, prosperous and sustainable as a developed country With the development of sufficiency economy philosophy Leading to the development of Thai people to be happy And respond to achieving national interests " From strategy It has also defined 6 aspects which are the corresponding aspects which are Namely strengthening social institutions, cultural capital and community strength.

Samut Songkhram is a province, which is a flowing place of the important river, a developed city with a focus on the growth of the city. Especially in the industrial and service sectors Causing development that is perceived to be unsustainable, ie, development resulting from non-linkage or integration of knowledge, as well as "cultural capital", not being expanded or responded as expected. Samut Songkhram is therefore a province that focuses on development that is linked to the environment, including the sufficiency economy philosophy under the identity of Motherhood Whether it is the reign of Rama II Historical Park, the community that has built the network and See concrete results Development along with cultural capital.

Keywords: Sufficiency Economy Philosophy, Knowledge and Understanding

- *This research presented on 30st International Conference on Business, Education, Social Science, and Management (BESM-30): Taipei/Taiwan, July 15th-16th, 2019.*

1. Introduction

The sustainable development or development that consistent to continuous changing, information technological progress, politics, economics and society etc. whether micro or macro issued. These is the important part of the development according to government strategic plan for 20 years that visions the country on “stability, wealthy sustainable as a developed country and achieving national interests by sufficiency economy philosophy. Two from six dimensions of strategic plan, strengthening social institutions and cultural interest and community strengths are the major part that have been built throughout our past in a long history. The glory of the nation such arts, culture, tradition, wisdom, way of life and communities, which is considered as "cultural interest" which continuous the clear and the truly Thai identity. Samut Songkhram province has a long history since Ayutthaya period; a birth place of King Rama IV and Maekong river flow through. This province stills focus on development that dwell into environment and sufficiency economy philosophy.

2. Research objectives

2.1 To study the importance of sufficiency economy philosophy in the Samut Songkhram Provincial Administrative Organization.

2.2 To study community cultural management of Samut Songkhram Provincial Administration Organization

2.3 To study problems, obstacles and suggestion for strengthening and community cultural management under the sufficiency economy philosophy of Samut Songkhram Provincial Administration Organization.

3. Conceptual Theories and Related Literature

Sufficiency economy is a philosophy which exists and practice to all levels, from family to community and to state. Especially government officials and businessmen at all levels to ensure that the philosophy lead them to the right way, moral and honesty, (Woradet Chantarasorn, 2011, page 10)

Sumet Tantivejkul (1999, 15) said that “the sufficiency economy is the ability of a community, city, state, to produce all kinds of products and services by avoid relying on various factors that we do not own.”

Surakiat Sathirathai (1999, 257) said that “sufficiency economy that is a philosophy of development according to the sufficiency economy which base on human, community, economic and social development”

Prawet Wais (1999, 4-6) said that “sufficiency economy does not mean isolation on the other hand it mean socialization base on sufficiency for everyone, community and family,

Cognitive concepts and theories

Bloom (1965) proposed the 6 level of cognitive concepts and theories as follows;

1. Level 1 Knowledge means learning that focuses on remembering and recalling thoughts, objects, and phenomena, which start from simple up to higher level.
2. Level 2 Intellectual and Conceptual thinking that expand, conclude and interpret information logically.
3. Level 3 Adaptation is the ability to apply the knowledge, understanding and conceptual to solve the problems.
4. Level 4 Analysis is a skill that is higher than understanding. It is the applying to separate every function, finding the connection among them, conclude and explain that issued.
5. Level 5 Synthesis is the ability to gather small or large parts together and sum it up into one single story.
6. Level 6 Evaluation is the ability to judge the ideas, values, work, answers, methods and content. Evaluation is making the criteria, classified the category all about the mentioned for evaluation.

Anan Srisopha (1979, referred to Thanapol Samakan, 2007 p 9) gives the meaning of understanding that “1) Translation (translation from one to another type)

2) Interpretation (Explaining or compiling the content to be easy to understand) and 3) Expansion (expanding the meaning further from the original)”

4. Research methodology

4.1 The researcher has designed the semi-structure questions for interviews by summarizing and analyzing the concepts, theories and reviewing related research to operate the open-ended interview for 10 people.

4.2 Review literature such as sufficiency economy theory, cognitive theories and operations theories.

4.3 In-Depth Interview. Collect the primary information from 10 people, with the population and sampling groups as follows

4.3.1. Population is the people of Samut Songkhram Provincial Administrative Organization.

4.3.2 Sampling groups are 3 advisors, a chairman and a president of the Provincial Administrative Organization and 5 wisdoms villagers.

5. Research result

As a result found that;

5.1 Sufficiency economy philosophy in the Samut Songkhram Provincial Administrative Organization found that sufficiency economy philosophy is applied to sustainable development. This is the important part of the development according to government strategic plan for 20 years that visions the country on “stability, wealthy sustainable as a developed country and achieving national interests by sufficiency economy philosophy.” Samut Songkhram province focus on development that dwell into environmental and sufficiency economy philosophy.

5.2 Community cultural management of Samut Songkhram Provincial Administration Organization found that sufficiency economy philosophy has 3 concerns and 2 cautions. The concern is the middle way as modesty, reasonableness and immunity. The caution is knowledge and virtue. Samut Songkhram Provincial Administrative Organization has applied sufficiency economy philosophy to the administration.

5.3 Problems and obstacles found that the administration under Samut Songkhram Provincial Administration Organization has guided people learn how to solve problem by sufficiency economy philosophy and support agriculturists to live their life stability. Be aware of the differential of local environment such geography, culture and traditions, avoid effecting to value, familiarity and the way of life.

The study of innovation and community culture management according to the sufficiency economy philosophy of Samut Songkhram Provincial Administrative Organization Which factors involved in research Books and documents related to innovation and community culture management according to the sufficiency economy philosophy Both by way and indirect Personal information about the population, sample groups used in the research study on innovation and community culture management according to the sufficiency economy philosophy of Samut Songkhram Provincial Administrative Organization The sample found that Samples used in the research on innovation and community culture management according to the sufficiency economy philosophy of Samut Songkhram Provincial Administration Organization This time includes Chairman of the Provincial Administrative Organization of Changwat Samut Songkhram, 1 person, advisor to the President of Samut Songkhram Provincial Administration Organization, 3 persons.

The study of the importance of sufficiency economy philosophy in the Samut Songkhram Provincial Administrative Organization, Samut Songkhram province is considered a province that has a long history. Chaiyaphum, the location that flows through the important rivers A stream of development that is focused on the growth of the city. Especially in the industrial and service sectors Causing development that is perceived to be unsustainable, ie such development is a development caused by not connecting or integrating knowledge as well as "cultural capital", not expanding or responding as much. That should Implementing the government policy that has defined the country's development strategy for 20 years that has been defined to achieve the vision "The country is stable, prosperous and

sustainable as a developed country. With the development of sufficiency economy philosophy Leading to the development of Thai people to be happy And respond to achieving national interests "from the strategy It has also defined 6 aspects which are the corresponding aspects which are Namely strengthening social institutions, cultural capital and community strength Development that is linked to the environment, including the sufficiency economy philosophy under the identity of Motherhood Communities that have built networks and see concrete results, developed in tandem with cultural capital.

The study of community culture management of Samut Songkhram Provincial Administration Organization The philosophy of sufficiency economy is a lifestyle philosophy that consists of 3 loops. 2 conditions in the middle way are modesty, reasonableness. And having good immunity And there are two conditions: knowledge and morality, which the Samut Songkhram Provincial Administrative Organization can apply the sufficiency economy philosophy to apply in the operation or to make decisions both for themselves and the public, or if we are in a position Is an executive in organizational development Whether public or private Can use the sufficiency economy philosophy to make decisions However, if there is a social development and community development according to the philosophy of sufficiency economy Will make the community progress in a good way Containing Organizations and business sectors Along with being a strong and sustainable nation There is a fair competition. And help each other in the end.

Study of problems and obstacles and guidelines for strengthening and managing community culture under the sufficiency economy philosophy of Samut Songkhram Provincial Administration Organization. Community culture management under the sufficiency economy philosophy of Samut Songkhram Provincial Administration Organization Making villagers aware of the problems and methods that can be solved When applying the philosophy of sufficiency economy to apply in the work Is a city learning center Making the practice more compatible with the place in the city of today's society Development in both career and agricultural promotion Allowing farmers to live with stability and solidarity Taking into account the local conditions as a guideline for the implementation of the project in both the environment Geography, culture and traditions Of each locality In order to operate without affecting the values, familiarity and livelihoods in the people's way The use of technology in various operations In agriculture And industry Makes work more efficient and saves time Tremendous labor savings.

6. Discussions

Community cultural innovation and management according to the sufficiency economy philosophy of Samut Songkhram Provincial Administration Organization base on the theory of knowledge, and sufficiency economy that rely upon the concept of Bloom (1971,

referred to in Kaniittha Konggawin, 2008: 33) and Suai Sethbunsang (2007) in accordance to the research of Pramote Monkla (2008) who studied "Lifestyle behaviors according to the sufficiency economy philosophy of family leaders in the administrative district of Mueang Nakhon Pathom" And this research found that;

1. Participation such as activities, perception from the mass media and social, the support from government agencies is at a moderate level, the behaviors according to the sufficiency economy are at a high level.
2. Family leaders lifestyle are significant differences at the level of .05 classified by sex, education level, occupation, family income per year and the number of family members.
3. Participation in sufficiency economy in the local administrative area, Muang District, Nakhon Pathom Province, is 31.3 percent of statistical significance at .001

The result is accordance with the research of Jatuphonya Jom (2009), the application of the sufficiency economy concept of the community in Pai Municipality, Pai District, Mae Hong Son Province, the results of the study can be summarized as follows:

1. The level of acknowledge and understanding of the sufficiency economy in Pai municipality is at a high level.
2. The level of living standard according to the sufficiency economy is at a high level, reduce expenses, increase income and saving.
3. The level of community participation to the sufficiency economy approach is at a moderate level. People participate as a member of the savings group; savings cooperative, village fund, other funds is at the highest participation level.
4. The community operation according to the sufficiency economy approach is at moderate level. People participate in various career groups, savings groups, village funds and elder groups. Community network is a helpful tool among people.

The suggestions of this research such as the government should promote and disseminate the success examples of sufficiency economy to encourage people apply sufficiency economy to benefit themselves, the community and society. Establish a new government organization to take cares of the sufficiency economy and drives the concept of sufficiency economy to be more wildly acceptance. The suggestions for the next research should be focus on the accomplishment of sufficiency economy, compare between apply sufficiency economy community and none apply sufficiency economy community.

7. Suggestion

7.1 Support and develop local communities to be tourist destination under a slogan "Do not miss this city" and teach foreign languages to people to serve tourism.

7.2 Encourage communities apply the sufficiency economy and develop local leaders, strengthen community which serve the sustainable development.

7.3 Establish pilot schools and sufficiency economy prototypes and encourage students spend their useful time to serve society.

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Guidelines for solving problems in implementing administrative innovation of local government bureaucracies: case study in Thesaban Mueang Phetchabun

Suebsawad Vutivoradit, Sunhanat Jakkapattarawong, Keratiwan Kalayanamitra

College of innovation and management, Suan Sunandha Rajabhat University, Bangkok, Thailand.

E-mail address: suebsawad.vu@ssru.ac.th ; ball067023@hotmail.com, keratiwan.ka@ssru.ac.th

Abstract

The Thailand public sector always described as a highly centralized system, with an inflexible hierarchical structure and high levels of formal relationships channeling its communications through public enterprises and institutions. Even establishing the local administration system as an approach of decentralization, it still highly connected and governed by the central government. On the other hand, innovation in public sector studies and application in last two decades gained much interest from scholars, practitioners and even leaders and policy makers as an approach to enhance public sector efficiency and effectiveness. Accordingly, this study aims to guidelines for solving problems in implementing management innovation of local government bureaucracies in Thesaban Mueang Phetchabun Thailand. it can represent the public sector in Thailand on a larger scale. The study evaluates the laws, structures and operation process that constitute the framework of the local administration system. Furthermore, it explores the state of problems in implementing management innovation and solution of problem on innovation within the system. To develop and support the argument, which emerges from the literature review, this study employs qualitative research methods, namely interviews, as a method to collect data from various informants working in and/or with the public sector.

The results of the study consist of the state of problems and guidelines for solving problems in applying management innovation to local administrative organizations According to studies, it has been found that problems and guidelines for solving problems in implementing administrative innovation of the local government organization comprise 3 important areas with administrative innovation of the local government organization consisting of 1) Policy and strategy 2) Process and organization management and 3) Communication.

Keywords: Administrative innovation, Local government, Policy implement

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1. Introduction

In its journey through modern history, public administration system in developed countries has witnessed many reforms; some of which were minor, others of which were major, whilst a few were radical. From the nineteenth century onwards, Max Weber has been considered one of the main figures who contributed greatly in founding and establishing the traditional public administration system, which was built with many characteristics, mainly bureaucracy and hierarchy (Denhardt & Denhardt, 2009).

During the twentieth century, the public administration system, influenced by many theories, underwent important changes. These included Taylor's invention scientific management principles, and theories of organizational behavior from the Human Relations Schools as founded by Elton Mayo. In addition, during the early 1980s and with the emergence of neoliberalism as an ideology in social and political life, the public administration system experienced a radical change. Most governments in developed countries transformed its usual administration system into the new public management system (NPM). The NPM led to many big changes in the public sector, such as the downsizing of government, minimizing its scope from being an administrator of everything into rather being a manager and contractor, thus reducing its budget. The marketing of government and privatization became the norm (Denhardt & Denhardt, 2009)

Although shifting into the NPM system was marked as a radical and noticeable advancement in the public sector in developed countries, the changes were subject to growing criticism regarding the devaluing of citizens, wherein they became increasingly treated as customers. Such criticism paved the way to reinvent the new public governance (NPG) system, which is distinguished by a citizen-centered orientation, considering citizens to be co-producers, thus sharing the responsibility of the decision-making process through collaborative networks (Wiesel and Modell, 2014).

All of these minor, major and radical reforms mentioned above were innovations, or creative ideas, yet they occurred randomly and in a discrete manner. Therefore, scholars and practitioners were urged to think how they could convert these inventions into innovations, how they could be defined as new ideas to be implemented successfully in a continuous process, and how to make the innovation process a core concept in any public sector organization (Bessant, 2003).

Innovation is therefore a new paradigm in the public sector. Although lacking resources (Bloch & Bugge, 2013; Bommert, 2010), innovation has received increasing interest over the last few decades among scholars, researchers and practitioners (Borins 2001b). More recently, it has become part of the top agenda of many states' public agencies (Klas et al, 2015). Although the public sector has undergone a great deal of innovation throughout its history, as mentioned earlier, it is still far behind the private sector (Albury, 2005). The main reason why

the private sector is described as innovative relates to its intrinsic value, which is profit. The highly competitive environment of the private sector forces it to be as innovative as possible in order to survive and gain profits (Prapysatok & Jakkapattarawong, 2018). On the other hand, the monopoly conditions (Kattel, 2015), lack of incentives and avoidance of failure by elected officials (Bloch & Bugge, 2013), all of which characterize the public sector, lead to a dampening of the internal drivers of innovation.

With the context of Thai society in accordance with democracy at present, there is a division of government into 3 parts: central Regional and local. To strive to develop the country to be stable in all areas, such as economic, social, political, cultural and customs Local traditions. To make people happy and have a better quality of life Which is the main mission of the state. To lay the foundation for national development to be self-reliant in the long run. And aiming to become a country that develops in every aspect of sustainability. Which the local government of Thailand is currently divided into, the general form is Provincial Administrative Organization Municipality, Sub district Administrative Organization (SAO) and special forms such as Bangkok and Pattaya City.

For local government, it is considered a form of public administration which is the basis of national development and democracy in Thailand that is closest to the people. Especially in the local community with different social, cultural and living conditions and natural resources If there is a hope of relying on the central government as a whole to take care of the people all over the country Would not be able to meet the needs or solve problems thoroughly. And they meet the needs of people in each area Local administrative organizations are therefore very important to the development. And they went to fix the problem immediately by giving the community the right to decide to carry out various local missions, giving priority to learning and practice local governance in a democratic form with participation by local community. (Kovit Phuangngam, 2007, page 11)

All of these initiatives have been launched recently, placing an additional burden on the government to address innovation in its strategies and programs so as to achieve its objectives. Hence, this research will take a leading step towards studying the problems in implementing administrative innovation of the public administration.

Accordingly, the purpose of this research aims to study the problems in implementing administrative innovation of the public sector in Thailand. In addition, it aims to solving problems in implementing administrative innovation of local government bureaucracies in Thailand.

2. Objectives

To study the state of problems and guidelines for solving problems in implementing administrative innovation of local government bureaucracies in Thesaban Mueang

Phetchabun Thailand.

3. Literature review

Innovation

One of the early scholars who mentioned innovation in the context of the public sector was (Schumpeter, 1939) with his famous theory of “Business Cycles” and evolutionary change, in mentioning how “the theory of evolutionary change adapted to the economic sphere, of a much larger theory which applies to change in all spheres of social life, science and art included.” During the period from 1960 – 1990, whilst much effort was made to describe and theorize innovation in the private sector, some scholars endeavored to conceptualize innovation in both the public and private sector in general, influenced both by the norms of scientific management principles as invented by Taylor and the ideal model of bureaucracy as invented by Weber that was considered appropriate for the private and public sectors alongside one another (Kattel, 2015).

Arundel & Huber (2013) found that Roessner conducted the first documented explicit study on public sector innovation in 1977. Despite the scarcity of research on public sector innovation, they noticed that case studies overshadowed almost all academic research until the early 2000s. In addition, they identified just eighteen research studies, which made use of fifteen wide-ranging sources of data and surveys.

Gow (2014) also demonstrated the dearth of public sector innovation publications. He found that it constituted just 1.4% of all publications among 316 million references in a Google search conducted in 2013. However, when examining the literature so as to review what academics and practitioners have published on innovation, one can find that there is a wide spectrum of views and perceptions even regarding major concepts of innovation.

Kovit Phuangam (2010, p.79) explained Innovation of local administrative organizations means inventing, improving and developing new things to happen in local administrative organizations.

The literature therefore contains a diverse spectrum of views among scholars concerning many issues, including the definition of innovation, its boundaries, types of innovation, the scale of innovation, and the classification of innovation. These topics will now be introduced in the following sections.

4. Methodology

Qualitative Research Method by using in-depth interview with key informants and non-participant’s observation were used in this study. The procedure of this research was as follow

4.1 Populations and Samples

Populations and Samples in this study composed of government agencies, stakeholder, and community leader/resident in Thesaban Mueang Phetchabun Thailand. Criteria-based selection of 15 sampling was used to collect the data.

4.2 Instrument Development and Data Collection

Semi-Structural interview and in-depth interview by observation with sound and camera recording was used to collect the data

4.3 Data Analysis

Triangulation was used to collect the different data and collectors (Supang Jantaravanich, 2556 p. 32-34) Data was analyzed by inductive reasoning and presented in descriptive method.

5. Results

From the study of Guidelines for solving problems in implementing administrative innovation of local government bureaucracies: case study in Thesaban Mueang Phetchabun. can summarize the results as follows

State of problems in implementing administrative innovation of local government

For the study of the state of problems in implementing management innovation of local government, there are studies based on the innovation framework of public administration. Which the researchers divided into 5 categories according to the determination of the type of innovation, public administration by the bureaucratic development committee Which have been applied to this research are 1) policy and strategy 2) product and service 3) service delivery model 4) process and organization management and 5) service Process interaction Which the study found Each local government organization will have different problems in administrative innovation depending on the distinguished management innovation of the local government organization in each mission of the organization that has the process of initiative and development in the context of There are differences therefore resulting in different solve problems of administrative innovation.

Policies and strategies of administrative innovation

Problems of policies and strategies of administration innovation in local organizations Some staff workers lack a thorough understanding of the policy implementation. And strategies to practice Which usually the policy is usually from the center There is a source of administrative innovation in the top-down level. TDI (Top down innovation) but the

interpretation of policies for implementation in each local government organization is different. For the solution to the problem is to organize a meeting to analyze the implementation of local administration innovation to practice what kind is right. As well as providing training for staff to understand the policy until it can convert the policy into action correctly

Process and organization management administrative innovation

The study of the problems of process and organization management innovation in the administration of local administrative organizations, the results of the study of the administrative innovation, it can be seen that Overlapping problems in the power of public administration between regional and local areas That makes the provincial government unable to strengthen until it can be a support agency in various fields To local government In order to truly meet the needs of the people in each locality. In addition, it also causes inefficiency in terms of manpower, budget and management as well. At the same time, local people still have the feeling that executives and government officials in the region Which has been appointed from the central government according to the power of authority that is not a local authority that has been aware of problems and has a direct interest in the local area since the beginning, causing the people to feel with the provincial administration that is not a rule The way in which people can truly participate in their local management. For the solution to the problem should restructure the provincial government and adjust the role of provincial government units to be academic support units and a central branch. In order for the state to perform duties only on missions that the state must conduct itself only. As a means of giving freedom of local government to the people, allowing the people to take part in the administration of local affairs and better meet local needs Causing responsibility for the public sector. Which policies and management relating to the well-being of each locality cannot be determined to be the same for the whole country because the needs of each locality and the terrain are different.

Communication of administrative innovation

Communication problem of administrative innovation is the communication problems between departments. Causing lack of network establishment, lack of exchange of information and resources between each other. Especially the budget information and management with various agencies such as government agencies or other local authorities. It results in a lack of understanding lack of good relationships between individuals, lack of trust, trust between each other, anti-attitude. With various biases and lack of active participation. Causing obstacles that lead to the implementation of administrative innovation in local government organizations. For the solution to the problem should emphasize the importance of corporate policies and strategies. Thoroughly explain the reasons to the relevant parties. To

review the policy based on information that has been communicated back from the practitioner and updated to be consistent with the actual situation. Develop the ability to convey the policies of executives at all levels and develop the communication capabilities of those involved should provide agencies that need to coordinate easily Reduce the gap in meeting, communicating between class and organization. And provide measures for monitoring results In compliance with regulations or orders.

6. Conclusions and Discussion

Guidelines for solving problems in implementing administrative innovation of local government bureaucracies: case study in Thesaban Mueang Phetchabun. The results of the study consist of the state of problems and guidelines for solving problems from implementing administrative innovation of Thesaban Mueang Phetchabun Administration Organization. The study indicated that The first phase of the work caused a lack of understanding detail in policies and strategies, including the staff, the operator still did not understand the process of operating according to policies. And lack of information to support work between government agencies that come to work together, including support information from private parts.

Guidelines for solving problems from implementing administrative innovation. When problems arise, the administrators of Thesaban Mueang Phetchabun Administration Organization and the faculty have conducted a meeting to change the working pattern. And to focus on promoting public relations more in all channels. In addition, working with government agencies must have an integrated operation with the establishment of a working group to support information and work effectively.

Discussion

The findings from this research is problems in implementing administrative innovation of local government bureaucracies. The operator obstacles in understanding the policies and strategies, processes and organization management that are overlapping the authority of the local government organization and the provincial government with the executives and officials appointed from the central state. Who do not understand the problems and lifestyles of local people, causing no real involvement of local people. While inaccurate communication problems, lack of networking in the workplace. Resulting in a lack of understanding, lack of good relationship between people, lack of trust, trust between each other and lack of active participation.

The results of the study are consistent with Anujit Chinasan (2018), studying State of problems and solutions for solving problems from the implementation of local administration innovation of Sikhio Municipality, Nakhon Ratchasima. Found that in problem innovation in the organization to be consistent with the objectives of the organization. In fiscal regulation

analysis some staff members interpret the regulations as inconsistent. For the solution to the problem is to arrange a meeting to analyze the implementation of what is right. And coordinate with local provinces to know the correct and clear guidelines. Communication is not a system, which from the budget disbursement issue Revenue Collection are not according to the plan and each disbursement document is not correct. Solutions to problems. Created effective communication processes for both in the division and between the piles in order for the work to be driven effectively.

7. Suggestion

From the findings of this study, It recommendations in term of policy; as below.

7.1 Department of Local Administration should accelerate the development of local leaders and workers in local government organizations to have continuous self-development.

7.2 The Department of Local Administration should establish policies for the dissemination of innovations of local government organizations to the local government organization continuously.

7.3 State agency by the Ministry of Interior department of local administration should be defined the guidelines for the dissemination of local administration innovation prototype to the organization proactive local government continuously.

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Guidelines for the Promotion of Competency development for the Elderly Home Care Volunteers (EHV) case study in Phichit Province

Keratiwan Kalayanamitra, Sunhanat Jakkapattarawong, Suebsawad Vutivoradit

Lecturer in Political Science Program College of Innovation and Management uan Sunandha Rajabhat
University

Email: kalayanamit.kk@gmail.com

Abstract

This research is aimed at to study problems and obstacles of competency development model and led to the creation of a model of competency development for the Elderly Home Care Volunteers (EHV), Phichit Province. It is a combination of research methods with the main contributors. In interviews and group discussions from those involved selection according to the criteria of the researcher the tools used are structured interview forms. There is a triangular data check. Using data verification by survey research. There is a tool that is a questionnaire that is examined by experts. The sample group is the volunteers taking care of the elderly at home in Phichit province by selecting a specific model. Using the sample size calculation of 400 Taro Yamane

The research found that current conditions of the competency development model for the Elderly Home Care Volunteers (EHV) in Phichit Province. Problems and obstacles of competency development for the Elderly Home Care Volunteers (EHV) in Phichit Province is not cooperating due to lack of confidence in the work, lack of accurate records and lack of operational evidence Various agencies assign tasks to work too. Most found that the management still does not have a system and most of volunteers are very old and education level is not high. By working for the provincial public health as a director take care of health promotion disease prevention and control basic medical treatment, referral by integrating with agencies performance development model volunteers that the Elderly Home Care Volunteers (EHV) in Phichit Province must have the ability to perform proactive work in 4 main factors which lead to success.

Key words: Development, Competency, Volunteer for elderly care at home

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1. Introduction

Welfare Promotion Office and protect children, youth, disadvantaged people, the disabled and the elderly initiated the elderly care volunteer program at home (2003), which is a project aimed at supporting and promoting the protection and protection of elderly rights in the community. The objective is to support and encourage the elderly volunteer care system. By using the important link, which is the community which is the sector that will understand and access to problems in the area and the various work systems as well as to be a driving mechanism in the care, assistance, protection of the elderly, surveillance, warning, support and promote the rights of the elderly by having volunteers who are members of the community with public mind or volunteer spirit to provide care for the elderly. These volunteers must be trained to work skills. As well as enhancing and evaluating attitudes to be in the criteria that can perform work in caring for the elderly in their own communities which is a strategy to build a foundation for the community to take care of the community (Bureau of the Promotion and Protection of the Elderly, Office for the Promotion of Welfare and Protection of Children, Youth, Underprivileged, Disabled and Elderly, 2007)

During the year 2003 - 2004, there was an initiative for volunteer care programs for the elderly at home in all 4 regions of Thailand. Which is divided into 2 provinces per region, including 8 provinces in the initial phase of the project implementation. The implementation of this initial phase of the program has made 564 volunteers with public minds to take care of the elderly, which provided care for 5,593 elderly people. "Social Welfare Community Base" (Nat Phanthamnawin and Faculty, 2006) The duration of the project for volunteer care for the elderly in the home (OPS) has been expanded. Until then in the year 2008 The National Elderly Committee No. 1/2007, on 17 January 2007, resolved to have operations to cover all provinces nationwide. And pushed to be one of the policies of the elderly, including the expansion to cover all areas of the local government organization

Therefore, the local government organization is therefore the main organization in integrating the work with government, private sector and local people. With the Department of Elderly Affairs under the Ministry of Social Development and Human Security as an academic support unit (Protection and Protection of Rights of the Office of the Promotion and Protection of the Elderly, MDP) during the next 5 years, which is in the year 2013, the project is able to expand the full coverage Areas in every district in Thailand.

During the past several years the mission of volunteers to take care of the elderly at home. Both from the people themselves being confused between the Elderly Home Care Volunteers(EHV) and village health volunteers (VHV) with similar work systems. But with different jurisdictions, namely, the Ministry of Public Health, but the Ministry of Public Health directly depends on the local government organization. Including the role of the

Elderly Home Care Volunteers (EHV) is still more than the leader and there are issues regarding the work of elderly care volunteers at home Which is also a stand-alone work rather than proactive work

Because the Elderly Home Care Volunteers (EHV) is a project aimed at communities in all sectors. The area is a strong and supportive community by members of the community who have volunteers to help. Let the elderly in the community receive care and help protection and development of quality of life according to various rights of the elderly and in order for the performance to be able to benefit the happiness and able to truly improve the quality of life for the elderly and members of the community Tracking operations The study of the situation of the project operation, the NSTDA as well as the study of the supporting factors and the factors that hinder the operation of the NSTDA is an important part that will lead to the implementation of the recommendations. For increasing efficiency and effectiveness for agencies that are directly involved in the development of the quality of life for the elderly and the development of human capital of the communities that volunteered to be volunteers whether elderly care homes and agencies, organizations or groups. At the local and national levels, including local administrative organizations Provincial Social Development and Human Security Office (KMUTNB) Senior Citizens Club Tambon Health Promoting Hospital (Sor.Thor.) Village Health Volunteers (VHV) Educational Institutions Temple Religious Organizations as well as various networks that operates and promotes the operations of OPS

In which Phichit province has a population of 542,701 people, 265,470 males, 277,231 females, from the total population. There are 93,530 elderly people over 60 years of age (Phichit Provincial Community Development Office Department of Community Development Ministry of Interior, 2018) or 18 - 19%, thus making Phichit province have a very elderly population, No. 10 in Thailand (Department of Elderly Affairs (MD), Ministry of Social Development and Human Security, 2017) From the above figures showing the change in the population of the country that came into this aging society completely causing more attention to the quality of life of these elderly people. This study, the researcher is interested in researching the subject Guidelines for the promotion of competency development for volunteers to take care of the elderly at home in Phichit Province and interested in studying volunteer groups to take care of the elderly at home in 12 districts of Phichit Province. And analyze to obtain important principles which makes the operation of the Office of the Elderly in the care of the elderly to succeed and continue to develop the Elderly Home Care Volunteers(EHV) potential of that will continue to be sustainable

2. Objective

1. To study the state of problems and obstacles of competency development of the Elderly Home Care Volunteers (EHV) , Phichit Province
2. To study the guidelines for promotion of competency development of the Elderly Home Care Volunteers(EHV), Phichit Province

3. Literature review

1. Concepts related to competency development

Prosperity or prosperity Is the word that the Royal Institute Explained about the "development" (Royal Institute, 1999, p. 779) 2010 Office of the Civil Aviation Commission Has determined the competencies in the civil servants by designing for the government to study the core competencies of each level According to the details and various focus points for understanding and applying for further details of the appropriate core competencies Which can be divided into 5 aspects, which are as follows: 1) Achievement Focus 2) Good Service 3) Proficiency in professional work Office of the Civil Service Commission, 2010, page 14-23)

2. Concepts relating to operational efficiency

Mager & Besch (1967, pp. 45-51) describes the concepts related to operational efficiency as follows: 1) the ability to distinguish stories 2) the ability to analyze problems 3) ability to remember Past stories 4) Modification ability 5) Ability to speak

Certo (2000, p.9) describes the definition of efficiency and effectiveness. That effectiveness means The use of resources within the organization to achieve the ultimate goal of the organization. The term efficiency means the allocation of resources to achieve the best value by using the budget to a minimum. Create waste To a minimum By using the lowest resources to achieve the highest possible goals

3. Concept of volunteer care for the elderly at home.

In 2013, Thailand has 9.6 million elderly people aged 60 years or 14 percent of the total population. That is the condition that Thailand is entering the elderly society completely. (National Elderly Committee, 2014, page 6) This is why the elderly volunteers take care of the home. Which occurred in 2003, before Thailand entered the aging society in 2005. Originally, the government sector was responsible for the care of the elderly

The Constitution of the Kingdom of Thailand BE 2540 establishes the freedom of the elderly. Including having a statute defining plans and procedures for decentralization to local government organizations in 1999, resulting in the local government organization being responsible for the elderly work according to the laws relating to the elderly, such as the

Department of Public Welfare. Pay subsidies for subsistence allowance, 1993, Department of Public Welfare regulations on aid for the homeless in the situation In addition to housing 2531 law establishing the local government to impose duties already. However, because the budget allocated to the local government organization is mostly budgeted in the special subsidy category, which requires that the local government organization cannot use the money in other projects. While general subsidies that the state has allocated are not enough. The nature of the project that the local government organization organizes for the elderly is mostly a project that the local government organization "contracted" in the operation (Piyaporn Wang Mahaporn, 2014, page 100). Various relief rules By not paying attention to the needs or participation of the people in joint thinking, decision making, and co-operation or qualification as "governance" (Finer, 1996, pp. 652 -653) That state has the condition of the rules that come out to govern and that people are under the control of parents.

Another turning point of caring for the target group Whether children, women or the elderly around the world, including Thailand Occurs when the United Nations passes the policy on volunteers to various countries by requiring the year 2001 to be a universal volunteer year. To emphasize the importance of volunteer work Encourage people in government society Business and private organizations seek ways to support Raise and strengthen volunteer work both at the individual level, in groups and the public

In terms of the elderly, there is clarity again. When the government enacted the National Elderly Act of 2003, the elderly issue is a "right" that the elderly will receive care from the state. Which the state can no longer ignore When adopting the bureaucratic reform policy with work and decision-making components Causing the state to need to support and promote more people And lessen the role of the state Therefore, during the government of General Surayud Chulanont, the resolution was given to "giving and volunteering to help the society as a national agenda" due to various factors. By the Ministry of Social Development and Human Security in the year 2003 came to play a role in caring for the elderly with the local government organization Acting to take care of the elderly in communities that lack caregivers, being abandoned, helping themselves, being ignored, neglected and being cared for incorrectly. By providing care and assistance according to the needs and needs of the elderly, equally, sufficiently and regularly, providing knowledge on various matters That is useful for the elderly Educating family members People in the community to provide proper care for the elderly as a medium for Coordinating the delivery of social welfare services to the elderly as a medium for coordinating, forwarding social welfare services to those who suffer from trouble and suffering. The underprivileged in the community by 1 volunteer, taking care of about 5 elderly and taking care of the elderly not less than 2 days per week, every week. (Bureau of Elderly Promotion and Protection Office for the Promotion of Welfare and Protection for Children, Youth, the Disadvantaged and the Elderly, 2010) Care for the elderly by volunteers taking care of the elderly at home is very necessary to receive

support from the local government organization on budgeting, facilitating Equipment A place to support work while the Ministry of Social Development and Human Security provides academic support, training, etc. The relationship of the central government Local administrative organizations and volunteers take care of the elderly at home, therefore entering the working age together, or is the work more horizontal (Klijn, 2012) said that it is characteristic. "Administrative administration" that emphasizes the importance of decision making and delivery of services Public between departments The organization to provide policy and delivery of services successfully using the knowledge gained from various actors to develop the quality of the policy and public services. And promote the participation of stakeholders to encourage decision-making on righteousness

4. Method

This is a mix of the qualitative and quantitative research method. The qualitative method surpasses the quantitative method in the sequential exploratory design, the researcher conducted the research in the form of survey-based research as follows: 1) Access to areas in the area of research area 2) Participants in research including the main contributor and participants in specific group discussions. 3) Population and sample groups include volunteers taking care of the elderly at home, Phichit Province. 4) Research tools structured interview and group discussion guidelines developed from in-depth interviews. And questionnaires developed from in-depth interviews as well studies from related documents. There is a research tool inspection by 5 experts. There are studies using quantitative research to support qualitative research methods. The study data obtained from the tools used in the study were questionnaires developed from data obtained from in-depth interviews. The sample consisted of 3,500 elderly care volunteers in Phichit province, in the year 2018, and the sample group used Taro Yamane's formula to collect 400 data. Easy data that has been used for data validation (David Silverman, 2000). Create a study that is a data system and generates data into quantities. For quantitative discussions in some areas, identified in three areas: time, subject, place and person, to check that research at different times, places and individuals will provide a different information.

5. Research result

From the study, it was found that

1) the condition of problems and obstacles of the development of volunteers to take care of the elderly at home (Office of the Prime Minister), Phichit Province, found that the majority of about 85 percent of the respondents still made reports Not correct and some people do not report must accept the fact that the Office of Education has not yet received a high education, most of them have secondary education but a group of people that the

province gives importance to because it can drive the work of the province in many aspects in the part of the work, it was assigned to the local administrative organization to be in charge of the government's regulations. The purpose is the elderly able to take care of themselves both in physical and mental health, as well as the living conditions and mental conditions of the elderly and bedridden as well

2) Guidelines for the promotion of competency development of the Elderly Home Care Volunteers(EHV) , Phichit Province found that there must be 4 proactive performance skills in 4 aspects, including 1) increase skills and develop competencies related to elderly care specific knowledge needed such as first aid, food, caring, understanding the character and mood of the elderly 2) Encouraging all parties to work together systematically taking into account the maximum benefits practices suitable for the elderly work focuses primarily on prevention. 3)Applying various technologies from creating knowledge and understanding between the caregivers and the elderly in various forms of knowledge. And development of applications for the elderly such as reporting the level of changes in the body, sugar levels, food pressure consumed per meal per day to benefit as a database for calculating the health of the elderly

4) Promotion and development of competencies by adding psychological knowledge to understand the elderly

6. Discussion of results

6.1 Conditions of problems and obstacles of competency development for the Elderly Home Care Volunteers (EHV), Phichit Province. The study found that most of the reports were not accurate and non-systematic. Because of lack of knowledge and understanding expertise There is a level of education that is not very high. Working in the whole system in the study area, there is a local administrative organization to supervise by focusing on health promotion in basic medical treatment including encourage the elderly to have a good physical and mental conditions in all aspects. In addition, they also work with other agencies as well.

6.2 Guidelines for the promotion of competency development of the Elderly Home Care Volunteers (EHV), Phichit Province must consist of 1) to recognize their roles and duties be knowledgeable and proficient in the field of professional practice. And have skills in performing duties including having a good attitude in providing services and must have proactive performance capabilities by promoting and supporting the training of activities and reporting of the performance of the elderly care volunteers at home system including the preparation of a simple report preparation report and the ability to read the performance clearly. 2) the Elderly Home Care Volunteers(EHV) must always receive the promotion of competency and development of work potential. With practical training in the village or community and there is a report of volunteers taking care of the elderly at home in a

systematic manner according to the guidelines set 3) The professor must learn to apply various technologies to get control of operations. Operational control must have control measures that are acceptable and not an obstacle to work in accordance with (Kraisit Tantisirin and the faculty, 2524). The operation control must be signed into the activity every time. To use as evidence with staff of local administrative organizations and the President of the Elder Care Volunteer Club at the house but from past assessments found that most volunteers take care of the elderly at home who have been selected to work, not actually representing the health leaders in the village and are not actively working. Reporting of the results of operations, which should be reported on the results of the volunteer care for the elderly at home on a monthly basis. By clarifying the operational results directly to the local administrative organization in order to find ways to promote and develop the elderly in the district according to state that participatory development is the main factor of development at all levels. This is an opportunity for people to share ideas and analyze of decision making in planning Compliance with the plan monitoring, evaluating activities or projects of the community to create and instill a sense of ownership of that activity or project together. In addition, it is consistent with (Piyaporn Wang Mahaporn, 2016) the role of elderly care volunteers at home in caring for the elderly is a duty to help the government including volunteers to take care of the elderly at home to "participate" and "be a voice" (Participation and Voice) instead of the elderly in the community 4) promotion and development of competencies by increasing knowledge in psychology for understanding the elderly to understand access for the benefit of caring for the elderly.

7. Suggestion

7.1 The researcher found that should improve and develop the rules and regulations of the government in relation to possible realities and more suitable for the current situation

7.2 Based on the results of the study, it was found that the Elderly Home Care Volunteers (EHV) have a moderate level of knowledge which will affect the ability to care for the elderly. The development of the volunteer care system for the elderly at home can be done immediately, not about adjusting the knowledge level of the elderly care volunteers at home equally.

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The Plight of Rohingya: The Failure of States and Regional Community

Miss Jidapa Buayairugsa, Jagraval Sukmaitree

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail address: jidapa.bu@ssru.ac.th, jagraval.su@ssru.ac.th,

Abstract

The aim of this article is to analyze why Rohingyas still encounters with insecurity while international community has promoted human security and people-centered development as global agenda. The concept of human security and irregular migration will be employed for studying this case. The article will be divided into four inter-related sections. It begins with briefly reviewing the concept of human security. Secondly, it focuses on exploring the concept of irregular migration. Then, it examines how Rohingya people are labelled as irregular migrants e.g. stateless people, refugees or asylum seekers. Finally, it discusses why the ineffective agenda of relating agencies such as Myanmar, Bangladesh or ASEAN is subject to be a primary cause of the plight of Rohingya. By criticizing through the human security dimension, it argues that most agencies are incapable to respond this problem. Their agendas approaching this problem seem to focus on ‘national security’ rather than ‘human security’.

Keywords: Rohingya, Human Security, National Security, Irregular Migration, ASEAN

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1. Introduction

Approximately 100,000 Rohingya people have taken the boat journeys because they have attempted to flee from live insecurity in Arakan or Rakhine State and Bangladesh (Human Rights Watch 2015, 4). However, they have exposed to other forms of insecurity during their journeys such as drowning, abuse or hunger. According to the United Nations High Commission for Refugees (UNHCR), more than 1,100 people died along the route to their destination (Amnesty 2015, 10). Significantly, in 2017 thousands of Rohingyas have been killed and injured by gunshot. Women and children have been raped and forced to other form of sexual violence. Numerous houses have been burned, and then villagers have been burned to death in their houses (OHCHR 2018, 9 – 11). According to Amnesty International (2018), after August 2017, more than 720,000 Rohingyas have fled northern Rakhine State to sought refuge in Bangladesh because of this brutal campaign of violence against Rohingyas by Myanmar military. The irregular and dangerous movement of Rohingya can be dated back to 1990s due to the discrimination agenda of Burmese Military government (Strausz 2014, 632). Although the international community has endeavored in tackling this phenomenon for many years, the increase in number of irregular movement and death people of Rohingyas has remained. Hence, this article aims to explore the reason why Rohingya people infinitely experiences with the insecurity through the concept of human security and irregular migration.

2. The Concept of Human Security

The United Nations Development Program (UNDP) promulgated human security concept in 1994. Human security was primarily defined in UNDP report as “a safety from chronic threats such as hunger, disease, and repression as well as protection from sudden and harmful disruptions in the pattern of daily life” (Acharya and Acharya 2002, 326). Additionally, human security can be “separated into seven categories: economic, food, health, personal, environmental, community, and political security of individuals” (Uddin 2014, 20). The concept of human security emerged due to the increase in intra-state conflicts threatening to the quality of individuals’ life after the cold war. As a result, scholars and policy makers attempted to resolve the threats by connecting security to development (Trachsler 2011, 1-2).

Human security has developed in two dimensions. The first one is the Japanese approach, which is defined as the agenda of ‘freedom from want’. Human insecurity from this perspective can be environmental degradation, violation of human rights, transnational organized crime, illicit drugs, refugees, poverty, anti-personnel landmines, and infection diseases (Pitsuwan and Caballero-Anthony 2014, 202). The second is the approach adopted by the Canadian government. It is the narrower concept that focuses on “the security of the individual as opposed to the state, but their primary emphasis is on security in the face

political violence”. It can be understood as the agenda of ‘freedom from fear’ (Kaldor 2007, 183). Also, it links to the ‘Responsibility to Protect’ (R2P). The concept of R2P rests on three pillars. First of all, sovereign governments have the primary responsibility to protect their citizens from all threats. Secondly, the international community has responsibility to protect those people when states cannot do so. Thirdly, intervention should be through peaceful diplomatic and humanitarian. The military action may be undertaken a last resort, but endorsed by the United Nations (Kassim and Putra 2011, 103).

However, the UN has tried to “disentangle R2P from human security” because of the problem in interpreting ‘humanitarian intervention’ (Gómez 2011, 156). The Commission Human Security, in the latter, broadened the human security concept to address the problems within post-conflict or migration. It also advocated “the dual strategy of protection and empowerment”, which emphasized the resolution from bottom-up, and empowerment-oriented (Gómez 2011, 156).

Consequently, human security approach is people oriented. States are guarantors of human security to their citizen. As Newman (2010, 79) concludes, the state has responsibility to support the people, not the people support the state’s system. Moreover, human security is “about crisis management. How people act in crises becomes a symbol of how an institution is perceived in general. Thus, security is bound up with political legitimacy. People feel safe when they trust their institutions, and they trust their institutions if they see them acting effectively in crises (Kaldor 2007, 184). In addition, human security is related to the securitization theory, which introduced by Barry Buzan and his colleagues. This theory explains and criticizes “what and how an issue is presented and successfully recognized as a threat by a particular audience, who then seeks to obtain the approval for emergency measures to be taken against the threat” (Uddin 2014, 20). Nowadays, migration seems to be a popular issue that states often securitize as a threat to sovereignty or national security.

3. The Concept of Irregular Migration

The term of ‘irregular’ is commonly defined as ‘illegal’. Nevertheless, the use of term of illegal with migrants can be a problematic issue because most of irregular migrants should not be treated as criminals. Defining them as ‘illegal’ may undermine their humanity. Migrants are “human beings who possess fundamental rights whatever their status” (Koser 2005, 5). Hence, migrants should not be labelled as illegal migrants. They should be recognized as migrants with irregular status (Song 2015, 8). According to the International Organization for Migration (IOM), irregular migration can be “the movement that takes place outside the regulatory norms of sending, transit and receiving countries” (IOM 2011). Although the UN Special Rapporteur on the Rights of Non-Citizens criticizes using the term of illegal migration, there is “a tendency to restrict the use of illegal migration to cases of

smuggling of migrants and trafficking in persons” (Koser 2005: IOM 2011).

As Song (2015, 8) notes, irregular migrants can include “unregistered, overstayed or visa-misusing, labour migrants, asylum seekers, stateless people, internally displaced persons (IDPs), and trafficked or smuggled persons. For this essay, it is necessary to explore the meaning of stateless people, refugees or asylum seekers, as well as human trafficking and smuggling because Rohingya people tend to be involved with those terms. According to Article 1 of the 1954 Convention relating to the Status of Stateless Persons, a stateless person is “a person who is not considered as a national by any states under the operation of its law” (UNHCR n.d.). For the term of refugees, they are persons who “owing to flee their country of origin and is unable or unwilling to return because of a well-founded fear of being persecuted because of their race, religion, nationality, membership of a particular social group or political opinion.” Also, asylum seekers are “persons who are seeking international protection. The country in which they have submitted has not yet finally decided on their claims. Thus, every refugee is initially an asylum seeker while not every asylum seeker becomes a refugee” (Amnesty 2012). Furthermore, there is no explicit boundary between trafficking in persons and smuggling. The difference in the meaning of them has been debated for a long period. However, the United Nations Office on Drugs and Crime (UNODC) points out that human trafficking is differentiated from smuggling by three main reasons. “Firstly, the purpose of trafficking is exploitation while the purpose of smugglers are generating profit through facilitating illegal entry or stay. Secondly, Smuggling always has a transnational dimension involving at least two countries, but trafficking in persons can occur within the home country of victim without border crossing. Finally, smuggled migrants generally consent to be smuggled; however, victims of trafficking have either never consented or if they have given initial consent, their consent became meaningless because of the traffickers used to gain control over them” (UNODC 2011, 6).

Therefore, it can be seen that the irregular migration can be recognized as many types. People become irregular migrants by several reasons. In the view of Song (2015, 8-18), human insecurity can be the cause of irregular migration. People migrate because they demand to escape from economic equality, food insecurity, military conflicts, dispossession from the land, environmental disasters, gender or religious violence or ethnic conflicts. Nevertheless, when people involve with irregular migration, they cannot evade insecurity such as food insecurity, poor accommodation or unsafe jobs. This is because of their precarious legal status.

In the next section, it is exploring the reasons why Rohingya people start their irregular movement, together with investigating how they are perceived as irregular migrant such as stateless persons, refugees, and trafficked or smuggled persons.

4. Rohingya: How becomes irregular migrants?

Rohingyas are “Muslim ethnic group who live in Arakan or Rakhine State in Western of Myanmar. Rakhine has a coastline along the Bay of Bengal and shares border with Bangladesh” (Strausz 2014, 632). Arakan or Rakhine had been an independent Muslim Kingdom until the invasion of the Burma King in 1784. During that time, Burmese who were mostly Buddhists immigrated to Arakan. When British occupied Arakan in 1824, the British were not interested in integrating diversity of Muslim and Buddhists. Colonial rule fueled the conflicts between those two groups because it generated economic and social inequality. The tension between Muslim and Buddhist has been ongoing even if the British withdrew from Burma. In 1985, U Nu government declared that Burma was the state of Buddhism. The government aimed to diminish the Muslim majority by transmigrating more Buddhists to that area. Rohingyas’ life became worsen when the military government governed the country. During General Ne Win era, he launched the rule to limit the movement of Rohingyas. Rohingyas were put into “the villages that were fenced and provided with one gate” (Islam 2005, 100-105). As a result, about 200,000 Rohingyas fled insecurity to Bangladesh becoming refugees in 1978. However, some of them were sent back due to the negotiation between Bangladesh and Burmese government, as well as the international pressure. Once Rohingyas returned to Burma, the military government enacted the citizenship law offending Rohingya again. This law refused the Rohingya as Burmese citizenship. Under the unauthorized status, Rohingyas were restricted their movements, marriages, religious, work activities and education (Ansel et al. 2013, 22). Moreover, Rohingyas were attacked by Buddhists and monks in 2001 because they were linked to Taliban (Islam 2005, 107). In addition, the excessive conflict between Buddhists and Rohingyas erupted again in 2012 owing to the incident that Burmese woman were raped and murdered by Muslim men. The local monks and state security forces attacked against Rohingyas. Because of this, more than 125,000 Rohingyas were forced from their places. Some of them displaced into poorly serviced internally displaced people camps while some escaped poor life to other places (Amnesty 2015,12).

The numbers of Rohingyas, who are displaced from home and migrate irregularly to other areas, tend to be increase every year. As Ansel et al. (2013, 30-31) mentions, Rohingyas usually travels by old fishing boats without any seats or roofs. The environment in the boat is poor such as over-crowed and no food or water. The boats depart from Rakhine to eastern of Bandladesh. Some of Rohingya may travel further to the Middle East. However, some boats travel to Thailand, Malaysia, Indonesia or even Australia.

Rohingyas attempt to flee from prosecution in their home. They may become asylum seekers who require the refugee status in some countries. Nevertheless, many of them are involved with human trafficking or smuggling. According to Amnesty International, most of

Rohingyas were approached by local people who offered to take them to other countries. Some of them need to pay for journey, but some do not. During their journeys, they often experience with beating, abusing or killing. If they intend to get off from the horrible boats, traffickers or smugglers will ask for ransoms from their families (2015, 15-28).

Although the world knows that Rohingyas have been exposed to the excessive violation for a long period, the quality of Rohingyas' life has not been improved. Their rights are abused by relating agencies such as states or international community. For the last part, it is discussing why states and international community strengthen the plight of Rohingya.

5. The Plight of Rohingya: The Failure of States and Regional Community

From human security perspective, it contends that the irresponsibility and ignorance of states and international community to protect victimized people lead to the ongoing problem emerging with Rohingyas. Currently, most agendas approaching Rohingyas seem to overlook the humanity of Rohingyas because they often privilege 'state sovereignty'. Thus, this section will be analyzing how states and regional community has responded to Rohingyas and explaining why the idea of state preference has re-victimized Rohingyas. In this case, it will focus on the response of Myanmar, Bangladesh and ASEAN.

6. Myanmar

Myanmar is recognized as the origin place of Rohingyas. It is the agency that seems to mostly expose insecurity to the Rohingya. Over 40 years, Myanmar authorities have operated agenda against this group of people. Their policies reflect that they aim to securitize the Rohingya as a threat to state, and eliminate them from country. With regards to naming this group of people, 'Rohingya' is not accepted to be the name of this group. As Ansel et al. (2013, 22) summarize, "the word 'Rohingya' has been erased from the national language. These people are called as the 'kalas' or 'black people', which used for foreigners. Rohingyas has been perceived as 'foreigners' of this country until now. Dating back to Ne Win era, the citizenship law, which aimed to strengthen his power, increased the otherness to Rohingyas and put them into 'stateless people' (Islam 2005, 106). The later governments have remained the agenda against Rohingyas. Although Myanmar becomes more democratic state, the government keeps abusing the right of Rohingyas. Recently, Myanmar's parliament approved the 'Protection of Race and Religion' bills. These bills are discrimination bills that are "not only legitimize anti-Muslim sentiment but also provide a legal framework for increasing discrimination of Rohingya" (Caster 2015).

When Rohingyas do not have legal status in this country, they are often perceived as a threat to security of nation. Myanmar government successfully criminalized Rohingyas. In Myanmar, they are usually looked down by other groups of people. As a result, they

encounter with economic and social inequality, as well as other insecurity. For instance, the Rohingya are usually denied employment opportunities and education. Also, they have no rights to marry or form a family (RCSD 2013, 36). Additionally, Rohingyas are linked to terrorism. According to Sen (cited in Berlie 2008, 62), Myanmar government is “in search of way to link its exiting anti-Muslim agenda to the global fight against terrorism.” In 2001, many Buddhists and monks attacked Rohingyas because they connected them to Taliban network (Islam 2005, 107).

There are several factors that Myanmar governments have tried to eliminate Rohingyas. Firstly, the concept of modern nation-state and state sovereignty has provoked Myanmar governments operating the discrimination policy in order to unite the state. Secondly, Rohingyas has been historizing as ‘alien’ of this country so governments has used this idea to support the legitimacy of their policies. Thus, the state-centric policies adopted by Myanmar governments make the future of the Rohingya dimmer.

7. Bangladesh

Many Rohingya has fled prosecution in Myanmar to Bangladesh since the late of 1990s. The Bangladesh approach toward Rohingya migrants has not been different from Myanmar government. Its policy adheres to state-centric rather than people-oriented. Although Bangladesh has allowed the Rohingya to reside in this country, the policy helping the Rohingya has not been consistent. For example, in 1978 Bangladeshi negotiated with Burmese government to return Rohingyas without consultation with any refugees (Long 2013, 90). Furthermore, the Bangladeshi government “stopped recognizing Rohingyas as refugees in 1992” (Ansel et al. 2013, 54).

Rohingya has been allowed to live in Bangladesh, but their life still experience with insecurity. One reason is Bangladeshi government securitized them as a threat to state security. As a result, Rohingya migrants are “treated badly by the authorities and are hated by local. Local politicians have even started an anti-Rohingya organization which refuses to let any social workers help them” (Ansel et al. 2013, 54). Moreover, after the 2012 conflict in Rakhine states, Bangladeshi government treated Rohingyas as a menace to Bangladesh’s security. The government ordered “the sealing of the land and sea borders, as well as the mobilization of force to stem the inflow of the Rohingyas” (Abrar 2013, 4). However, since 2017, 910,000 Rohingya have allowed to live in refugee camp, in southern Bangladesh. Bangladeshi government accepts international assistance. A large number of international NGOs has been allowed to work in refugee camp. Nevertheless, Bangladesh Task Forces are related to Bangladesh army and local government. Thus, they are not well aligned with international agencies. The roles of civil society and international NGO are limited. For example, the logistics of relief supplies are supervised by military (Bowden 2018).

8. ASEAN

The Association of Southeast Asian Nations (ASEAN) is the regional institution that has promoted human rights for a decade. It has developed several human rights instruments in order to tackle human rights abuse such as AICHR, ACMW, and ASEAN Security Community in the near future. Even ASEAN has many human rights mechanism; it fails to resolve the plight of Rohingyas. ASEAN Member States agreed to adopt the ASEAN Human Rights Declaration (AHRD), which respects the rights of people and support people-oriented approach. Nevertheless, during the Rohingyas crisis in the mid-2015, ASEAN and Member States failed to respond this crisis. International Organization for migration reports that over 8,000 Rohingyas has left to strand at sea in May 2015 because Indonesia, Malaysia and Thailand authorities prevented the vessels out of the state's territorial waters (Amnesty 2015, 10). This indicates that most states concern the sovereignty rather than respect to the human rights agreement. Although Indonesia and Malaysia provided 'the temporary shelter' to Rohingyas later, it is merely short-term resolution. There is no clear future for Rohingyas.

After the Rohingya clearance operation in 2017, ASEAN and its member states which are Myanmar's neighbors have not fully expressed concern on this clearance operation. ASEAN released only a short ASEAN Chairman's Statement to respond this clearance operation (Loh, 2018). Although ASEAN has raised this issue for finding resolution in several meetings, it has finally failed to take the coherent action or to establish legal frameworks for this issue resolution. The failure of ASEAN in approaching Rohingyas might be as a result of the concept of ASEAN Way. ASEAN Way is the commitment between member states that they will respect to the sovereignty of each other. This promotes the non-intervention concept (Emmerson, 2008; Kaewjullakarn and Kovudhikulrungsri, 2015). Thus, when member states refused to assist Rohingyas, ASEAN could not force them to change their minds. For example, when Aung San Suu Kyi denied the accusation about Rohingya in the ASEAN-Australia Special Summit 2018, other ASEAN member states failed to press on her and to condemn Myanmar government's treatment of the Rohingya crisis ("Asean leaders address Myanmar's Rohingya crisis," 2018). At ASEAN Summit 2018, which held in November 2018, Rohingya crisis was the major issue discussed by Southeast Asian leaders. Mayuko Tani, critics of Nikkei Asian Review, criticised the draft statement of this summit. It reflected increasing concern among ASEAN's member states on Rohingya crisis for the first time because in the past ASEAN's usually gave mild attitude toward Myanmar, based on the principle of non-interference in internal affairs (2018). However, Malaysia, Indonesia and Brunei tended to take the tougher action toward Myanmar while other member states seemed to remain reticence. There was a hope when the ASEAN Parliamentarians for Human Rights (APHR) was established to correspond with ASEAN in

addressing regional human rights issues (Choudhury, 2018). Nevertheless, the organisation's performance was limited. It could not have fully influence on ASEAN's decision. Obviously, ASEAN made a little progress toward Rohingya crisis by releasing statements and establishing the regional human rights bodies, but it could not take any concrete action to protect Rohingyas's rights and to guarantee security to Rohingya.

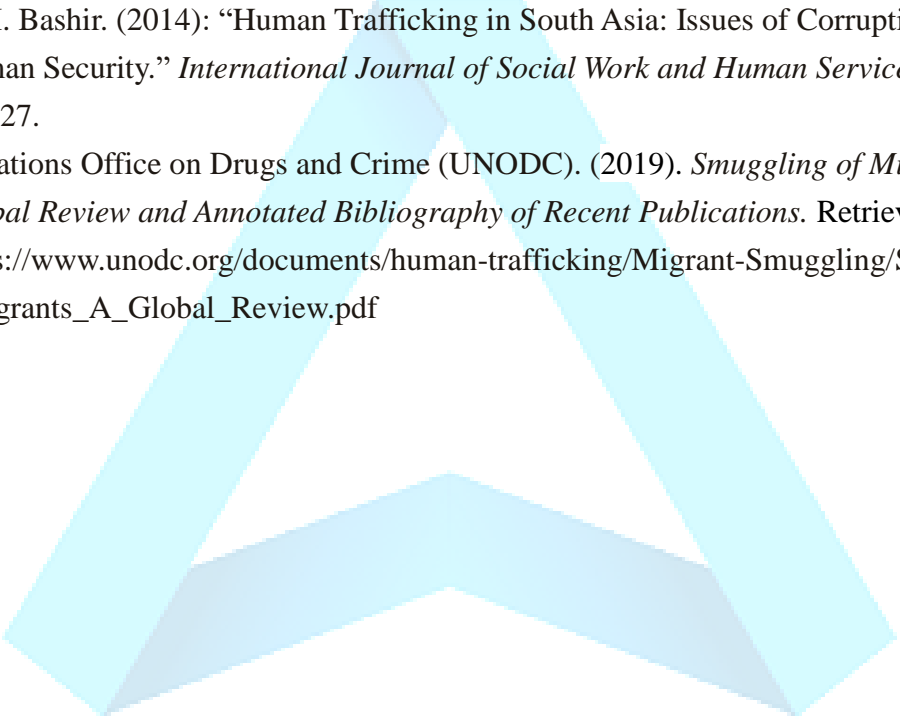
9. Conclusion

To conclude, the large number of Rohingya has experienced with life insecurity for a long period. The unauthorized status pushes them to insecurity. Many of them become irregular migrants such as refugees, trafficked or smuggled persons. However, fleeing from home exposes them to insecurity again because they may be abused by smugglers or traffickers. Also, they can suffer with the inequality in the new residences. It can be seen that the migration of Rohingya is complex. Nevertheless, human security concept reveals the root cause why the plight of Rohingyas is ongoing. It suggests that the Rohingya crisis cannot be tackle because of the absence of people-centered in states and regional community's agendas. Most of them still privilege 'sovereignty' and 'non-intervention' concept so that Rohingyas are securitized as a threat to security of state or regions. Hence, Rohingyas has perpetually faced with the inhumanness and insecurity.

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Democratization in Republic of Korea (South Korea) after World War II (1948-2017)

Issawut Onpocha, Wijittra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail address: s59484944001@ssru.ac.th, wijittra.sr@ssru.ac.th

Abstract

The democratic process had been started from the fight against the 19 April Revolution in the year 1960. This fight was erected against the governance and unlawful election of President Rhee, and later became an anti-movement against President's Park's Yusin regime especially in the cities of Busan and Masan. The protests organized by students had been expanded into people's uprising in the attempt to end Park Chung-hee's administration. Afterward, there was a parade against the martial law and requesting for the junta to give back the power to the people. Despite the government's ability to control the situation, there was a loss-of-life tragedy at Gwangju in 1980. This loss made the people to be aware of the danger of an authoritarian regime and at the same time drew more citizens to ask for democracy. In 1987, the death of 2 students awoke people to fight. In June, the government let Roh Tae-woo, President of the government party, to make a 29 June announcement concerning the president election and democratic constitution. The announcement eased the situation and President Chun agreed to draft a new constitution in order to return the power to the people. This marked a liberation from dictatorship and heading toward into a transition of constitutional amendment. President Roh did what he had said and there was a smooth transformation of power. Each of the President tried his best to make sure that there were justice and support for the democratic regime. On top of that, the strength of civil society in demanding for government accountability promoted a more complete democracy.

Keywords: Democratization, Republic of Korea, South Korea

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1. Background and significance of the problem

With the end of Cold War, Communism has been vanished with the collapse of Soviet Union. Democracy becomes the only left ideology that could guarantee a peaceful living among the differences and a peaceful resolution of the conflict. Samuel P. Huntington explained that the establishment of democracy in the country around the world is like a wave of democratization in which it is followed by the reverse wave of democratization. In this respect, it indicates that when the country becomes a democratic one and if it cannot maintain the stability, that country will be replaced with another forms of government (The Secretariat of the House of Representatives, 2015: 2-3).

The Republic of Korea or South Korea is blessed with the 2 miracles; 1) the miracle of the Han river, in which economic growth made the country escape from the poverty and moved toward prosperity in the decades of 1960, 1970, and 1980 respectively, and 2) the miracle of democracy where in 1987 the country was ruled by the military. Today, the Republic of Korea has a stable democracy and is considered as a dominant model for democracy. The country is not only prosperous but also holding tight on the legal state concept or rechtsstaatsprinzip and citizen right. The Korean political system provides a stake of participation and responds to the will of the people. The election of all levels of administration will take place according to the end of the term of the administrative officers as well as parliamentary members. The military ceases to intervene with political affairs. The examination of politicians, governmental officers, and businesspeople who seek for unlawful benefits can be done effectively. If the wrong-doers were found, they would be punished (Tudor, 2017; Intasi, 2013).

Based on democracy index by Economist Intelligence Unit (EIU), it was found that South Korea was listed under full democracy between the years 2008-2014 with the scores of 8.01, 8.11, 8.06, 8.13, 8.06 and 8.06 respectively. But in the years 2015-2017, South Korea has been degraded into the level of flawed democracy with the scores of 7.97, 7.92, and 8.00 respectively. During that time South Korea faced political difficulties such as a strike by Korean Confederation of Trade Union: KCTU. They protested the government's policy in which the protesters claimed that it would destroy the employment and the living conditions of every laborer. Moreover, there were casualties in the suppression of protesters who protested against the government's rice import policy. As a result, the President was indicted on the charge of abuse of authority. There was also a case of constitutional amendment to allow the President to hold his office for several terms. The delay on the investigation of Sewol ferry disaster. The cronyism for those who have no official post. These incidents gather the people together to cast out the President. Finally, the constitutional court passed judgement on the impeachment of the President and accelerated the election for the new

national leader within 60 days. This was a reason why South Korea improved her democracy index in 2017 though she was still under the label of a ‘flawed democracy’ (Thaipublica, n.d.; Economist Intelligence Unit (EIU), 2008; 2010-2017; Sucharithanarugse, 2012; Bectero, n.d.; Walai, 2016; Wut, 2017; Sohn, 2018).

According to the assessment prepared by Freedom House, an international organization that evaluates the fundamental rights and freedom and the promotion of democracy in each country around the world, South Korea was without freedom in 1972. But in the year 1973-1987, South Korea became partly-free country since during that time, even the country was governed by the authoritarianism, students as well as general people relentlessly protested against the government. Until 1987, the crying voices for democracy and the general election had been heard. After having a democratic regime and the President election, the country was free (Voicetv, 2015; Freedom House, 2018; Korean Culture and Information Service, 2016).

From the above discussion, the researcher is deeply interested in studying the Republic of Korea as a case study pertaining to the successful process of democratization with stability and sustainability. South Korea had been experiencing the rise and fall of democracy and used to be under the authoritarianism for quite some times. When South Korea successfully became a democratic country, she never experienced any coup d’etat again. Every Korean citizen enjoys fundamental rights and freedom. Though South Korea has been demoted into a flawed democracy during the year 2015-2017, the country possessed a reliable justice system by which it meant that there was no exception for any wrongdoer whether they were tycoons, politicians and/or governmental officers who abused their power for exploitation. Since the country has a strict examination and prosecution, therefore there is no doubt that the culprits will be punished. This is an important basis for democracy. When the constitutional court passed the judgement on the impeachment of the President and ordered an organization of an election with 60-day period, the democratic index has been improved. While many countries in Southeast Asia region were still struggling with the path to democracy, the success of democratization in South Korea has been accepted as a prototype and was recognized as a 3rd wave generation of democratic development. There was still a vicious circle in which some countries encountered with the shuffle through democracy and dictatorship (Khamchoo and Nuangjamnong, 2016; Park and Jung, 2008).

Therefore, the researcher is intended to study the democratization in South Korea after the end of World War II period (1984-2017) and understands the transition that South Korea goes through in order to articulate a complete democracy that is stable and sustainable.

2. Research Questions

2.1 What is the background of democratization in South Korea after World War II (1948-2017)?

2.2 What is the process of democratization in South Korea after World War II (1948-2017)?

3. Research Objectives

3.1 To analyze the background of democratization in South Korea after World War II (1948-2017).

3.2 To analyze the process of democratization in South Korea after World War II (1948-2017).

4. Related Theories

Concepts and theories of democracy

Democracy means a system of government in which people resolution is an important key. People have rights and freedom restricted by the law. They can participate in political decision-making either directly (direct democracy), such as referendum, or indirectly by using representatives (representative democracy) to act on their behalf. Participative democracy allows people to control and check the agents who exercise the democratic power in the name of the people based on the idea that sovereignty belongs to the people. Besides, the social contract theory discusses that a mutual agreement among men who come to live together under the ruler who promises to protect people's rights. The separation of power theory explains how the rulers use their power in three different parts, say, legislation, administration, and court in order to protect and guarantee the rights and freedom of the whole people (Royal Society of Thailand, 2013; Chanadisai, 2015; Ketsuwan, 2008; Keatwatcharachai, 2009; Hobbes, 1985; Montesquieu, 1949).

Democratization concept

Democratization is the transition to a more democratic political regime (Tongrungronj, 2016) in which Huntington has been proposing 4 steps in democratization; 1) decay of authoritarian rule, 2) transition, 3) consolidation, and 4) maturing of democratic political order or matured democracy. Meanwhile, Hague, Harrop & Breslin (1998) and Schneider & Schmitter (2004) proposed 3 steps in democratization that included 1) liberalization from dictatorship, 2) transition into democracy, and 3) consolidation. The pre-modernization society has transformed into a democratic political regime as a result of a struggling among social forces based on the impact of industrialization. The urbanization, westernization, literacy, and openness of new concept and experience have been defined as change agents

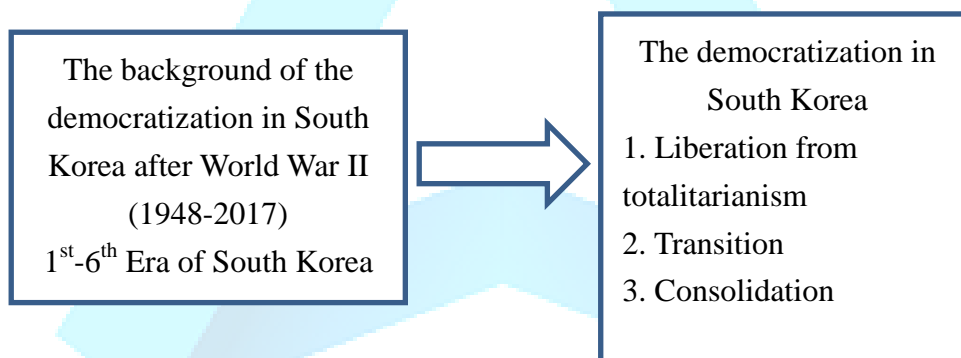
that ignite a diffusion of new and modern concept based on diffusion theory (Phongpaichit, 2015; Huntington, 1991, 2002; Puanghut, 2010).

Literature review

The study of democracy in South Korea, England, Myanmar has been undertaken, for instance, by Intasi (2010), Kunjara Na Ayudhya (2014), Wanthana (2017), Sukkasem (2014), Fowler (2007), Jung and Kim (2009), Choe and Kim (2012), Kim (2017a), Kim (2017b), and Lynn (2017). According to the research, it was found that the transition into democracy, in case of South Korea, has been done by the significant mobilization of students, laborers, religious organizations, and general people. Especially in 1987, there was a mass gathering of people in which it led to a constitutional amendment and the President election. Even the fight has yielded a successful result, the said mass continued to proceed with activities in building stability toward democracy, such as an issue of special law to protect the right of people in asking for democracy, the removal of military's influence out of the politics, and the right to cast out the unjust President.

Conceptual Framework

From the literature review, the conceptual framework has been derived as follows:



5. Research Methodology

This is a qualitative research. The research methodology includes document analysis, in-depth interview with key-informants, and observation. The data were also collected by using note books, digital recorder, and camera. The historical data were analyzed based on three concurrent flows of activity: data reduction, data display, and conclusion drawing/verification as suggested by Miles and Huberman (1994: 10).

6. Research Results

6.1 The background of democratization in South Korea after World War II (1948-2017)

After the World War II was over in 1945, Korea has been independent. With the defeat of Japan, the Soviet Union occupied the north of Korea, and the United States occupied the south, with the boundary between their zones being the 38th parallel. With the onset of Cold war, negotiations between the United States and the Soviet Union failed to lead to an independent and unified Korea. In 1948, UN-supervised elections were held in the US-occupied south only. Syngman Rhee won the election while Kim Il-sung was appointed as the leader of North Korea. This led to the establishment of the Republic of Korea in South Korea on August 15, 1948, which was promptly followed by the establishment of the Democratic People's Republic of Korea in North Korea. The United States supported the South, the Soviet Union supported the North, and each government claimed sovereignty over the whole Korean peninsula (Wikipedia, 2019).

President Rhee had a strong political ideology against Communism but believed in rights and freedom of democracy. He had to confront with South Korean Worker's Party and Communist group who made difficulties toward election in the country. The National Security Law was erected to protect the state from its adversary and was used as a mechanism to get rid of opponent politicians. President Rhee gained all of the power and ruled the country with iron fist. Rhee has managed to fix the constitution so he could maintain his post. Until March 15, 1960, there was a doubting concerning the election. This incident ignited the patriotism among students to erupt. The first movement to defy the government was a group of student in Daegu city. On top of this, the election result has put fuel into the flame, especially at Masan. On the election-day, the police shot the street protestors. Many died and a lot of people got injured. There were many protests in other parts of the country. On April 18, the student-protestors were ambushed. This led to a massive gathering of people against unlawful election and the cry for democracy. On April 19, many more people died and wounded. On April 25, faculty members from various universities joined the rally together with students, and people and the number was increasing. On April 26, the President Rhee declared for a resignation (Chokmookda, 2014; Yangcharoen, 2013; Oh, 2004; Lee, 2013; Tudor, 2017; Arparom, 2015; National Museum of Korean Comtemporary History, n.d., personal note, May 15, 2018; Cheongwadee Sarangchae, personal note, May 15, 2018; Tongaram, 1979).

The beginning of the 2nd Republic started when South Korea has been experiencing the parliamentary system. The democratic atmosphere was seen in the forms of freedom of the press, printing by the people, and freedom of collective gatherings and associations. Whenever the governmental policy did not meet the demand, the students would organize a street protest, for example, protest against foreign intervention, capitalists and brokers. The national integration has been used very often for a debate. There were times when the government could not control the situation. This caused social order to become decayed. As a result, the military junta led by General Pak Chung-hee organized a coup on May 16, 1961

(May 16 military coup). Later on December 17, 1962, there was a constitutional amendment to retrieve the President system. This marked the 3rd republic and Park Chung-hee was appointed President. He could smoothly maneuver the country and put forward his effort to amend the constitution so that he could hold his Presidency Office. The promulgation of Yusin constitution marked the 4th Republic and added more dictatorial power to the President. In this respect, the protest has been incubated among the students and on October, 1979, there were many protests organized in Busan and Masan. The uprising by the students and general public led to an end of Pak Chung-hee's scheme (Tongaram, 1979; National Museum of Korean Contemporary History, n.d.; Tudor, 2017; Oh, 2004; Intasi, 2013; and Lee, 2013).

After President Park has passed away, Choi Kyu-hah was an acting president and declare for a constitutional amendment in order to promote democracy. Korean people had high hope that they could participate in political activities and, at the same time, they could have an accountable government. This became a new democratic signal in which it was known as "Seoul Spring." Things did not turn up to be as expected. The junta led by General Chun Doo-hwan had organized a coup on December 12, 1979 (12.12 Military Insurrection). Students had been debating and discussing of a serious political fight while General Chun declared for a martial law all over the country. This incident created a wide-spread dissatisfaction among student as well as general people. There was a mass gathering at Gwangju against martial law and demanding for the junta to restore the power to the people. The government could be able to cease the insurgency but there was a loss of life. The occurrence made people to become aware of the danger toward totalitarianism and come to support much more for the movement for democracy. Despite the constitutional amendment and Chun Doo-hwan becoming the President of the 5th Republic together with his 3S policy to distract people's interest and to control and dominate mass media in order to the control the situation of the country, but the students, religious institutes, and workers alike had arranged their organizations to become strong and demanded as well as put the pressure on the government for political reformation based on democratic guidelines. In January, 1987, the student at Seoul National University died from a torture during the police investigation. Moreover, the protest on June 9, the student at Yonsei University died because of a head-wounded resulting from a scuffle caused by tear gases. On June 10, students and people all over the country organized street protests. On June 29, the government assigned Roh Tae-woo, president of the government party, to make an announcement (June 29 Declaration) for democracy and reformation with a presidency election and a democratic constitution. This event ended the public gatherings and President Chun had a consent for a new draft of constitution in order to return the power to the people (Oh, 2004; Wongobom, 2018; Lee, 2013; Thananitichok, 2012; Intasi, 2013; National Museum of Korean Contemporary History, n.d., personal note, May 15, 2018; Cheongwadae Sarangchae, personal note, May 15, 2018).

Based on the amendment of the constitution, the President is directly elected by the people. The president will maintain his position for only a single term with a 5 year-tenure. This marked the 5th Republic and Roh Tae-woo was a President. He actually managed what he has promised, say, allowing for a directly voting right as a result from constitutional amendment, providing an opportunity for activists to run for presidency, releasing political prisoners, acknowledging freedom of the press, establishing local independent system, and decentralizing authority for education. His work has been accepted as a silent democratic revolution. It was consider as a wide-opening of democratic era. The descendible government of President Kim Young-sam who is civilian, issued a Public Servants' Ethics Law, using the real name in performing a financial transaction, anti-election fraud law, financial support for political activity law, local administration law, Special Act Concerning the May 18 Democratization Movement, and the army reformation. These effort were seen to build a complete democracy. Later, President Kim Dae-jung, the leader of opposition party has been elected president. He has pushed forward four consecutive laws concerning the remedy for those who have been treated unfairly in the past in order to provide justice and strength in democratic process. On top of that, there were bureaucratic reform with respect to efficiency and effectiveness of the system in order to provide benefits to the people. Each of the following president continued to carry on with the policy created by the former government covering various dimensions including the attempt to get rid of authoritative remains in political as well as bureaucratic system. When there was more political freedom and political system did not go backwards to totalitarianism, the fight and voice of the people represented the creation of fairness in economic and social perspectives. For example, in 2002, 2 female pupils have passed away from a car accident caused by an American soldier. As a result, there was a candlelight protest. Later in 2008, there was a protest against an import-beef from the US. In 2014, there was a protest to commemorate the tragedy of Sewol ferry disaster. In 2016, there was protest to expel Park Geun-hye out of her presidency post (Akaraborworn, 2016; Dormann, 2012; Jittiwattanapong, 1997; Mokarawut, 2016; Bedeski, 1994; Intasi, 2013; Tudor, 2017; National Museum of Korean Contemporary History, personal note, May 15, 2018; People's voices of Gwanghwamun Plaza, personal note, May 16, 2018).

6.2 The democratization in South Korea after the World War II, A.D. 1948-2017

Based on a literature review pertaining to democratization by Huntington (1991), Hague, Harrop, and Breslin (1998) and Schneider and Schmitter (2004), there were 4 steps in democratization as follows:

(1) Liberation from totalitarianism. The protest against unlawful election by students at Daegu and then Masan cities and later it expanded throughout the country on April 19, or being known as April 19 Revolution, leading to a resignation of President Rhee on April 26, was a success resulting from a sacrifice of the students in acquiring human rights and democracy. This event created a melancholy among people to rise up against tyrannous

government that had been in power for a long time. The April 19 Revolution also originated democratic process that fought against the government and unlawful election during President Rhee's administration and became an important foundation of democratization in South Korea. The intention of April 19 Revolution was reflected in the Constitution and, later became a spiritous basis of democratization. However, in the 2nd Republic, South Korea had an experience in democracy for a short time period before she was ruled by military dictatorship led by President Park together with his Yusin constitution. The protest has been incubated and in October there were several uprisings of people in both Busan and Mason cities. This particular incident led to an end of Park Chung-hee's regime. The insurrection at Busan and Masan represented a tremendous power of student-people alliance against authoritarian power. South Korea has enjoyed a short breeze of democracy before she returned back to the military dictatorship led by President Chun Doo-hwan. Before becoming President, in 1980, there was a mass murder at Gwangju having known as May 18 Democratization Movement. This casualty made people aware of a danger resulting from authoritarianism and also made them come to support democratization. The situation became a symbol of the fight in order to prevent people and their offspring, relatives, and friends from being slaughtered in the future. Students as well as religious organizations, and workers have strengthen their institutions to ask and put pressure on the government to reform politics based on democratic ways. The severe protest throughout the country in June 1987 or June Struggle caused President Chun to allow for a new draft of constitution by which it returned the power back to the people (Lee, 2013; Cheongwadae Sarangchae, personal note, May 15, 2018; Tongaram, 1979; Tudor, 2017; Intasi, 2013; Thananitichok, 2012).

(2) The Transition. The constitutional amendment on October 29, 1987, has designed a direct election for the president. The president holds his office for a single term with a 5-year tenure. President Roh proceeded with his promises on June 29 in terms of constitutional amendment, a release of political prisoners, a confirmation of freedom of the press, an improvement of various human rights, an establishment of freedom in local administration, and a decentralization of education. These created a much opportunity toward democracy, a much lifely feelings among the civilians, and an enforcement of faith-building process toward political system during the time of President Kim Young-sam (Akaraborworn, 2016: Cheongwadae Sarangchae, personal note, May 15, 2018; Dormann, 2012; Jittiwattanapong, 1997; Bedeski, 1994).

(3) The Consolidation. The democracy has been flourished during President Roh since he did what he had promised. The new era has begun when Kim Young-sam became President together with a civilian government. Another important evident happened when the leader of the opposition party, Kim Dae-jung became president. This was a genuine development as a peaceful transition of political power from the government to the opposition party based on democratic ideology. Every civilian president did his best in order

to build righteousness and supporting power toward democracy. There was high hope that the democracy would be much more complete, for example, there was a legislation on ethics for the officers, using authentic name in performing financial transaction, army reformation and many more. When there were much political freedom and the authoritarianism has been fading away, the fight and cry-out of the people became a foundation of justice in economy and society. For example, in 2002, there was a protest against the death of 2 girls in a car accident driving by an American soldier. In 2014, there was a protest on Sewol ferry disaster. And in 2016, there was a protest to cast out President Park Geun-hye (Lee, 2013; Intasi, 2013; Mokarawut, 2016; National Museum of Korean Contemporary History, personal note, May 15, 2018; People's voices of Gwanghwamun Plaza, personal note, May 16, 2018).

7. Conclusion

The democratization has started from April 19 Revolution in 1960 to the fight in June, 1987. As a result, President Chun allowed for a new draft of constitution in order to restore the power to the people. This is a free from authoritarian regime and moving into a constitutional amendment with President Roh proceeded according to June 29 Declaration regarding to an open up of democracy. The transition of power could be undertaken smoothly and peacefully. Every single president tried his best to build righteousness and supporting power toward democratic regime. Moreover, the strength of civil society in requesting and assessing the government's administration all were deemed necessary to push forward for a much completion of democracy.

8. Discussion

The success of democracy in South Korea has started from a fight being known as April 19 Revolution in 1960 up until a fight in June, 1987, in which it is in congruence with the Korea Democracy Foundation (2005) who identified that democratization is activities reflecting a ruling of the president such as April 19 Revolution, the uprising for democracy at Busan and Mason in 1979, the insurrection at Gwangju in 1980, and a fight in June, 1987. From these mentioned events, a large number of people have participated in the fight and there were many people lost their lives. The sacrifice by the students made the academicians, wise-men, politicians, and general people have been furious and, as a result, participated in the fight. When there was a corporation among people, they could get rid of dictatorship. This is in line with the work of Suwannaraj (2014) who mentioned that civil society is an important factor in the steadily development of democracy in South Korea. However, Sawangwong (2014) and Tudor (2017) argued that there was another important factor that is political leaders who pay respect and have faith in democratic regime while they were in office. Besides, the transition of power has been done successfully and smoothly.

9. Suggestion

Every single part of a society must pay respect and, at the same time, have faith in democratic regime. Morality and ethics are very crucial factors. In this respect, people should be able to separate right from wrong, respect the rules and regulations of the society, uphold common benefits rather than personal benefits, and allow for differences in thought and political ideology. There should be a military reformation, power reduction of an army, and no military's intervention in politics. Freedom of the press should be maintained. There should be education toward constitution, political institutes, political ideology, and a determined creation of participation process from the people. The future research might focus on a comparative study among countries on democratization and/or factors influencing democratization in order to gain body of knowledge in the development of politics.

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National Strategy on Prevention and Suppression of Drugs and Drugs Prevention and Suppression Policy

Noppakhoon Wongwana, Wijitra Srisorn, Sunthan Chayanon

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: s59484944001@ssru.ac.th, wijitra.sr@ssru.ac.th, sunthan.ch@ssru.ac.th

Abstract

The research on “National Strategy on Prevention and Suppression of Drugs and Drugs Prevention and Suppression Policy” has objectives to 1) study the problems associated with the drugs prevention and suppression in Thailand, and 2) study the guidelines for the operations of drugs prevention and suppression. This research is a qualitative research in which data are gathered from various documentation. The in-depth interview is conducted with the 10 high ranking officers in Office of the Narcotics Control Board. The data are analyzed by using content analysis and data interpretation. The results showed that the problems in drugs prevention and suppression are 1) the clarity of policy, policy implementation, and assessment, 2) the seriousness of the leaders in performing the policy, and 3) the barren cooperation among public, private and people sectors. The operative guidelines for drugs prevention and suppression include 1) openness of more channels in 2) the provision of appropriate budget, 3) rewards, 4) continuous meeting among governmental units, private, and people sectors.

Keywords: National strategy, drugs prevention and suppression, drugs policy

- *This research presented on 30st International Conference on Business, Education, Social Science, and Management (BESM-30): Taipei/Taiwan, July 15th-16th, 2019.*

1. Introduction

Drugs problems are considered as a human security problem. Illicit drugs are a major factor in jeopardizing national human resources. The severity of drugs situation becomes an important variable in the determination of strategy and policy toward prevention and suppression of the government and related official units. Every government has paid its highest attention on drugs resolution by regarding it as a national agenda. Drugs prevention and resolution programs are public policy (protective regulatory policy) concerning the control of individual's behavior for a common benefit of a society. Therefore, drugs problems are the problems that affect national security and society as a whole in which it is an obstacle in national development. Thailand is among the countries in the world that experience 4 dimensions of drugs problems, namely, 1) source of production, 2) drugs trading areas, 3) drugs passage, and 4) drugs epidemic (Social Division, Department of International Organization, Ministry of Foreign Affairs, 2562).

Nowadays, it is discovered that drugs has been spread into every corner of the society, for instance, family, community both urban and sub-urban, schools, public as well as private educational institutes in every level, laborer groups, famers, and those who work in entertaining establishments. Most of these people are very important basic factors in national development. Drugs problems become a treat to Thai society. And, as days go by, it becomes much more serious problems (Penwipat Manutnarawit, 2554). Therefore, drugs problems are one of the problems that affect the national development. Especially, if the problem occurs with the students who are the future of the country. It is our duty to protect those who are vulnerable to drug addiction to be safe from the dander of drugs and to protect the society as well as the surrounding areas around educational institutes to be peaceful society and free from drugs and vice.

When mention about drugs, most of the people would pay their interests to the drugs producers, dealers, and the drugs addicts, especially the addicts who are youngsters or injured party. This incident worries everyone concerned, say, father and mother, teachers, guardians, governmental and private units, including mass media. Every unit is interested in the problems and tries to participate in the prevention and suppression of drugs problems, by communicating the right understanding to the teenagers to have a gracious life and to stay away from drugs. The messages have to be carefully developed, especially the content has to be aimed directly to the youths since the children and/or minor people do not like to be accused. The messages will get through the youngsters a lot easier if the messengers are of the same kind or, even better if the teenagers themselves have a chance to participate in the communication Department of Juvenile Observation and Protection, 2562). As we shall see that drugs problem is not an exclusive problem for an individual person or a single society, but it is a problem of everybody in the society in which public and private sectors must

coordinate their effort in order to prevent and solve the problem seriously. At present, drug problems become very intense and expand into many areas in relevant to the changing in economic system and society in the development era. Even though, there are many units both governmental and private units try to prevent and solve the problems, but drug perfusion in the society is increasing especially in the juvenile groups.

For the following years, every government sets a high priority on drugs problems and every concerned units have been continuously practicing according to the drugs prevention and suppression plans. There are many performances in various aspects based on the increasing number of projects being established. The drugs problems have a tendency to be serious in the near future and are expected to be much more complicated. People are expecting that every related units try their best in order to control, prevent, suppress and solve the problems effectively. This is to make sure that there will be security and safe in living life. In this respect, it is very importance and necessary that there must be the establishment of strategy as a framework for drugs prevention and suppression of every unit. Since it was mentioned ealier that the prevention and suppression need a coordination from every part of the society, especially from the general people who are considered as the most crucial factor in successfully dealing with the problems. However, if there is no cooperation from the people, the effort on drugs prevention and suppression deems to be in vain (Sivarak Tomya and Pipat Thai-aree, 2559).

From the above discussion, the researcher is deeply interested in the study of the “National Strategy on Prevention and Suppression of Drugs and Drugs Prevention and Suppression Policy” in order to study the problems associated with the drugs prevention and suppression in Thailand, and to study the guidelines for the operations of drugs prevention and suppression in the future.

2. Research Objectives

2.1 To study the problems associated with the drugs prevention and suppression in Thailand.

2.2 To study the guidelines for the operations of drugs prevention and suppression.

3. Related Theories

According to the Strategic Unit, Office of the Narcotics Control Board (2558) and National Drug Prevention and Suppression Center (2561), drugs are considered as threats toward national security. The Thai government has designated that drug problems must be prevented and solved by using restrict laws based on the Drug Act B.E. 2522 and additional

edits together with related national strategies and plans. The problems must be solved in relation to any other related problems in an integrated way.

During the past four years, the junta's National Council for Peace and Order (NCPO) has added many terms to the dictionary of Thai politics. At the beginning of their regime, the NCPO coined the term "Returning Happiness," which later became the name of a weekly TV programme that junta leader Gen. Prayut Chan-o-cha uses as a channel to communicate with the Thai people. In 2016, the NCPO launched the "Pracharat" campaign, directly translated as "people-state," as part of its attempt to form a political coalition among the military, the private sector, the bureaucracy and civil society (Kornkritch Somjittranukit, 2018). General Prayut Chan-o-cha as a Prime Minister and the Leader of National Council of Peace and Order has announced the following issues:

1. The area problems must be solved by using Pracharat (Government, Private and People sectors) mechanism.
2. The operation will be organized in a proactive manner
3. The officers must thoroughly understand the problems and continuously participate in the affected area.
4. There must be no conflict in the operation and the enforcement of laws.
5. The follow-up and assessment must be undertaken in a regular basis.
6. There is an integration in policy and implementation in the affected areas.
7. Every official unit of operation, namely, central, regional and local units must work on an integrity basis.
8. There must be a clear cooperation among every unit concerned.
9. There must be an integration in the enforcement of law, with a framework and/or direction that connect national strategies and plans as follows:
 - 9.1 The 20-Year National Strategy (B.E.2560-2579) with an operation framework especially in security dimension that aims for every aspects of security in terms of economic, social, environmental, and political perspectives.
 - 9.2 The Thailand's 12th National Economic and Social Development Plan, (B.E.2560-2564) with an operation framework that Thailand maintains her relationship and cooperation in national security against various types of treats together with the maintenance of national benefits.
 - 9.3 The 20-year strategy on the prevention, suppression and rehabilitation of drug addicts (B.E.2560-2579) with an operation framework that Thailand is sustainably secured and free from drugs by using Pracharat concept and international cooperation.
 - 9.4 The 5-year strategy on drug prevention and resolution (B.E.2558-2562) with an operation framework that Thai society is strengthened and free from drugs by using immunity and measures in reducing the number of dealers and users,

together with international cooperation as specified in the vision and obligation of ASEAN.

9.5 Pracha Ruamjai (People's Togetherness) B.E. 2562 Plan with an intention to reduce the number of drug offenders and to bring those involved out of the vicious circle with a solid result. This is to make sure that society and people are free from drugs.

On top of that, the important operation framework in B.E.2562 focuses on the deactivation of the potential and ability to produce drugs in neighboring countries, the reduction of number of villages or communities with drug problems, the decrease in number of new drug users and the re-use of drugs, and the involvement of drug addiction among children and teenagers.

Kridsada Nakprasit (2014) conducted a research called "The Participation of Citizen in Lopburi Municipality, Lopburi Province Towards Preventing and Solving Drug Problems" and argued that the people's participation in drug problems is very low, especially in planning preventing, analyzing, and suggesting about the drug problems. He mentioned that age is important factor in searching for drug problems.

Sukanda chantawaree and Sutthiphon Arunyawas (2017) conducted a research titled "The Strategy of Narcotics Immunization and Prevention in Education Academy" and found that at present, drug problem is a problem that destroys the country's economy and society. Although all parties involved are trying to carry out drug prevention and resolution, but the drug problem has spread to schools into the students as well as the communities in which they are the important foundation of the society and an important potential of the nation in the future. On the part of the government, the strategy and action plans of Land Power to overcome drugs consists of the narcotics immunization and prevention plan that aimed for children and youth. The Ministry of Education is the main agency to be responsible in organizing practical activities together with other related units. Therefore, the implementation of strategies to create immune and preventive measures of narcotics abuse in education academy ensures the consistency of the governmental strategic plans and national agenda. In this respect, there must be a development of an effective and appropriate operation in order to solve the problems.

4. Research Methodology

1. This is a qualitative research in which data collection is based on the documentation and related academic printings and research including laws, governmental announcements and rules and regulations concerning drugs problems.

2. The in-depth interviews were conducted with 5 high ranking officers and another 5 officers in the Office of the Narcotics Control Board.
3. The data were analyzed by using the content analysis together with the cause-effect analysis methods and were described the phenomena in a descriptive nature.
4. The data were also analyzed by using tri-angulation method to validate the consistency and authenticity of the information.

5. Research Findings

Based on the information obtained, the followings are the research findings: 5.1 The problems associated with the drugs prevention and suppression in Thailand. The Office of the Narcotics Control Board (ONCB) was established in 1976 as an independent department under the Office of the Prime Minister. ONCB was set up to act as the central national coordinating agency for the prevention and suppression of illicit drugs and is responsible for carrying out all activities in accordance with resolutions of the Narcotics Control Board (NCB). Since a reorganization of Ministries and Departments in 2002, the ONCB was officially affiliated under the Ministry of Justice as an independent body, accountable to the Minister of Justice (United Nations Office on Drugs and Crime Regional Centre for East Asia and the Pacific, 2008: 56).

According to Manop Kanato et al. (2018: 47), in 2017, crystalline methamphetamine was the most seized drug at 6,056.4 kg., followed by heroin at 616.4 kg. and ketamine at 502.8 kg. while 238.7 million methamphetamine tablets were also seized. In term of quantity, these four drug types seized were all higher than in 2016. Thailand faced a problem of narcotics influx particularly methamphetamine tablet or ya-ba and crystalline methamphetamine or ICE, as well as heroin from the Golden Triangle. In addition, the smuggling in of ketamine in crystal form was also found. Some of these drugs were for domestic consumption especially methamphetamine tablet, the most widespread drug in Thailand. Some of ICE and heroin were also so for local market but the majority was further exported to external markets.

Methamphetamine tablet, ICE, heroin and crystalline ketamine were mainly smuggled in across the northern border, followed by across the northeastern border. Cannabis was all smuggled in via the northeastern border whereas cocaine was mainly smuggled through Suvarnabhumi International Airport by the West African syndicates.

The problems with the implementation of drug prevention and suppression policy are as follows:

1. The policy perspective

Since the policy is designed and adopted for the operation throughout the country, there

are a lot of confusion regarding the clarity of the policy. The confusion starts with the main objectives of the policy, the integration with local units' objectives, the design of implementation programs, and the follow-up as well as assessment methods

2. The organization management

Regarding the organization management, the leaders are not seriously proceed with the policy direction. Moreover, there is a lack of operative procedure plan together with its clarity in terms of personnel, equipment, communication, budget, and motivation. There are no effectiveness and efficiency in the implementation programs.

3. The cooperation

At present, there is no coordination among various official units of drug operation. Each of the unit is working by itself and, as a result, there is no integration toward the implementation of the policy. There are little cooperation from private sectors and most of them have a very little impact toward the policy operation. The people cooperation is scarce. In this respect, people are reluctant and are not ready to participate in the operation. The fact is that it is quite dangerous to participate in the operation.

5.2 The guidelines for the operations of drugs prevention and suppression.

From the above problems, there are guidelines and development toward the drugs prevention and suppression activity as follows:

5.2.1 The clarity of the objectives

Every official unit that is responsible for drug prevention and suppression activities such as police stations, local administrative offices, provincial offices, sub-district administrative offices, communities, monasteries, and schools should come up with a clear objectives regarding the prevention and suppression of drugs in their own responsible areas. There must be an integration of activities among these various mentioned units in the effort to overcome drug problems. There must also be a designation of framework for the implementation, follow-up process and evaluation in a concrete manner. This framework must be clearly communicated with every related units on the basis of policy guidelines, operative guidelines, and follow-up and assessment methods in a systematic way. There must be an effective management, for instance, the designation of clearly required procedures, the promotion of local leadership in every unit whether official, private or people unit. There must be training programs for the personnel with the aims to create an awareness, understanding, and potential regarding the drug operation. These trainings must be organized on a continuous basis. There must be a procurement of necessary equipment, technology and, most importantly, an appropriate budget in order to be able to effectively proceed with the plan. The communication systems must be established and continuously utilized in order to connect

every units of operation, say, governmental, private, and people units to coordinate their efforts. Work motivation must be established among those concerned in a systematic manner.

5.2.2 The cooperation

The Prachrat concept initiated by the Prime Minister Prayut Cha-o-cha must be seriously utilized. The cooperation can be achieved through the close connection among the officers and private as well as people sectors. In this respect, the trainings activity can be organized in order to instill a value that drugs are harmful and everybody should stay away from it. These activities can be organized in forms of a daily morning and/or evening exercise, sports, recreational activities, and slogan contests to name just a few. The social media in terms of television, brochures, leaflets, posters, videos, Line, Facebook, Instagram, etc. can be used in the campaign and in follow-up with those vulnerable groups who might be lured into the use of drugs. The announcement of legal punishment and implication is required in order to warn the people about the fatal consequences of drugs. The test of drug must be implemented on a regular basis on the suspects. The cooperation can be seen in a form of a rehabilitation programs for those are prosecuted as drug users.

6. Discussion

The clear objectives of the policy is very important to the implementation of the policy. With the clear objectives, the drug prevention and suppression policy would be implemented successfully with effectiveness and efficiency. This is in line with the work of Follett (1954) who argued that the clarity of objectives that communicate in a team is very important in the collection of capacity of each individual employee in order to push forward the organization toward the goals.

Windle (2015) in his research on “Drug and Drug Policy in Thailand” argued that Thai drug policy has tended to be very conservative and centered upon a zero-tolerance approach to users and distributors of illicit drugs. While new national drug policies are announced every few years, successive governments have maintained the objective of making Thailand “drug free” and have focused resources primarily on –often repressive– law enforcement and compulsory treatment that often contravene international human rights law. Thailand has been slow to implement harm reduction or more effective treatment policies, and the actions of the police, attitudes of health workers, and existence of compulsory treatment often prevent users from accessing voluntary treatment and health and harm reduction services.

The research is also congruent with the work of Sutham Cheurprakobkit (2000) on “The drug situation in Thailand: the role of government and the police” in which it suggested that Thailand has long dealt with the drug problem and has used several strategies to control it, including promulgating and amending drug laws, implementing drug suppression and prevention policies, cooperating with international organizations and, more recently,

developing treatment facilities. Although Thailand has recently received positive results regarding reduction the opium cultivation area in the Golden Triangle and in arresting some major drug-trafficking individuals, three important issues still remain: (1) the continuation of using Thailand's advanced transportation system for the movement of illicit drug activities, (2) the rapid increase of amphetamine use among teenagers, and (3) the Thai police officers' lack of concern about the drug problem and insufficient knowledge about drug laws. The article concludes that the Thai government must emphasize drug prevention strategies and the interception of illicit transported drugs and motivate its police officers to more fully enforce drug laws. In addition, more research is needed to measure the effectiveness of the drug prevention strategies and treatment programs.

7. Suggestions

- 7.1 There should be a participation by local administrative offices in the designation of drug prevention and suppression policy including its implementation process. This includes a clear-cut authority in which each of the organization concerned can effectively proceed in an integration manner with other units and networks.
- 7.2 The community should have a participation in every step of the policy, starting from the policy's formulation, implementation, follow-up and evaluation.
- 7.3 Rules and regulations must be practical, clear and understood by the practitioners.
- 7.4 The continuity concept toward policy and plan should be emphasized.
- 7.5 There should be a responsible unit regarding budget allocation and see through whether the objectives and/or goals of the policy are served.

8. Suggestion for Future Research

- 8.1 Future research should focus on the operation at provincial levels in order to see the differences between the national and regional operations on drug policy.
- 8.2 There should be a study concerning the participation from private and people sectors regarding drug policy.

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The Prevention of Transnational Theft and National Security: A Case Study of Automobile and Motorcycle Theft

Thongphapoom Witar, Wijitra Srisorn, Sunthan Chayanon

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: s59484944001@ssru.ac.th, wijitra.sr@ssru.ac.th, sunthan.ch@ssru.ac.th

Abstract

The research on “The Prevention of Transnational Theft and National Security: A Case Study of Automobile and Motorcycle Theft” has its main objectives to 1) study the problems of the automobile and motorcycle theft in Thailand, and 2) study the guidelines for the prevention of automobile and motorcycle theft in Thailand. This is a qualitative research. The data obtained from in-depth interviews with those who are involved in the suppression of car theft reveal that most of the offenders have age between 21-25 years old, they had their primary school education, have no employment, used to commit a criminal case in the 2nd category that is offences against property, and they learn how to commit a crime from their peers. For the time interval, the data reveal that the theft frequently happens between 18.00-24.00 hours. For the location, the data show that the theft takes place in a blindness corner or out of sight areas. For the car-theft operation, the offenders use skeleton key, hardened steel, and/or solid wire to pull the door-lock. For the motorcycle, the culprits use T-shape steel key. The prevention of automobile and motorcycle theft can be undertaken by a cooperation of the local police officers to set-up several check-points during the same time period. Community relations should be organized in order to provide information to the general people of how to prevent the crime. Closed circuit television cameras should be installed throughout the risk areas. The police officers should issue a warning notice on car and/or motorcycle found in the risky areas. And finally, the police’s patrolling round should be increased during the nighttime period.

Keywords: Transnational theft, national security, automobile theft, motorcycle theft

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1. Introduction

Crime is considered as one of the serious social problems in Thailand. Crime has happened in a very long time ago in the past and it will continue to happen into the future. And, the occurrence of crime seems to be endlessly. It is a threat to both peace and well-order of the society. Any society is experienced with a lot of crimes, that society would experience low level of safety. People living in a society with a high rate of crime might be worried about safeness in their life and property including the well-being of their family-members, relatives, friends and their loved ones. Crime, when it happens regardless of place, time, or to whom, it will always bring with it the losses on property, body, and/or mind of the victims and people closed to them. But if the society is experienced with a lower rate of crime, that society will enjoy a high level of safety and become a peaceful society. People in a certain society could perceive the feeling of safeness toward their life and property as well as their loved ones. Whenever they do anything, at any time, at any place, they feel safe in their living (Sudsanguan Sutheesorn, 2557).

The crime problems will be reduced or diminished if the government and the people coordinate with each other in order to look after the society. The government should do its best in providing a better living condition for its citizens since one of the causes of crime is associated with poverty. When income does not meet with expenses, the criminals should to steal, snatch, and plunder property of others in order to sustain life. Moreover, when the economic condition becomes weak, this will produce an impact to the increasing rate of unemployment especially in urban area where there are a lot of working people living together and many educational institutions being located. There are also a lot of foreign workers who come to work in the big cities. As a result, the number of people in many large cities are increasing. There are many new communities being developed and expanded. The unplanned increasing number of people becomes one of the major causes of the occurrence of crime. Since everybody has to survive, he or she hast to look after the family. Some of these people choose to find money from committing a crime. At the moment, crime against property is one of the problems in society, especially those that involve with automobile and motorcycle theft (Chuangsakda Buranasiri, 2536).

Automobiles and motorcycles are movable properties and are needed by everyone to own. On top of that, these properties are expensive and are in danger of being stolen. Even though the owners of these properties try their best to protect them by using the most modern equipment and tools, they are not absolutely safe from being stolen. The criminals will find their ways in order to get these properties from their owners. The stealing methods are learnt among the criminals and are developed into a specialization of each pundit through his experiences. It really takes a few minutes to steal a car or a motorcycle from a beloved owner. Therefore, the automobile and motorcycle theft is one of the various crimes facing

society up until now (Ittirat Niyomsup, 2015). According to World Data Atlas (2019), in 2014, private car theft rate for Thailand was at 1.7 cases per 100,000 population. Though Thailand private car theft rate fluctuated substantially in recent years, it tended to decrease through 2005-2014 period ending at 1.7 cases per 100,000 population in 2014.

Based on the Border Security Management Plan (Office of the National Security Council, 2559), there are two types of national security. The first one is called a traditional security which includes: 1) the fighting along the borderlines, 2) the illegal immigration, 3) the unsettlement of borderlines, and 4) the weapons smuggling. The second national security is known as a non-traditional security and it includes 1) drugs trading, 2) illegal labor, 3) illegal immigration, 4) deforestation and environmental harm, 5) public disaster, 6) epidemic, 7) terrorism, and 8) transnational crime. Besides, there are other crimes that also affect national security in which they are drugs trading, pirate products dealing, the use of counterfeit banknotes in Salt Market, Amphoe Aranyaprathet, car theft and smuggling, and the unlawful hacking of Rosewood and other valuable trees. Dudley (2012) argued that in both Mexico and Central America, criminal groups seem to have overwhelmed the undermanned public security forces. Controlling illicit activity in rural and border areas, where migrants often cross, is particularly challenging.

From the above discussion, the researcher is interested in the study of “The Prevention of Transnational Theft and National Security: A Case Study of Automobile and Motorcycle Theft” in order to really understand the problems including the pattern of the crime being organized and hopefully to come up with the guidelines for the prevention of such as crime.

2. Research Objectives

- 2.1 To study the problems of the automobile and motorcycle theft in Thailand.
- 2.2 To study the guidelines for the prevention of automobile and motorcycle theft in Thailand.

3. Related Theories

The concepts on the prevention and control of automobile and motorcycle theft. Crime Prevention Through Environmental Design Principles. Jeffery (1977) has developed a crime prevention based on environmental design. In this respect, he argued that the physical environment will stimulate intrinsic motive of the culprit in order to commit a crime with a feeling of satisfaction or frightfulness from such a crime.

According to National Crime Prevention Council (2003), the basis of Crime Prevention Through Environmental Design (CPTED) is that proper design and effective use of the built environment can reduce the incidence and fear of crime. This in turn leads to improvements in the quality of life. In contrast to the approach of addressing crime concerns by

implementing visually affronting security or target hardening measures such as locks, hard barriers, security gates, security patrols, etc., CPTED promotes high quality and visually pleasing solutions as first responses that aim to enhance the legitimate use of space. CPTED can be applied without interfering with the normal use of the space. It is easy to apply and can be economical to implement, especially if it is done early at the planning and design stages of a project.

The four principles of CPTED are:

- Natural surveillance
- Natural access control
- Territorial reinforcement
- Maintenance and management

There are strong overlaps and synergies among the four CPTED principles. These have been identified separately for convenience and clarity of understanding. In practice, it may be useful to see all four principles as different facets of a single technique for dealing with the security of the physical environment. In respect to the first two principles, the term ‘natural’ refers to deriving surveillance and access control results as a by-product of normal and routine use of the environment.

Natural Surveillance

The fundamental premise is that criminals do not wish to be observed. Surveillance or the placing of legitimate ‘eyes on the street’ increases the perceived risk to offenders. This may also increase the actual risk to offenders if those observing are willing to act when potentially threatening situations develop. So the primary aim of surveillance is not to keep intruders out (although it may have that effect) but rather, to keep intruders under observation. Natural surveillance can be achieved by a number of techniques. The flow of activities can be channeled to put more people (observers) near a potential crime area. Windows, lighting and removal of obstructions can be placed to improve sight lines from within buildings.

Natural Access Control

Natural access control relies on doors, fences, shrubs, and other physical elements to keep unauthorized persons out of a particular place if they do not have a legitimate reason for being there. In its most elementary form, access control can be achieved in individual dwellings or commercial establishments by the use of adequate locks, doors and window barriers. However, when one moves beyond private property to public or semi-public spaces, the application of access control needs more care. Property located entrances, exits, fencing, landscaping and lighting can subtly direct both foot and vehicular traffic in ways that

decreases criminal opportunities. Access control can be as simple as locating a front office to a warehouse.

While access control is more difficult on streets and areas that are entirely open to public use, there are other techniques for controlling access in these circumstances. For example, non-physical or 'psychological' barriers can be used to achieve the objective of access control. These barriers may appear in form of signs, paving textures, nature strips or anything that announces the integrity and uniqueness of an area. The idea behind a psychological barrier is that if a target seems strange, or difficult, it may also be unattractive to potential criminals. Because any strategy that fosters access control is also likely to impede movement, careful consideration should be given to access control strategies. Such strategies may limit the opportunity for crimes but should not hinder the mobility of potential victims.

Territorial Reinforcement

People naturally protect a territory that they feel is their own, and have a certain respect for the territory of others. Clear boundaries between public and private areas achieved by using physical elements such as fences, pavement treatment, art, signs, good maintenance and landscaping are ways to express ownership. Identifying intruders is much easier in such well-defined spaces. Territorial reinforcement can be seen to work when a space, by its clear legibility, transparency, and directness, discourages potential offenders because of users' familiarity with each other and the surroundings.

Maintenance and Management

This is related to the neighbourhood's sense of 'pride of place' and territorial reinforcement. The more dilapidated an area, the more likely it is to attract unwanted activities. The maintenance and the 'image' of an area can have a major impact on whether it will become targeted. Another extension of the concept is that territorial concern, social cohesion and a general sense of security can be reinforced through the development of the identity and image of a community. This approach can improve not only the image of the population has of itself, and its domain, but also the projection of that image to others.

With clear spatial definitions such as the subdivision of space into different degrees of public/semi-public/private areas and the raising of standards and expectations, the level of social estrangement would decline. This is known to be related to reduction in opportunities for aberrant or criminal behavior, such as vandalism. Maintenance and management need to be considered at the design stage, as the selection of materials and finishes will impact on the types of maintenance regimes that can be sustained over time. For example, plant material should be selected for its size at maturity to avoid blocking of sight lines.

Basic Design and Management Strategies

The four CPTED principles can be translated into various planning and design strategies that would enhance security. These strategies can be categorized as follows:

1. Allow for clear sight lines,
2. Provide adequate lighting,
3. Minimize concealed and isolated routes,
4. Avoid entrapment,
5. Reduce isolation,
6. Promote land use mix,
7. Use of activity generators,
8. Create a sense of ownership through maintenance and management,
9. Provide signs and information and
10. Improve overall design of the built environment.

The decision of which strategy or combination of strategies to apply will depend on the site condition, the functional requirements and the designed programming of the space, as well as the design intent.

Factors that make transnational crime possible. According to Finckenauer (2000), in recent report of a workshop commissioned by National Institute of Justice (NIJ), the National Research Council said that transnational crime was being affected by three related factors:

- Globalization of the economy
- Increased numbers and heterogeneity of immigrants
- Improved communications technology

These factors do not “cause” transnational crime. Rather, they facilitate crime, or in some cases, they are criminal opportunities in themselves. For example, immigration does not cause crime. The desire to immigrate, however, may cause people to violate immigration quotas and regulations and may lead to illegal immigration, which in turn is exploited by criminals. Most of the causes of transnational crime are not new; they are, in fact, quite similar to factors that drive crime in general: disparate socioeconomic conditions, which stimulate migration and its antecedent trafficking in persons; the desire for illegal goods and services, which moves crime into the transnational realm when the suppliers are in one country and the consumers are in another; and the universal greed for money and power.

4. Research Methodology

4.1 This research is a qualitative research.

4.2 The data are gathered through the documentation, textbooks, official papers, rules and regulations, official police orders, related document, and research.

4.3 The in-depth interviews are conducted with 10 police officers who are responsible for the prevention and suppression of automobile and motorcycle theft.

5. Research Findings

5.1 The problems of the automobile and motorcycle theft in Thailand.

The automobile and motorcycle theft criminals can be divided into two major groups: 1) those who are teenagers, and 2) those who are offenders by profession. For the criminals who are teenagers, they would commit the crime when the conditions are right and they do it for their own use, such as the vehicles are left in the isolated area. These offenders do not have a proper education and employment. They used to commit a criminal case and they learn the stealing techniques from their friends. They are in between 21-25 years old. For those who are criminals by profession, they work together in a group and they devise a plan before committing a crime. They are between 25-50 years old. They divide the work among themselves. They search the target vehicles based on orders. After they get the stolen vehicles, they will drive to the designated location. There will be another person who will drive a car to the border area, mostly at Aranyaprathet, Sa Kaeo province. The vehicles may be delivered both in a complete form or they may be dismantled into various parts. There is no use of a trailer or a tow car in the stealing process since it would be easily sighted by police checkpoints on the way. For the time interval, the information obtained from the interview reveal that the theft frequently happens between 18.00-24.00 hours. For the location, the data show that the theft usually takes place in a blindness corner or out of sight areas. For the car-theft operation, the offenders use skeleton key, hardened steel, and/or solid wire to pull the door-lock. For the motorcycle, the culprits use T-shape steel key.

5.2 The guidelines for the prevention of automobile and motorcycle theft in Thailand.

The basic prevention of all possible crimes especially in automobile and motorcycle theft, the police officers have organized patrol squads, performed their regular duty, set-up checkpoints as well as interception points in order to detect all of the suspected vehicles. There are a verification of registered document concerning the vehicles. The comparing of the vehicles' license numbers with the reported stolen cars information. There is a search for suspected devices in the car, such as screwdriver, sharp-pointed iron bar, and/or skeleton keys. The verification is undertaken through the Command and Control Operations Center (CCOC), Police Data Center and Lost Car Center. There is also a coordination with police volunteers in patrolling in most risky areas, such as flea markets and various community centers. There should be public announcements on a regular basis concerning the possibility of the crimes. The warning signs should be posted in the risky areas including the recommendation on how to park the cars safely, for instance, using the proper locks, or do

not forget to leave the keys in the cars. In order to prevent the possible theft, the police can first confiscate the vehicles and put them in the official pound if the said vehicles are found in the risky areas. In this respect, the appearance of police officers is always one of effective ways to scare away the criminals. Another effective way to prevent the cars from being stolen is to set-up the closed-circuit television cameras (CCTV) in the out of sight areas. On top of the official ones, the CCTV could be installed by the general caring people and/or the private establishments in the affected areas such as restaurants, games stores, pubs, bars, etc. According to the Crime Prevention Through Environmental Design (National Crime Prevention Council, 2003), discussed somewhere earlier, the fundamental premise is that criminals do not wish to be observed. Prawit Songkaew (2014) on his research on “Public Participation in the Prevention of Motorcycle and Car Theft in the Area of Mueng Nonthaburi Police Station” also found that community participation is very importance in the prevention of car and motorcycle theft.

6. Discussion

The research on “The Prevention of Transnational Theft and National Security: A Case Study of Automobile and Motorcycle Theft” is in congruent to the work being accomplished by Curry and Spergel (2006) on “Gang homicide, delinquency, and Community” in which the analysis of community-level data on community areas in Chicago substantiates two conceptual differences: the first, between gang crime and delinquency as community-level phenomena; and the second, between theoretical associations of each of the former to community-area patterns of social disorganization and poverty. One pattern is more common in Chicago’s black communities. Five measures of the quality of community life used are gang homicide, delinquency rate, unemployment rate, percentage living below the poverty level, and mortgage investment per dwelling. Identifying communities as white, black, Hispanic, or mixed and applying discriminant analysis reveal the racial-ethnic communities as distinct social worlds. This research is also in the same line with the research undertaken by Felson and Clarke (1998) on “Opportunity makes the thief: practical theory for crime prevention” in which it said crime theory can and should assist crime prevention. Recent “opportunity” theories of crime have emphasized principles which are close to the real world, easy to explain and teach, and ready to put into practice. They include the routine activity approach, the rational choice perspective, and crime pattern theory. These theories build on the old saying that “opportunity makes the thief.” They are described in this research, which argues that opportunity is a “root cause” of crime, and illustrates how the theories assist thinking about crime prevention. Based on this research, ten principles of crime opportunity theory are: 1) opportunities play a role in causing all crime, 2) crime opportunities are highly specific, 3) crime opportunities are concentrated in time and space, 4) crime opportunities

depend on everyday movements of activity, 5) one crime produces opportunities for another, 6) some products offer more tempting crime opportunities, 7) social and technological changes produce new crime opportunities, 8) crime can be prevented by reducing opportunities, 9) reducing opportunities does not usually displace crime, and 10) focused opportunity reduction can produce wider declines in crime.

7. Future Research

Future research should focus in the areas of problems and obstacles in the prevention and suppression of automobile and motorcycle theft encountered by the police officers. The future research is also suggested to investigate the causes and/or factors that influence the wrongdoers in committing car and motorcycle theft.

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Eastern Economic Corridor (EEC) Development Strategies

Hassathron Narong, Sirot Bhaksuwan, Wijitra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: s59484944007@ssru.ac.th, sirot.bh@ssru.ac.th, wijitra.sr@ssru.ac.th

Abstract

This research has two objectives: 1) to study development strategies of Eastern Economic Corridor, and 2) to explore implementation of the strategies. The study was based on qualitative research involving in-depth interview with 20 experts from public and private organizations, stake holders, as well as Thai and foreign investors.

The study revealed that 1) guidelines for the development of strategies of Eastern Economic Corridor straddle five steps: (1) develop a targeted industrial strategy using advanced technology, (2) develop a transportation infrastructure strategy that links potential economic areas and supports the targeted industry groups to serve global market, (3) develop a strategy to support public utility and public assistance, (4) develop environmental strategy for major cities in provinces to be livable cities, and (5) develop a special privilege and facilitation strategy, and 2) there is a clear and concrete development policy and supporting from public and private sectors that enable the ability to implement the development strategies for the expansion of the increasing demand of the business. Key strategies for improving the competitiveness of the industry are implementation of strategic management, followed by the implementation of strategies for improving facilities and infrastructure, potential development for entrepreneurs and industry personnel, and the implementation of the logistics system improvement strategy, respectively.

Keywords: Strategy, Eastern Economic Corridor (EEC), Economy

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1. Background of the problem

In the midst of rapid changing of regional, global context such as political conditions in foreign countries, uncertainty of economic policy, increased competition at the regional level of the ASEAN Economic Community (AEC) that aims to set up single market for production base with a freely mobilizing goods and services, investments and skilled workers, these factors affect foreign companies' options to set up production and distribution bases. Some countries with leapfrogging economy, low wage labor advantages at young age, and the location of the country are considered competitors of Thailand. To keep pace with changes and cross over various obstacles, whether it is a medium income trap, global economic or political fluctuations as well as trade competition, investment with foreign countries, Thailand needs to accelerate, strengthen and increase trade competitiveness by elevating the economy to a technology-driven economy, with creativity and innovation (Secretariat of the House of Representatives, 2017).

Meanwhile, at the Asian region, China, India, Japan, South Korea as well as ASEAN are driving the world both investment and economic growth with a total population of over 3.5 billion people and GDP accounted for 32% of world GDP. From north to south, from China to Indonesia, from east to west-Vietnam to Myanmar, Thailand is located in the center connecting group of Asian economies. With the strategic point of AEC in term of production, trade, export and transportation, in the middle of Cambodia, Laos, Myanmar and Vietnam, which are growing rapidly, Thailand is the best position of investment in ASEAN to connect with Asia and the world.

Eastern Economic Corridor (EEC) development project is a strategic plan under Thailand 4.0 policy. It is a continuation of a development of spatial area from the Eastern Seaboard development project that had been successfully implemented for more than 30 years. With EEC, Office of the Eastern Region Special Development Policy Board would fulfill its investment promotion so as to elevate Thailand's competitiveness and economy growing in the long run. The initial phase is to level up areas in three provinces of Eastern region, namely Chonburi, Rayong and Chachoengsao to be a special economic zone to support systematic economic drive with efficiency through management mechanisms. EEC is under the supervision of Policy Committee for the Eastern Region Special Economic Area headed by Prime Minister of Thailand.

2. Objectives of the Research

The research covers two portions including;

2.1 To study strategies for developing EEC

2.2 To study the strategy implementation in the EEC development

3. Literature Review

Eastern Economic Corridor: EEC

As stated in the previous section, EEC refers to area in Chachoengsao, Chonburi and Rayong provinces and includes other provinces or related areas. This region has potential to develop with the availability of transportation infrastructure, the needs of entrepreneurs, the provision of various resources, and the linkage with other economic centers. EEC was established to promote trade and investment and facilitate the operation of businesses which are important factors for the development of the country's competitiveness and to spread the development to other areas to improve the quality of life of people thoroughly, (Royal Gazette, 2017: 30).

EEC aims to attract new investors to invest in 10 industries of the future for which the government has prepared the physical infrastructure, basic Infrastructure, laws, regulations and benefits to investors (Kasikorn Thai Research Center, 2016: 1)

Origin of EEC

EEC is built on the success of the Eastern Seaboard project, which began more than 30 years ago during the government of General Prem Tinsulanonda. At that period of time, the government had set up various agencies to help drive massive investments in the Eastern Seaboard area under "National agenda" so that everyone would come together to develop and created the country's first deep-water commercial port in Laem Chabang, Chonburi province. This area was known as the production base of important industries, both in the petrochemical industry at Map Ta Phut area in Rayong province as well as in the automotive industry in Chonburi province. Eastern Seaboard project spread prosperity through the region, made the eastern part to be an important economic area, and turned Thailand to a leading country in the region. Consequently, establishment of 32 industrial estates of nearly 5 thousand factories with a combined investment of over 50 billion dollars had been carried out. As a result, Thailand was known as a center for the production of motor vehicles and major auto parts (Detroit of the East) as well as becoming one of the five largest petrochemical production centers in Asia. A noticeable increase in the total income of the eastern region from the original proportion of only 3.6% and 10.3% of GDP in the country and Bangkok, respectively, in the year 2525 up to 17.1% and 40% in 2014. The per capita income of people in the eastern region has continuously increased from the previous 30% less than that of Bangkok people, to more than 26% of Bangkok people. It can be said that east coast development project is a major change in the Thai economy. The automotive and petrochemical industry has become the main gear that drives Thailand economy attracting foreigners to invest and generate income for the country over 30 years (Kobsak Phutrakul, 2016).



Figure 1: Map Ta Phut Industrial Port Project Phase 3, TOR Draft, July 2018

The EEC project is, therefore, a new hope to drive the Thai economy in the industrial 4.0 era, in the development of the East Coast area to be ASEAN's leading economic zone and pleasant cities. As well, it is hoping to attract investment in new target industries (New S-Curve) to create changes in product styles and advanced technologies—an important mechanism for driving the economy (Details as in Figure 1). Moreover, the main goal is to fulfill the overall picture of investment promotion that will raise the industrial level of the country, increase competitiveness and make Thai economy grow in the long run. In the initial phase of EEC includes 3 areas of Chonburi, Rayong and Chachoengsao province to be upgraded to a special economic zone. To ensure systematic economic driving and effectiveness through management mechanisms, EEC is supervised by the Eastern Region Special Economic Zone Policy Committee with the Prime Minister as president (Office for Development of Special Economic Corridor, Eastern Region, 2016)

Ever since the government has announced plans to invest in the large-scale urgent infrastructure (Action Plan) in the year 2016-2018, as well as accelerating the investment in infrastructure projects in the Eastern Special Development Zone, a huge number of projects with total investment of several trillion baht have been carried out. At present, many projects are under operation. Some are completed, including port of Laem Chabang Port A Project; others are in progress such as the civil works section of the Red Line electric train, Phase 1 railway project in all 7 routes, Thai-Chinese high-speed railway project Bangkok - Nakhon Ratchasima part 1. In addition, the electric train in Bangkok Metro projects, such as red line, pink line, and yellow line, are either approved or under the preparation phase reflecting the huge amount of money from the annual budget that is likely to gradually enter the economy and is one of the major driving forces of the country's economic growth. For the direction of investment and construction of the government in 2019, Kasikorn Research Center Summarize the important points depicted in Figure 2 below.

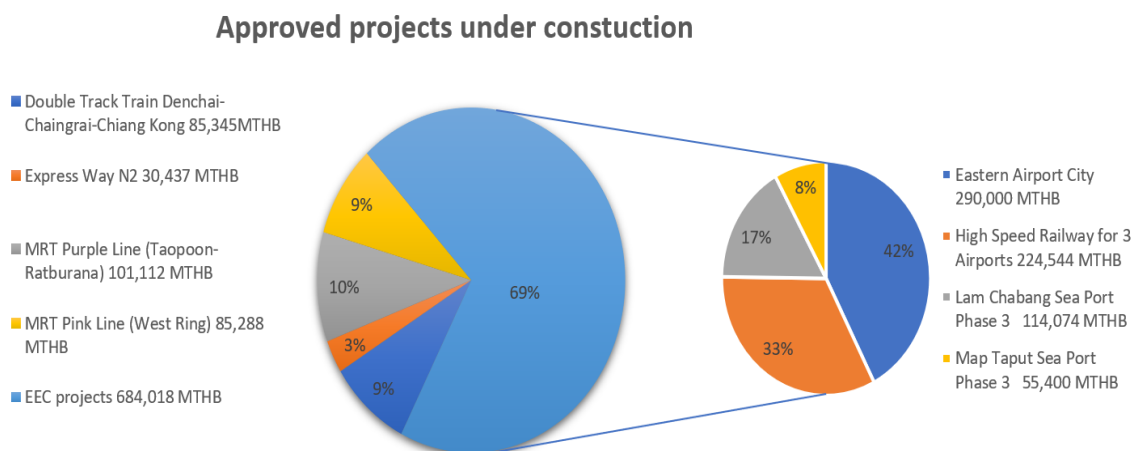


Figure 2: Projects approved and expected to start construction in year 2019

The notable issues are projects that have been approved and are expected to begin construction in 2019 with a total project value of approximately 950,200 million baht, creating the momentum of the area development that the government emphasizes as the development strategy to a value of nearly 684,018 million baht or 72 percent of the entire construction value of the year 2019. Projects that are currently under tendering process include high-speed rail linking between 3 airports, Laem Chabang Port Project and Map Ta Phut Phase 3, and Eastern Aviation City Project. These infrastructure projects are considered an important factor in attracting investors to enter the area, apart from privilege benefits received through the EEC Act.

In addition to the approved projects of EEC area, many projects are expected to be under construction including a double track railway project, Phase 2 from Denchai to Chiang Khong-which is the first route from all 9 routes, the MRT Purple Line Project (Tao Pun - Rat Burana); the West Orange Line (Cultural Center - Bangkhunnon) that will be auctioned by the beginning of the year and is believed to be able to start construction in the second half of 2019 (See Figure 2).

Kasikorn Research Center viewed that in the year 2019, under the conditions of the general election and the implementation of the new government, does not significantly affect the progress of various large-scale infrastructure projects including the process of finding the winner of the tender for the projects that have been approved according to the schedule (Mega Projects). If considering the possibility of disbursement funds that will enter the economy from projects that are under construction and new projects that are expected to start construction by dividing the disbursement into sub-phases, according to the progress of each project, the Center estimates that in the year 2019, the government's disbursement from

major Mega Projects may be higher than 2018, with the acceleration of disbursements likely to occur in the second half of 2019 or after the first half of the election.

In addition, partly because of the fact that the government sector is required to comply with the criteria specified in the state construction transparency requirements (Construction Sector Transparency Initiative: CoST) of the Comptroller General's Department and the preparation of the infrastructure fund (TFFIF) while the projects are in the beginning making the withdrawal of funds during the past 2017-2018 have occurred gradually. At the same time, the evaluation of this sum of money has considered the conditions of joint investment between the state and private sector in the main project in the EEC area, which is a PPP Net Cost model, which construction investment will not come from the government sector, but from that of the private sector who wins the tender.

From the value of the construction of the government, which consists of 2 major parts, namely the investment budget from the annual budget expenditure which is initially estimated that in 2019 should be disbursed at a rate similar to that in 2018, and the other part is the disbursement value of the government sector in the construction of large-scale infrastructure projects that are expected to accelerate in 2019 under both conditions for election issues and the recruitment process for auction winner is perfect, Kasikorn Research Center therefore estimates that the construction value of the government sector (GDP, state construction) in 2019 may have the potential of higher growth than the year 2018.

Of course, in the year 2019, the good trend of construction budget from the government sector to enter the system that is higher than the year 2018 will play a role in stimulating the supply chain in both the upstream part which is a group of construction materials, and downstream groups that are subcontractors. Especially when evaluation is made later in the next year or at least in 2020, expecting disbursements for the construction of large-scale infrastructure projects in the government are likely to accelerate more on the assumption that Thailand has political stability and has continuously pushed these projects. For issues that need to be monitored is the management of the sources of funds both in the public and private sectors under the circumstances that domestic financial costs are likely to increase in the years ahead.

The government accelerated the development of large projects.

There is a clear intention under the government's national development policy and the National Peacekeeping Council (NCPO) to create changes for the economy via mega projects. As Thailand does not have a large investment for a long time due to the political problems and conflicts that have arisen, the proposal for new projects were difficult and, as a consequence, the lack of development has dragged the country's competition. Accelerating large projects in many areas of the government is considered a very good rhythm. This is because, apart from the reasons of decision-making power and the project progress, there are

also economic reasons as the country's economy has been hit hard by the global economic crisis. The export sector that is the main engine of income of the country was under downhill affecting the overall economy of the country. Accelerating the push for these large projects is considered an appropriate time. The progress of large-scale projects in Thailand has many limitations, from the delays of the bureaucracy itself to the budget constraint. But the pushing efforts that began to see results this year have created more hope that these projects will achieve their goals. That is, in addition to helping to make the appearance of the country's economy in the future also helps to offset the effects of the global economic crisis as well. Therefore, the more the project is pushed out and the more transparent the procurement process is, the more effective it is.

In view of economic experts from private sector and government agencies e.g. the Bank of Thailand (BOT) and the Office of National Economic and Social Development (NESDB), focus is made on the government investment to support Thai economy to continue growing at an appropriate level meaning that, to this year, the hope of sustaining the economy is depending on a large investment in the government sector and will affect the confidence in the economy as well. Now, the public has already aware that the government will have a large investment each of which has plan. Perhaps. But they are not confidence that these projects will be able to proceed according to the specified time frame. If the government can do everything according to the time frame, it is believed that will make public confident in the implementation of government policies. Moreover, at this period of time, the political situation has begun to vibrate in many ways and Thai politics are always important variables for the implementation of government projects either modifying or slowing down the project. Therefore, in addition to speeding up the project, the government needs to build more confidence to sustain political problems that are still unable to predict, even though the NCPO has already determined a clear roadmap for the development of Thai politics.

As Kasikorn Research Center concluded, it can be seen that large-scale government projects are extremely important this year especially in the period that Thailand economy is only relying on tourism industry. Perhaps, large projects are important indicators to the economic direction of the country. If the large projects run smoothly, confidence is created and stimulation is made to other sectors for the recovery of Thai economy. But if it fails, the result will be at the opposite side.

4. Research Methodology

This research is a qualitative research using in-depth interviews with 20 experts from government agencies and private organizations, stakeholders from Thai and foreign investors.

Research Instrument

Semi-structured in-depth interview with key informants on issues related to:

1. Guidelines for the development of strategies for the development of the Eastern Economic Corridor
2. The ability to implement the strategy for the development of the Eastern Economic Corridor

Data collection

1. Primary data, obtained from interviews with semi-structured interviews by in-depth interviews
2. Secondary data, obtained from studying and analyzing relevant documents and research, including books, textbooks, publications, as well as articles, news and information from the internet of government agencies related to various industries

Data analysis

Data analysis was carried out from the interview form. Then, content analysis technique was used to make replicable and valid inferences by interpreting and coding textual material. By systematically evaluating texts obtained from interviewing key informant groups with sound recording and photography and then take information from Tape interviews, conversations, body text from photo documents, classification of information according to purpose perform data analysis and check with information obtained from other sources.

5. Research Results

Results of the study are classified into 2 parts

5.1 Guidelines for the development of strategies of the development of Eastern Economic Corridor

Guideline 1: Develop a targeted industry strategy that uses advanced technology, with environmentally friendly, consistent with the potential of the area, and together with accelerating the practical environmental problem solving in the area. It is recommended that encouraging of using high technology shall be made together with research and development to reduce the impact on the environment and communities such as reducing pollution emissions, using energy efficiently, managing of Industries, developing towards eco-industry, supporting the development of industrial groups that have production process linkage, supervising industrial factories to comply with strict environmental laws and standards, continuously encouraging public sector and educational institutions and local government organizations to participate in monitoring environmental quality, and finally establishing of fund for the industrial sector to take care of the community.

Guideline 2: Develop the transportation infrastructure strategy to link the potential

economic areas to support the target industry groups and link to the global market, and to raise the level of competitiveness of the country. This can be achieved by expanding the capabilities of all forms of transport infrastructure with international standards i.e. integrating 3 airports namely Suvarnabhumi, Don Mueang and U-Tapao together. Integrating between other forms of transportation such as by land and by sea shall be made available to support increasing activities in areas and linking to the surrounding areas and the world market.

Guideline 3: Develop strategies for public utilities and facilities, basic infrastructure and social services, standardized environment, to raise the quality of life of people, balancing development and distribution of benefits to the community.

These shall cover developing public utilities and facilities such as water networks (raw water, tap water), electrical systems, information technology, environmental management especially garbage and waste water. Provisions of the utilities and facilities shall come with quality and quantity that meet needs of people and economic activities. Raising of the level of public health services in both quantity and quality as well as promoting the linking of the main economic sectors with the community economy in all production sectors both in the service industry tourism and social business are a must.

Guideline 4: Develop strategies for urban environment of the important cities to be livable cities with conducive to the balance of economic and social growth. Prioritization shall be done to increasing green space, to caring for public safety, to urban planning and enforcement, to create a better environment and life for the people, to develop information technology efficiency in the area, to enable people in the area to participate in urban development and planning Including the opportunity for the private sector to participate in the development of PPP in order to increase the efficiency of city management. The development of major cities in the EEC areas are:

- Chachoengsao: Develop as a modern residential city that supports Bangkok and EEC expansion.
- Pattaya: Develop as a business tourism city, health and recreation, ASEAN's premier international convention and exhibition center, Tourism Innovation City, lively natural tourist city, and the International Medical Service Center (Medical Tourism)
- U-Tapao: Develop as an ASEAN aviation and logistics business center
- Rayong: Develop as a city of education and science International city with modern business

Guideline 5: Strategies to provide privilege benefits and facilitation to attract target industries

Providing additional privilege benefits to investors from the past such as exemption of corporate income tax up to 8 years, corporate income tax reduction for 50% for a period of 5 years, except import duty on machinery and raw materials, etc. long-term rental, visa and

work permit facilitation, establishing a fund to increase the competitiveness of the target industry and to support investment, research and development of the private sector, establishment of an investment comprehensive service center (OSS: One Stop Service) to facilitate the approval of various permits, establishing a free trade zone (Free Trade Zone) such as in the airport area U-Tapao, an area near Laem Chabang Port, etc, and establishment of a financial transaction center and permission to use foreign currency, etc. shall also made available.

5.2 The ability to implement the strategy for the development of the Eastern Economic Corridor

Important factors affecting success and pushing for the Eastern Economic Corridor include a clear and concrete development policy, support from the public and private sectors to support the expansion and accommodate the increasing demand of the business. The key strategy for improving the competitiveness of the industry is the implementation of strategy management, followed by the implementation of strategies for improving facilities and infrastructure, then development of potentials for personnel and industry personnel, and finally the implementation of the logistics system improvement strategy, respectively. When considering each in detail, the results appear as follows.

5.2.1 Implementation of strategy management

Government and private agencies in the Eastern Economic Corridor have made strategic and policy planning for short-term and long-term strategic management so as to comply with government policies. Provinces in the Eastern Economic Corridor Group have set up a MICE CITY strategic plan to upgrade Rayong province to be a city of: meeting and Travel, international trade fairs with quality and standards to increase competitiveness and to gain national and international recognition. The strategy is to promote public relations and marketing with a focus on specific groups, to develop a variety of travel routes to connect with various activities, to develop and upgrade personnel that support the industry in the area to meet the standards and raise accommodation standards and infrastructure development to support activities.

5.2.2 Implementation of the strategy to improve facilities and infrastructure

Government and private agencies in Eastern Economic Corridor need to improve facilities and infrastructure to support the development of change, and to exhibit the ability to compete in the management of the industrial sector of the Eastern Economic Corridor. The government has already allocated budgets to improve facilities and infrastructure, for instance, the development of transportation networks in the eastern region, water transportation network in Laem Chabang Port, Phase 3, the Railway-Port Transport Linkage

in Map Ta Phut Industry, the expansion of Bangkok-Chonburi motorway to Pattaya - Laem Chabang, and the future plan of motorway from Laem Chabang - Nakhon Ratchasima. In addition, the double track railway which will be the main transportation network, is under construction from Chachoengsao - Khlong 19- Kaeng Khoi. Studying of double track train from Bangkok-Rayong is also being made. As for the air transportation network, U-Tapao is being developed to be the third fully commercial airport to support the Eastern Economic development and to link to Don Mueang Airport and Suvarnabhumi airport including to be an aircraft maintenance center to reduce foreign currency losses. Chuk Samet Deep Sea Port is under development to be a cruise ship yacht. Ferry for Pattaya-Chuk Samet-Cha-am route help reduce travel time between the East and the South. These improvement and development offer full services for industrial businesses in the future.

5.2.3 Implementation of the logistics system improvement strategy

EEC possess strengths in geographic areas and plenty resources that have potential to support various industries. With unique natural resources, EEC attracts tourists or visitors who come for leisure or for international meetings. Together with its readiness in infrastructure, transportation and logistics systems, convenient transportation network, both land and air, and by the sea which the government has fully supported the budget for improvement and development will increase the use of various industries in the future.

6. Summary and discussion

From the analysis, it was found that the Eastern Region Economic Corridor Project would benefit all sectors, namely

6.1 Economic development of the provinces both in the industry and tourism. Even though EEC is focused on the industry, but the government has not ignored the issue of tourism. Therefore, development in transportations such as double track trains, high-speed trains development of U-tapao International Airport, Rayong, and Pattaya, the construction of various roads such as Line 36, Line 3, Motorway construction are envisioned and under project implementation. It is clear that the large transport system is terminated at Rayong province enabling tourists and visitors to come. Spill-over effect will be made to other industry such as tourism, and agricultural sector.

6.2 Business groups that gain benefits. Logistics business: Due to the development of transportation systems in all aspects, there are opportunities of investment in modern warehouse group and the Third Party Logistics Service Provider (3PL), which will help support the new business. In addition, the development Dawei port in Myanmar and the “Look South Policy” from China help promote EEC as a transportation hub connecting the Pacific Ocean and the Indian Ocean together. Fuel and bio-chemical industry: As Thailand

has agricultural advantage and diversity of agricultural products, there are opportunities for investment in bio-fuel business in accordance with Bio Economy policy. Tourism Business: With the development of high-speed rail routes and U-Tapao Airport, it will pull the chartered aircrafts of group of Chinese and Russian tourists that account for 45% of the tourist market to Pattaya. The development of Chuk Samet Deep Sea Port help support the quality tourism market that will generate more revenue for related businesses.

6.3 People benefit from the development of basic infrastructure and utilities. People can travel to and from the Eastern Development Zone into Bangkok within 1 hour by a high-speed train, meaning that people in the area can come to work in Bangkok or people in Bangkok are able to travel to work and contact businesses in the eastern region in the same day. Eastern Special Development Zone can be viewed as a suburb of Bangkok spreading the prosperity out of Bangkok. People may have more choices in their careers or better quality of life that that is no different from being in Bangkok due to the accessing to high quality public transportation systems and complete facilities.

6.4 Investment. Office of the State Enterprise Policy Committee and related agencies have jointly established rules, procedures, conditions and procedures for joint investment with the private sector or for private investors so that important investments in the EEC can be done flexibly carried out. Process, standards of transparency, disclosure of information in accordance with the joint investment with the private sector according to the Joint Investment Act of 2013, are maintained. Project approval time is shortening by performing each step together and parallel to each other, thus reducing the duration of the approval period to 8-10 months (down from 40 months in normal case, and 20 months for fast track, respectively). Such criteria will apply only to the major investment projects that are of high importance which must be proposed for approval by the Special Economic Corridor Development Policy Committee in the East. Currently the committee has already approved 6 projects, namely (1) U-Tapao Airport and Eastern Aviation City (2) High-speed rail connecting 3 airports (3) Map Ta Phut Pier Phase 3 (4) Laem Chabang Port Phase 3 (5) U-Tapao Aircraft Repair Center and (6) Industrial Promotion and Digital Innovation Zone2.

7. Suggestions

The research reveals that the implementation of the Eastern Economic Corridor Development Project, which has passed for a while, has a low level of overall progress. If the government wants to speed up the project success for the benefit of all sectors, it needs to build up a process which every part is involved.

- 1) Strategy: The government must adjust the strategy from the policy creation from top to bottom by allowing people to be involved in the planning process, and in the implementation of the Eastern Economic Corridor Development Project, in order to

build confidence in the management of the public sector towards the implementation of the Eastern Economic Corridor Development Project.

- 2) Operation: Clarity in regard to regulations of laws, it must be redefined in order to cope with growth. Many regulations and laws create problem for development. Adjustment to be consistent with investment and up to date are recommended.

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The Trend on Marijuana Free Trade

Rangsee Patlee, Sunthan Chayanon, Wijittra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: s61484944008 @ssru.ac.th, Sunthan.ch@ssru.ac.th, Wijittra.sr@ssru.ac.th,

Abstract

Marijuana or ganja (in Thai) is listed under the drug list according to the law in many countries around the world including Thailand. Marijuana is a plant that considered as a psychoactive substance and causes addiction. Thailand has designates that marijuana is an addictive drug in the 5th category based on the Narcotic Act B.E. 2522 in which it is prohibited by the general people to produce (cultivate), distribute, import, export or possess. At the moment, there are researchers who reveal the benefits of marijuana in terms of medical, entertaining, and economic perspectives. This research is aimed to study 1) the guidelines in the marijuana free trade in Thailand, and 2) the trend on marijuana free trade in Thailand. This is a qualitative research where the data are derived from electronic data-base, document as well as academic articles including data from related research. The in-depth interviews are conducted with 3 different groups of people, say, 5 medical scientists, 5 local politicians, and another 5 general people. The results show that there are pros and cons concerning the free trade of marijuana depending on the individual's perspectives and the usage. The marijuana free trade in Thailand could be possible with a certain limitation and a specific legal punishment if the drug is used for other purposes. The government has to assess its ability whether it can wield and control the use of marijuana in Thailand.

Keywords: Marijuana, free trade, legalize the use of marijuana

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1. Introduction

Marijuana or marihuana is a plant in a tropical zone such as Asia, South America and Middle East. The historical data show that there was a use of marijuana date back 4,000 years ago, for instance, the use for food for both human and animals, the use for relaxation, the use for making equipment such as ropes or clothing including the use for medical purposes. The use of marijuana for medical intentions happen in many places in the world. There were systematic reports concerning the use of marijuana for medical purposes in Europe and America in the 19th century. When there is a much progression in science, there is a discovery of a substance in marijuana that affects psychoneurosis especially a substance from leaves and flowering tops. The important substance from marijuana is known as delta-9-tetrahydrocannabinol (THC) when it enters into the brain it will catalyze with cannabinoid receptors resulting in a euphoria, anxiety; in some cases the perception toward environment will change, such as auditory hallucination, hallucination, or delusion. The next important substance is called cannabinoid (CBD) which has less impact on the brain. The discovery of these substances together with their impact makes the regulations on marijuana become very intense.

In 1937, the American government has passed the Federal Bureau of Narcotics, the Marihuana Tax Act (5) and later in 1941, the marijuana has been withdrew from American Pharmacopoeia. The regulations on marijuana have been more intensive when the United Nations has put marijuana within Single Convention on Narcotic Drugs in the year 1961. The main point is the prohibition toward distribution and production of psychoactive substance except for the research and medicinal purposes (Rapeepong Suphanchaimat and Chosita Pavasuthipaisit, 2560). There are a lot of debates concerning how to regulate the marijuana. Many countries, including Thailand, prohibit the use, cultivation, distribution, production and medical utilization of marijuana. But there are also many countries in the world allow the use of marijuana for medical purposes only. However, there are many countries such as Spain, the Netherlands, the United States of America and Uruguay allow the use of marijuana for recreational purposes. But the said countries have set measures to regulate the possession, consumption, the addict and others based on the concept that the prohibition of drug use cannot reduce the drug consumption but causes drug smuggling and losing of income from tax levied by the state (Chanchai Euachaikul, 2553). In The United States, the use of marijuana is allowed in some states for a recreational purposes such as in the states of Colorado and Washington D.C. for those who are 21 years old and over. In some other states such as New York, Nevada, Arizona, and Hawaii, the use of marijuana for medical purposes is allowed. The cultivation of marijuana is supervised to produce the highest amount of THC in order to get rid of the cancer cell. In each state that is allowed to use marijuana for medical purposes will specify the exact measures that are different from state to state, for example, the

type of disease that can be cured by marijuana (Academic Affairs Office, The Secretariat of the House of Representatives, 2560).

In Thailand, marijuana is known as the Type 5 narcotics classification under the Narcotics Act B.E. 2522 in which it is illegal for the general people to produce, import, export, distribute and possess the marijuana. Thailand has been suffering from the drug problems in terms of production, trading areas, spreading areas and a transit areas. These situations have been producing a great impact on the society regardless of the heavy legal penalty. On the other hand, marijuana or cannabis contains substances that can be used to treat many known diseases. College of Public Health Science, Chulalongkorn University organized a seminar on “Free Trade of Ganja (marijuana) and the Future of Thailand” with the emphasis on the benefits and adverse effects of marijuana. One of the suggestions derived from the seminar is that there should be a referendum from people in the society before any decision on the permission or legal amendment concerning the use of marijuana can be made. It is obviously undeniable that the Thai people have been instilled with the negative attitude toward marijuana. This incident has become an obstacle in many related issues such as in the development of ideas and/or practices regarding the free trade of marijuana. The free trade of marijuana should come with the specific regulations as what happened with cigarette and alcohol drinks. The state should not lead the free trade idea but, on the contrary, the public should decide by themselves with their own careful judgement. If there is a free trade of marijuana, the government may spend less money in protecting and suppressing the drug problems. Besides, the government may collect more money from taxes. This is a way to create more income for the government (Chardsumon Prutipinyo, 2016). At present, the researcher team from Rangsit University is conducting a study on the medical benefits of marijuana and finding that cannabinoid or CBD may either slow down the growth of or kill some types of cancer and be effective at relieving chronic pain without a psychological effect. On top of that, WHO has produced a paper reporting that CBD can not only cure cancer but also alleviate the Alzheimer’s and Parkinson’s disease.

From the above discussion, there is no clear evidence whether the free trade of marijuana in Thailand is possible. Based on this conception, the researcher is interested in the study of free trade of marijuana in Thailand. This study will focus on the guidelines of free trade of marijuana in Thailand and the trend of free trade of marijuana in Thailand.

2. Research Objectives

- 2.1 To study the guidelines of the free trade of marijuana in Thailand.
- 2.2 To study the trend of the free trade of marijuana in Thailand.

3. Related Theory

Marijuana, or marihuana, is a name for the cannabis plant and more specifically a drug

preparation from it. Marijuana as a term varies in usage, definition and legal application around the world. Some jurisdiction defines “marijuana” as the whole cannabis plant or any part of it, while others refer to “marijuana” as a portion of the cannabis plant that contains high levels of tetrahydrocannabinol (THC). Some jurisdictions recognize “marijuana” as a distinctive strain of cannabis, the other being hemp. Marijuana is an annual crop with a stem of 2-5 meters and a star-shaped projection of 5-8 leaves with a specific serration. The small inflorescences are on the limbs. The leaves, inflorescences and limbs are dried from the sun-light and then grounded for smoking by putting it in a bamboo shoot or wrap it as a cigarette. Marijuana can be put into various kinds of food by the food-sellers so the customers will come back for food again (as it is an addictive drug).

Marijuana contains a substance being known as cannabinoid. Some marijuana or cannabis strains have been bred to produce minimal levels of THC, the principal psychoactive constituent. Some strains have been selectively bred to produce a maximum of THC (a cannabinoid), the strength of which is enhanced by curing the flowers. Evidence suggests that oral cannabinoids are effective against nausea and vomiting caused by chemotherapy, and some small studies have found that smoked marijuana may also help to alleviate these symptoms and to enhance the crave for food among AIDS patients (Railton, 2018).

Marijuana is popularly consumed by smoking. Once it enters the body, it takes only 2-3 minutes for marijuana to absorb into the blood system and leaves its effect on human psychoactive for as long as 1 hour. The overall symptom will be slow drowsiness or, in some cases, rapid drowsiness. The marijuana addict will experience an absent-minded (euphoric, high, or stoned). In the first stage, it is a kind of stimulation to the nerves. In some people, there is a development of psychological tense or worrisome. Later, the addict will find a dreaming state and feels that the surrounding is quiet. Afterward, the reaction will change in a sudden. Sometimes the addict will laugh out loud or become quiet. This symptom is known as a marijuana craze.

The other symptoms that may be found include floating, dry mouth, confusion, crave for food, increased rate of pulse, and red-eye. The addiction can deteriorate health in the long run causing many illnesses such as bronchitis, sinusitis, respiratory inflammation, cramp, and diarrhea (Department of Botanical Pharmacy, 2539).

Based on a Thai local medication, cannabis seeds are used as a tonic, helping to increase craving for food, but if in case of an overdose, it will develop into a fear and unconsciousness. According to leaf science (2017), like any other herbal tincture, a cannabis tincture is simply a concentrated liquid form of marijuana. Marijuana tinctures are sometimes called “green dragon” because of the deep green color that develops as the plant’s chlorophyll infuses with alcohol. Cannabis tinctures are made by soaking cannabis flowers in alcohol and letting the cannabis and alcohol infuse. Leaf trim, hash and kief can also be used instead of flowers.

While the medical uses of THC are still being researched, there is evidence that it can be helpful in treating a wide range of conditions and disorders, including nausea, vomiting, poor appetite, pain, multiple sclerosis, cancer, Crohn's disease, PTSD, anxiety, depression, Parkinson's disease, Alzheimer's disease, sleep apnea, glaucoma, diabetes, cardiovascular disease and many others.

- Marijuana's flowers are used for nerve disease such as insomnia, over-thinking, or patient with anorexia by mixing into the food.
- Marijuana's leaves are used as an antipyretic, emaciated, powerless, trembling, and rattle sound.
- Cannabis leaves are used for curing asthma, expanding the bronchus, shredding and dry in the sun and smoke.
- Marijuana's flowers are mixed with strychnos and used for smoking to reduce the phlegm.
- Tincture of cannabis is used to cure dysentery, stomachache, and diarrhea. The seeds can cure dysentery.
- Seeds with 30 percent of oil can be used for constipation in the older people.

Based on a Lanna local medication, 3 marijuana's seeds are mixed with pepper and then are ground together. The powder is mixed with water to make a drink for birth-control in ladies and to alleviate irregular menstruation. Marijuana's stem is used for skin diseases, ringworm, spasm, and rheumatoid arthritis. Beside what was mentioned above, there are many more medical benefits from marijuana such as reducing the pain caused by migraine, rattle, cough, tired, menstrual pain, arthritis, or even some types of cancer (Wit Thiangburanatham, 2542).

The benefits of marijuana

In the past, marijuana is used to mix with food in order to stimulate appetite. According to medical science, THC with the chemical structure known as Nabilone and Dronabinol are applied to treat people with cancer and AIDS. They are effective against nausea and vomiting caused by chemotherapy. They can also stimulate appetite of these patients. At present, marijuana is used to reduce the eye's pressure with people who have glaucoma. The result is not certain. The appropriate amount of cannabinoid helps to prevent the depression caused by the changing hormone in the elderly. Cannabinoid works as a balancing agent in the body making a person feeling happy, calm, and reducing emotionally aggressive behavior.

Based on the research, THC is able to withhold Amyloid beta (or A β) not to produce toxic substances that cause Alzheimer's disease. Thus, marijuana is preventing the Alzheimer's disease. According to the American Cancer Society (2017), marijuana extract can kill cancer cell and make a brain tumor become smaller.

Penner, Buettner, and Mittleman (2013) argued that there are limited data regarding the

relationship between cannabinoids and metabolic processes. Epidemiologic studies have found lower prevalence rates of obesity and diabetes mellitus in marijuana users compared with people who have never used marijuana, suggesting a relationship between cannabinoids and peripheral metabolic processes. They included 4,657 adult men and women from the National Health and Nutrition Examination Survey from 2005 to 2010. Marijuana use was assessed by self-report in a private room. Fasting insulin and glucose were measured via blood samples after a 9-hour fast, and homeostasis model assessment of insulin resistance (HOMA-IR) was calculated to evaluate insulin resistance. Of the participants in the study sample, 579 were current marijuana users and 1,975 were past users. In multivariable adjusted models, current marijuana use was associated with 16% lower fasting insulin levels (95% confidence interval [CI], -26, -6) and 17% lower HOMA-IR (95% CI, -27, -6). The study found significant associations between marijuana use and smaller waist circumferences. Among current users, the study found no significant dose-response. They conclude that marijuana use was associated with lower levels of fasting insulin and HOMA-IR, and smaller waist circumference.

The adverse effects of marijuana

Marijuana contains a psychoactive constituent. It makes drug user to become joyful, talkative, exciting, and laughing all the time. Later, it has a sedative effect. The user will experience a mild drunkenness, drowsy, and sleepy. If a large amount of marijuana has been consumed, it will create a hallucination, hearing things, suspicion, confusion, and forget oneself. In some cases, there may be losing of self-knowledge or lacking of knowledge on the surrounding areas.

The consumption of marijuana, even in a short period of time, can cause a memory loss since marijuana has an effect on the brain and can cause an amnesia, confusion, and fear. If the user already has a mental symptom, he or she will have a higher risk than average person. The psychotic symptoms usually found are attention deficit/hyperactively disorder (ADHD), worse memory, problem in decision-making, and in some other cases there may be a losing balance. The other effects to the body include dimmer, red-eye, respiratory deficiency and tachycardia or fast heartbeat to name just a few.

Marijuana has an effect on the physical fitness. The user who consumes a large amount of marijuana in a long time period will experience a body deteriorated, he or she cannot work properly, especially a type of work that requires thinking, decision-making, and labor. The constituent found in marijuana will destroy body organs and immune system, and as a result, the body becomes weak and has a tendency to develop many kinds of diseases such as chronic bronchitis, fatigue and weight losing.

Marijuana has an effect on sexual desire. It causes a male hypogonadism in which it reduces the amount of sperm. The drug user often experience a low libido symptom.

Regular marijuana smoking is linked to increased risk of chronic cough, but “it is unclear” whether smoking marijuana worsens lung function or increases the risk of chronic obstructive pulmonary disease or asthma (Railton, 2018). The body will receive the tar resulting from imperfect combustion in the smoking of marijuana in which it can cause a lung cancer. However, the THC can reduce the inflammation causing by the tar. Therefore, the smoking of marijuana may not cause a lung cancer as in the case of smoking a cigarette (Sujittra Ritmontree and Manop Kanato, 2559).

4. Related Research

Weeraya Taupachit and Nusaraporn Kessomboon (2559) conducted a research called “Medical Use of Cannabis” and found that cannabis has been used as a medicine for a long time. In Thailand, marijuana is listed under the Category 5 of drug. The aims of the research were to evaluate the evidence for the medical use and adverse effects of cannabinoid. The study collected data on Thai herbal medicine in Textbook of Medical Aid (Pat-Sard-Song-Kraw) and Lord Vishnu Texts Dispensary (Pra-Osoth-Pra-Naray). While the modern medicine, the systematic reviews were derived from Pubmed and Cochrane Library from October 1992-March, 2016. There were 11 formulations in Pat-Sard-Song-Kraw and 3 formulations in Pra-Osoth-Pra-Naray. The main indications are pain, sleep, and appetite. In the part of modern medicine, there was a moderate-quality evidence to support the use of cannabinoids for the treatment of chronic pain and spasticity. Cannabinoids in medical use composed of nabiximol, nabilone, tetrahydrocannabinoid/cannabinoid and dronabinol. Cannabis is an herb that has medical benefits with evidences from both traditional medicine and modern medicine. The major indications are chronic pain and multiple sclerosis. The side effects of marijuana in the short-term basis are mild; however, the long-term side effects are unclear.

Rapeepong Suphanchaimat and Chosita Pavasuthipaisit (2560) have conducted a report on “Situation review on Potential benefits and risks from medicalization and legalization of cannabis” and found that most of the information of the medical use of marijuana was retrieved from international literature. This observation reflected gaps in the body of knowledge regarding the medical use of cannabis in Thailand. Thus, it is imperative to support domestic research on cannabis in various perspectives, such as how to improve species of cannabis for a better botanical use, how to extract medical substances from cannabis, and how to promote pharmaceutical studies on the effectiveness and efficacy of cannabis in treating certain diseases. This point should include research questions beyond health service system arena, such as social science research and law studies. Some broader research questions should be taken into account, for instance, public opinion toward cannabis and the readiness and appropriateness of existing laws governing the cannabis. If the Thai

government aims to implement policies vis-à-vis the utilization of cannabis, it is important to distinguish medicalization issue from legalization issue. At the same time, communication toward the public is also crucial. Moreover, the government should assess its capacity in regulating the use of cannabis before introducing cannabis-medicalization/legalization policies and the potential cost of treating patients with substance abuse.

5. Research Methodology

This is a qualitative research. The interview is conducted with the key-informants to whom are divided into 3 groups with 5 individuals in each one of them. The first 5 individuals are medical scientists, the second group is composed of 5 local politicians, and the last group is 5 general people. The data were also collected from various documents such as journal, articles, research, textbooks as well as data obtained from electronic sources both domestic and foreign compilation. The data analysis is undertaken by using content analysis, cause and effect analysis and data verification is done through the triangulation method.

6. Research Findings

6.1 The guidelines of the free trade of marijuana in Thailand

Marijuana, marihuana, or cannabis is a traditional plant that contains psychoactive substances which have several benefits and adverse effects. Many countries in the world including Thailand prohibit the use of cannabis. In Thailand, marijuana is listed under the narcotic or addictive substance in the Type 5. During 2015 to 2016, there were massive campaigns from public as well as private sectors asking for an amendment of the Narcotics Act B.E. 2522 (1979) to withdraw cannabis from the narcotic drug list. In this respect, there were many attempts from related agencies and concerned individuals to find out the current situation regarding the use of cannabis for medical purposes in various aspects. At the same time, the free trade of marijuana or the legalization of marijuana has been raising and foreign experiences such as from the Netherlands, United States, and Uruguay, have been studied. However, most of the cannabis studies were limited to laboratory work. Though there were some clinical trials in humans, the majority of them still had a small number of participants and just used placebo as a comparison group. Upon the foreign cases, the scope of cannabis medicalization varies substantially; from extracting medical substances in cannabis to treat patients who did not respond to conventional treatments, to using marijuana for recreational purposes. Some countries implemented decriminalization measures. The free trade of marijuana policies in many countries had similar approaches: 1) the revision of law relating to cannabis was considered over a considerable time period, and 2) there were several measures against the abuse of cannabis beside what is allowed by the law. As a result, if the Thai government has an intention on the free trade of marijuana, it is a must that the

medicalization and the legalization issue of marijuana should be made clearly in order to avoid misunderstanding and misconducting by the people in the society.

6.2 The trend of the free trade of marijuana

The data collected from the interview reveal that there are both the proponent and opponent regarding the free trade of marijuana in Thailand.

6.2.1 The trend toward the proponent of free trade of marijuana

The data collected from the interview reveal that marijuana is used to create a pleasure. The drug user is pleased from the consumption of cannabis and has a tendency to come back to use it again. There is no addiction to the drug as in the case of methamphetamine. Therefore, there might be a misunderstanding with regard to the classification of marijuana. There are developments from scientific and medical study showing that toxic caused by marijuana is less severe than the toxic caused by cigarette when it enters into a body. Besides, the extract from marijuana is used to cure many types of diseases. At present, there number of countries that use marijuana for the medical treatments under a close supervision from the government. On the economic perspective, marijuana is considered as a valuable plant. The marijuana cultivation and the substances that can be used for medical purposes can bring a lot of income to the government. Thailand would certainly benefit from this income and, as a consequence, it can boost the country's economy. If Thailand aims for the free trade of marijuana, it should study the information obtained from other countries as guidelines and come up with rules and regulations in order to control the operation. The positive attitude from the people is also needed if there will be a free trade of marijuana in Thailand.

6.2.2 The trend toward the opponent of free trade of marijuana

From the data collection, it is found that people still view marijuana as an addictive drug. It is considered as a fuddle to the people as well as the youth in the country. As a result, there is a strong support toward the high penalty for those who possess and distribute marijuana in the hope that the drug would be vanished from the society. With regard to the medical purposes, there is still a controversy over the side-effects of marijuana. The research or study of marijuana as a medicine is still in its early stages and the findings is still clouding.

Another important issue regarding the free trade of marijuana is an international law. According to the international law, marijuana is considered as an addictive drug. Based on this conception, it is rather difficult for Thailand to have a free trade of marijuana whether for the recreational purposes or a cash-crops cultivation. There is only an exception for the use of marijuana for medical, scientific, and research purposes.

7. Discussion

From the study, it was discovered that the public have a positive tendency to support the free trade of marijuana in Thailand, especially for the medical purposes. If marijuana could yield such a benefit, it deems reasonable to allow the free trade of marijuana in Thailand in order to help patients who need to use the substance of marijuana. This is in relevant to announcement found in the Royal Gazette claiming that the use of marijuana is allowed for medical purposes. This is in line with Paiboon Daosadsai (2561), Dean of Pharmacy Faculty, Khon Kaen University, who gave a lecture on the preparation for the legitimate use of marijuana for the highest benefit of the patients. The argument goes that, according to the Thai history, we have been using marijuana for medical purpose for a long time. However, based on the western concept, marijuana is viewed as an addictive drug and as a result, it becomes illegal to consume. Moreover, Thailand did not have enough scientific evidence, therefore, knowledge and research on marijuana have been lost. At present, there is an ample of medical evidence showing that marijuana can be used to cure many diseases such as cancer. In this respect, the Thai Herbal Medicinal Products Act begins to realize the importance of herbs as national raw materials and tries to use the intellectual property to yield more benefits.

On the other hand, there are some people who oppose the free trade of marijuana in Thailand. This is because marijuana is still understood as an addictive drug. It is therefore not appropriate to have a free trade. In addition, the international law treats marijuana as an addictive substance. Based on this conception, the free trade of marijuana is not possible in Thailand. This is in relevant to the interview given by Viroj Sumyai (2562), the President of International Narcotics Control Board, saying that there are many countries that cultivate marijuana in which it is unlawful. For instance, the cultivation of marijuana in many states of the United States of America. The federal government does not agree with the cultivation and consumption of marijuana since it is against the law. The federal government tries to seriously deal with this matter without any sanction from the United Nations.

Based on the study, analysis and discussion, it seems that there is high possibility toward the free trade of marijuana in Thailand. However, there must be a specific framework governing the usage. If the free trade refers to just only the medicinal purposes, there would be an overwhelming support from the general public in the country. Besides, there are also a certain amount of research from all over the world supporting the idea. For the opponents, the interpretation of free trade of marijuana should include other related issues, for instance, legal consumption of marijuana and/or cultivation. If this be the case, there certainly would be a lot of people who will go against the idea since they understand that marijuana is an addictive drug.

8. Suggestion

- 8.1 here should be a meeting organized by a group of experts in order to study the operative guidelines and to devise a contingency plan to deal with any possible problems arising from the free trade of marijuana in Thailand.
- 8.2 There should be a study on the data and work operation from other governments where there is a free trade of marijuana in their countries. The study can be used to improve and develop the free trade implementation in Thailand. The study should include the related problems that may arise with the free trade of marijuana in various countries in order to come up with the solution for Thailand's.
- 8.3 There should be a study on data and guidelines regarding how to treat the opponents concerning the free trade of marijuana. How to make them understand and support the idea of the free trade.
- 8.4 There should be a draft on the regulations concerning the free trade of marijuana in Thailand.

9. Suggestion for future research

- 9.1 There should be an in-depth study in various population. This research is based on the three groups of informants so the obtained information might lack of diversity of ideas.
- 9.2 There should be a study on the free trade of marijuana in the neighboring countries with the proximity in terms of personnel, economy, society, and culture. The findings may be adapted as guidelines in the free trade of marijuana in Thailand.

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Transformational Leadership in the Era of Thailand 4.0: A Case Study of Executives of Bangkok Metropolitan Administration

Narit Sakornnawin, Sunthan Chayanon, Wijittra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: s59484944011@ssru.ac.th, sunthan.ch@ssru.ac.th, wijittra.sr@ssru.ac.th

Abstract

The objectives of this research are 1) to study the characteristics of transformational leadership of Bangkok Metropolitan Administration executives in the era of Thailand 4.0, and 2) to seek ways to create the leadership. The research is based on qualitative method using in-depth interviews with 7 key informants selected from Bangkok Inspector General, and Bangkok Metropolitan Inspectors. The study revealed that the development of transformational leadership comprises of ten components as follows: 1) Creativity, 2) Teamwork, 3) Conducting a role model, 4) Human relations and adaptation, 5) Thinking and solving problems, 6) Courage to change, 7) Personality, 8) Using Information and Communication Technology, 9) Morality and Ethics, finally 10) Learning and self-development. Results of the study shall be beneficial for development of the Bangkok Metropolitan Administration executives so that they can be modern and consistent with the current Thai social context.

Keywords: Transformational Leadership, Bangkok Metropolitan Administration

- *This research presented on 30st International Conference on Business, Education, Social Science, and Management (BESM-30): Taipei/Taiwan, July 15th-16th, 2019.*

1. Statement of the problem

The 21st century is an era of swift and continuously change in all dimensions, e.g. economy, society, technology and environment. Changes from these factors are inevitably affect organizations. Organization adjustments are required for survival, to create a space to sustain changes, and to create competitive advantage. The context of consistently change comprises frequency of changes which, despite the small size, can accumulate continuously (Brown & Eisenhardt, 1997; Weick & Quinn, 1999). However, organization is unable to carry out its own modifications, rather it relies on leaders and group of members who help push and support the organization to achieve targeted change smoothly. Good leaders must have attributions such as personality, motivation, knowledge and competency (Yukl, 1998), and shall apply these attributions to suit for environment, and organizational context (Riaz & Haider, 2010).

The process or the adoption of organizational change, which is quite complicated, may impacts the relationship of organization's members as well as their performance. The operational change, whether it is organizational structure, personnel, technology, strategy, culture, affect emotion of members e.g. pain, loss of comfort, feeling insecure, fear, anxiety, lack of morale. Most of them are afraid of change and will express resistance. Leaders must first overcome the resistance in order to lead organizational change successfully (Coghlan, 1993; Duck, 1993; Pietersen, 2002). Transformational leaders should possess important skills in communication and listening abilities, understanding the different opinions of each person so as to reduce the resistance. Direct communication with employees, to make them recognize the importance of change, to accept new ideas, to encourage exchanging ideas, and to create a good working environment, will help relief tensions of members who face stress from changes (Chew et al., 2006). Therefore, the leaders in changing era should have the qualifications and appropriate behaviors to reduce tension and facilitate convenience to work (Bass & Riggio, 2006).

Leadership is thus a necessary feature for effective operation for which Thailand has given the importance to leadership skill in improving quality of life. It has been defined in National Economic and Social Development Plan, National Education Development Plan, visions of educational reform, and long-term higher education plans. The plans have aimed at learning and developing of leadership skills (Thanyawit Sichan, Sirichan Sathirakul, Techapongpong Techapahapong, and Pateep Methakunawut, under publication). From the reasons mentioned above, the researcher realizes the importance of leadership characteristics of executives, and target Bangkok Metropolitan Administration executives for studying; especially in period of time when Thailand is changing and the government has driven the policy of national development into the Thailand 4.0. The study of leadership characteristics and findings ways to create such leaders to have appropriate leadership attributions, is

consistent with changing economy and Thai society. As well, these are usable information to strengthen and to improve the guidelines for developing appropriate leadership attributions. It will advance Bangkok Metropolitan Administration with valuable human resources, with leadership skill, ready to change, and drive for sustainable development.

2. Objectives

2.1 To study the characteristics of transformational leadership of Bangkok Metropolitan Administration executives in the era of Thailand 4.0,

2.2 To find ways to create the leadership in the era.

3. Literature Reviews

Definition and importance of leadership

There are many theorists who provide meaning of leadership, for instance, Hersey & Blanchard (1996), viewed leadership as a process that influences individuals or groups to perform their duties in achieving goals under the given circumstances. This is akin to Fiedler (1971) who stated that leadership is the work of the leader to make the group succeed in achieving goals, while House (2004) argued that leaders must have the ability to initiate work or new culture that helps promote followers to achieve success on their own. From these perspectives, it can be concluded that leadership is a characteristic and personal behavior of the person that is exhibited to influence other person's behavior, make other people trust and cooperate the work to achieve objectives.

Leadership has been addressed in the management and executive groups as an issue that cannot be ignored so long as the organization need members' collaboration. Leadership of the executives is one of the important factors for the success of the organization, since they have direct role and responsibility for planning, decision making, directing and controlling employees of the organization to accomplish various tasks according to the goals and objectives set forth (Thanunda Prajongjai, 2014:18)

Concepts, theories about leadership characteristics

Review of concepts and theories of leadership from various sources show that there are theories related to leadership characteristics, including the concept and trait theories. This line of research emerged as the personality of the leaders i.e. they are predefined in some, while, unlikely in others. Trait of leadership is an indicator of how to distinguish between good or bad leader. Successful leaders are those who constantly explore their strengths and weakness. While each leadership attribution can be developed, it is also the important part to tie the hearts of subordinates to love faith in the leader and help perform duties. The scholars of this concept therefore studied different attributions which can be divided into 3 groups: 1)

physical characteristics such as height, appearance, and age, 2) ability characteristics such as intelligence, knowledge, proficiency to speak in public, and 3) personality traits such as controlling of emotions and emotional expressions revealed - introverted personality (Bryman, 1992). A notion of trait leadership theory as Gardner (1986) described includes two components: 1) tasks of leadership-which claims that the burden of leader includes 9 aspects, for instance, envisioning goals, persisting of values, motivating, managing, achieving workable unity, explaining, serving as symbol, representing the group, and renewing; 2) leader-constituent interaction which states that leaders must, have something special above others that can influence them to meet the needs and expectations, be independent, be able to develop themselves and develop the followers to be strong and can stand on their own.

Stogdill (1974) argued good characteristics of the leaders in 6 aspects: 1) physical characteristics, i.e. those who are strong with dignified look, 2) good social background with highbrow, 3) intelligence and knowledge with ability to make decisions and communication skills, 4) personality with nimbleness, creativity, emotion controlling, creativity, having both virtue and merit, and self-confidence, 5) possessing Task-relates characteristics who will do the best things with responsibility, not indefatigable to obstacles and focusing on the work, and 6) social characteristics with ability to work with others, honored and accepted by members, and outgoing.

Bass (1990), after reviewing over 163 researches related to the leaders from 1948-1970, found 6 characteristics of good leaders which are consistent with Stogdill's concept (1974), for instance: 1) physical characteristics, 2) social background, 3) intellect, 4) personality, 5) work-related characteristics, and 6) social characteristics. Bass further indicated that the early education about leadership was a comparison of the characteristics between leader and follower, and cited that this group theory assumes that the leader is innate not created.

In addition, the theory of Dubrin (1995) described characteristics of effective leaders that can be divided into 4 elements: 1) personality of effective leaders consisting of general personality and personality characteristics related to work, 2) motivation of leadership, 3) cognitive factors, and 4) genetic influences and leadership environment.

Bass and Riggio (2006) extended that leaders effective rely on leaders and followers relationships. They theorized that transformational leaders focus on followers, motivating them to high levels of performance, and in the process, help followers develop their own leadership potential. The leaders transform organizations and transform individuals through the famous 4 I's element: **Idealized Influence** - the leader serves as a positive role model for followers; **Inspirational Motivation**-transformational leaders have the ability to inspire and motivate followers; **Individualized Consideration**-transformational leaders demonstrate genuine concern for the needs and feelings of followers; **Intellectual Stimulation**-the leader challenges followers to be innovative and creative.

Pasu Dacharin (2017) gave the meaning of the leaders in the 4.0 era that they must be

adaptable and constant change. The survey of more than a thousand executives around the world found that the attributes of successful leaders in the 4.0 era were not different from the past, with additional features that stand out to complement the era.

In regard to Thailand 4.0, Suvit Maesincee (2016), one of the key architects of Thailand 4.0 scheme, elaborated that it is the Thailand's national strategy focused on preparation of Thailand to cope with the world of 21st century which is one of extremes whether in regard to creativity, technology, and innovation. It includes model to drive the country into stability, prosperity and sustainability with foundation to develop country, preparation of people, creating innovation to connect the country together with accessibility to technology. Eventually, the model will develop middle-income country to high-income country. Drive for change will take place in 3 dimensions; 1) from commodity production to innovative product, 2) from industrial sector to technology, innovation and creativity sector, 3) from focusing on manufacturing products to become more focused on services.

Charatpong Klangkorn (2018) further added that Thailand 4.0 model will be driven by power of citizen and state aiming at cooperation from public and private sectors or co-research for public benefits. A total of 5 groups of cooperation is as follows: group 1 is to upgrade innovation of industrial sector; group 2 develop foundation economic to modern agriculture; group 3 generates income for tourism promotion; group 4 raises level of basic education, professional quality, and leader development; group 5 has export promotion, foreign investment, and SME business group.

Petcharat Lovichakorntikul (2017) found that every organization needs good member with morals. If leader has good attributes, member will love, respect and obey resulting in performance of organization. As the leader will help develop country with stability, growth, prosperity, and sustainability with good attributions of morality and ethics. It can be considered that factors to create changes in organization has many facets but the most important part is the leader who will manage members to adapt to changes in the 4.0 era. Tassanan Chumchuen and Worakan Suksodkiew, (2012) added that personnel management is the prime attribution of leadership skill which further extended to; 1) human resource management skill, and 2) human resource planning skill that are fit to the job.

4. Research Methodology

In this study, qualitative research based on interviews with in-depth approach with 7 key informants, selected from the head of the Bangkok Inspector General, and 6 Bangkok Metropolitan Inspectors was carried out. Data analysis was conducted by content analysis.

5. Research Results

Study of transformational leadership of executives in the era of Thailand 4.0: A case

study of Bangkok Metropolitan Administration aims to explore the characteristics of executive leaders in the Thailand 4.0 which can be summarized as follows:

From the interviewing with the Chief Inspector of Bangkok Metropolitan Administration, the development of the Bangkok civil servant office, there should be a new generation leader who has constantly been evolving as well as providing efficiency to be satisfied by all parties involved either supervisor or subordinates, and the public. Therefore, the leader must learn all the time and have the ability to adapt to various situations. In particular, the current world is constantly changing; problems come with different variables, even in different times, so as to the solution. Bangkok Inspector must; be able to pin the problems and fix them, have broad vision with good coordination, achieve the goals as assigned by the Bangkok Civil Service Office. Therefore, the leader shall have high leadership skill with responsibility and the courage to perform duties.

The interviewee, stresses that leaders of the Inspector General of Bangkok Metropolitan Administration must, firstly, consider virtue and high ethics, and taking into account of the benefits of the whole group and people with fairness. Next, the inspectors must be long for knowledge and shall not be immobilism. As era of globalization or global systems of competition and connectivity emerged, the inspectors shall advance their learning either from academic courses or from training so that administration work of Bangkok Metropolitan Administration is accomplished with accuracy, and compiled to guided-line legal regulations. Lastly, the Inspector must have good personality, clean dress, orderliness, proper behavior, polite and rational to be a role model for members and public. These will help make the administration task easier.

Next, interviewing continued with another 6 inspectors from each individual district. The study revealed that in order to achieve effectiveness of administration, the inspector must take into account characteristics of change leaders in the era of Thailand 4.0 which cover 10 components as follows: Element 1 creativity to producing or using original and unusual ideas to help increase the capacity to think of methods of work; Element 2 teamwork, a leadership attribution, ability to lead, and drive teamwork effectively; Element 3: a role model with consisting of diligence in learning and working with consistent behavior, responsibility for themselves and society, having sacrifices, seeing the common benefits rather than personal; Element 4: having human relations and adaptation of being friendly to everyone with ability to quickly adapt to others and understanding the nature and individual differences; Element 5: Thinking and problems solving and making decisions on their own with ability to systematically analyze various issues, finding and choosing the best option; Element 6 courage to change consisting of thinking, imagining of new things not the traditional way of working, risk taking, and learning of new things; Element 7 personality traits lead to effective leaders with openness, generosity, optimism, and sense of humor; Element 8 using Information and Communication Technology with ability to communicate

effectively, and information technology literacy; Element 9: morality and ethics and adhering to honesty and justice; Element 10 learning and self-development with awareness of learning and developing of many other skills, thus helping to clearly determine management goals.

6. Discussion

Discussion of elements of the attributions of transformational leadership in the era of Thailand 4.0: A case study of Bangkok Metropolitan Administration are as follow:

Analysis of elements and levels of leadership characteristics of the Bangkok Metropolitan Administration are composed of 10 components as follow:

Element 1 creativity is in accordance Trait Theories of Gardner (1986), which states that creativity is one of the nine tasks that leaders must have. As well it corresponds to Alma Harris (2009) who says that creation is an important feature of leadership that will help increase the ability to think of work methods to get results. Creativity consists of preference of challenging work, not monotonous, having ideas of doing things that are different and unique, working according to own thoughts rather than following others, adopting new methods used in learning and working, curious and hunger of learning of new inventions or technologies, and always wanting to do new things,

Element 2 Teamwork, it was found that ability to motivate others to work, being a coordinator for smooth working, and having the ability to share responsibility for members in group work are correspondent with Kreitner & Angelo (2007), cited in Daorawan Tawilkarn (2015), who claimed that the development of leadership in the 21st century is an era in which leaders do not only have the role to lead themselves and lead others, but leaders with leadership must create leaders to be able to lead themselves and drive teamwork effectively. In addition, it is also in line with Rattikorn Jongwisan (2010) who found that encouraging subordinates is an integral part of the leadership of Small and Medium Enterprises (SMEs) entrepreneur to stimulate the team spirit to work together until attaining the goal.

Element 3: Conducting a role model- the composition that consists of diligence in learning and working with consistent behavior, responsibility for themselves and society, having sacrifices, seeing the common benefits rather than personal is found to be in line with Bass and Avolio's transformational leadership theory (1994), which indicates that the behaviors that leaders show as examples to follower, the follower will recognize the behavior of the leader and imitate such behavior. In addition, it is also associated with **Idealized Influence** - the leader serves as a positive role model for followers of Bass and Riggio (2006). Being a role model is one element of the current leadership qualities.

Element 4: Human relations and adaptation. It shares the same result with the study of Pornpichaya Rattanasit, Prasong Tanpichai and Wannee Ungsittipoonporn (2016) who argued that having a human relationship is one factor that is related to leadership. As well, it consists

of being friendly to everyone, having the ability to quickly adapt to other, and understanding the nature and individual differences.

Element 5: Thinking and solving problems. The finding indicates that this element consists of thinking and making decisions on their own, systematic thinking and analyzing various issues, able to solve immediate problems, and able to find and choose the best option which in compliance with Flores et al. (2012) who says that critical thinking is a key feature that new generation leaders must be developed through the education system, for leaders must always be able to manage and solve complex problems. Therefore, leaders with critical thinking will be able to solve various problems effectively.

Element 6: The courage to change. It consists of thinking, imagination of new things, disliking the traditional way of working or solving problems, risk taking, and learning new things. These are in line with Surasek Phonghanyut, Krungsupharmas Eaengchuan, and Jaroon Chamnanprai (2014: 121) who found that transformational leadership is a powerful element caused by being encouraged to see problems in various perspectives, analyzing, solving new problems with a view that is different from the original way of thinking.

Element 7: Personality. The finding corresponds to the study of Aiste Dirzyte, Aleksandras Patapas and Vainius Smalskys (2013) who stated that personality traits lead to effective leaders. In the composition, it was found that personality which consists of generosity, bountifulness, optimism, positive thinking, and sense of humor shares the same meaning of the five-personality concept of the compromise dimension of Costa and McCrae (1992). As well, it is consistent with the findings of Judge et al. (2000) who argued that compromising personality (agreeableness) has a positive effect on leadership.

Element 8: The use of information and communication technology. As well, this element is in line with Thanyawit Sichan, Sirichan Sathirakul Techapapong and Pateep Methakhunavuthi (under publication) who claimed that leaders in the 21st century must be able to communicate effectively and is capable of using information technology. This composition consists of bringing new information and communication technologies to work, able to send information to the person in need quickly and have expertise in using computers and communication devices which is an important element of the leader of the new era. According to M.S. Rao (2013), communication is one of 11 soft skills (11C) that leaders should have. Pasutida Tantrachin and Teerawat Chantuek (2016: 937) wrote that the new generation of leaders create technology as part of the work which is a driving force for the learning society and extending to learning organization. In addition, leader must also be a technology expert as part of determining success and growth of the organization.

Element 9: Morality and ethics. The finding is consistent with Thanyawit Sichan, Sirichan Sathirakul Techapapong and Pateep Methakhunavuthi (in the process of publication) and Somkiat Suttinarakorn (2006) who found morality and ethics is one of the elements of student leadership in the 21st century. Adherence to honesty and justice is in accordance with

the principle that leaders in the 21st century must have honesty for themselves and others, sacrificing, patience and thinking of common benefits rather than personal benefits (Phansak Phonsaram, 2012; Paitoon Sinlarat, 2014, cited in Thanyawit Sichan and Faculty, under publication)

Element 10: Learning and self-development. This element is also in line with Brian Leavy (2016) who discovered leader attribution of self-development and lifelong learning.

7. Conclusion

It can be concluded that, from the research results, all 10 elements of leadership characteristics were consistent with the Thailand 4.0 model (the Secretariat of the House of Representatives Academic Affairs Office, 2016: 2). This is due to the fact that vision of Thailand 4.0 is a policy vision that transforms traditional economy to innovative economy. The model focuses on national development with technology, creativity, and innovation. In order to achieve the development, it must rely on creative leaders who have characteristics of: team working, having thinking and problem-solving skill, information and communication technology literacy, having a moral and virtue, and enthusiastic to learning and developing themselves. All of these elements enable human resources of the country having potential and worthy, as well as supporting learning and development society which will be the important foundations of driving the development of the country. Developing executives to obtain all of these elements is considered to advance human resource to be a complete leader in the Thailand 4.0 era.

8. Suggestions for further studies

8.1 The results from this component analysis should be carried out to study deep into each element to lead to the creation and development of the instrument for measuring the leadership characteristics of the Bangkok Metropolitan Administration civil servant. It also creates new measuring tools. That is more modern and in line with the current social context.

8.2 The element model should be used to perform a confirmatory factor analysis to bring the research results to be a guideline for research and development of models for strengthening and developing leadership of new generation personnel in the future.

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Politics in the Reign of King Narai the Great

Phrakittiyamedhi Ramanwong, Sunthan Chayanon, Wijittra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: s61484944007@ssru.ac.th, sunthan.ch@ssru.ac.th, wijittra.sr@ssru.ac.th

Abstract

This research aims to study the political context in the reign of King Narai the Great, and to analyze political patterns during that period of time. The study covers surveying, collecting, analyzing historical data during the reign of King Narai the Great. It concludes that King Narai the Great performed a great role in formulating policies and in building international relations in various countries. His majesty was an excellent rhetorical person as seen from the fact that rhetoric in royal messages were used to alter the issue from the use of religion as a diplomatic bargain for the French side to successful trading. Ambassadors and nobles in the royal court were important people who responded to the royal orders and capable of help leading Ayutthaya to prosperity in politics, government, religion and trade.

During his reign, Ayutthaya society was one of the most multicultural periods in Ayutthaya history and had unique characteristics of opening for new cultures in both abstract and concrete, and well inherited to other reigns. The researcher, including historians and those who are interested in the history of this period, agreed in the same way that his reign was the most prosperous of the Ayutthaya period and saw the great commercial and diplomatic activities with foreign nations.

Keywords: History, King Narai the Great, politics

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1. Statement of the problem

This research attempted to study Thai politics during the reign of King Narai the Great which was a historical period that attracted the attention of historians where the existence of the Ayutthaya kingdom, that lasted for 4 centuries, was long enough to assume that development administration had progressed continuously. The developments reflected important factors such as expanding the power of Ayutthaya to rule other lands, internal political change, and changes in the royal court for the operation or control of various districts (Winai Phongsripian, 2005).

Ayutthaya was the capital of Thailand (formerly known as Siam) for more than 417 years with 36 kings ruling the country. King Narai the Great who reigned from 1656 to 1688 was the 27th monarch of Ayutthaya kingdom. This period was recognized as one of the most multicultural period of Ayutthaya history. As for foreign relations, King Narai the Great was the most renowned Thai monarch since he adopted a friendly policy towards foreigners, especially the Europeans. Ayutthaya was a metropolis where peoples from many lands congregated, including the Dutch, the British, the French, the Portugese, the Arab, and the Chinese. The prosperity of Ayutthaya including diplomacy, politics, government, religion and trade, as well as various events related to international relations in his reign was very interesting and worth studying (Banthit Kogapun, 1999).

Domestic policies in King Narai's reign were greatly affected by the interference of foreign powers most notably the Chinese, the Dutch, and the English. In particular, the Dutch used force to exact a treaty granting them extraterritorial rights trade by using war ships to shut the entrance route of Chao Phraya River and threatened to harm people with weapons; Siam had to response the Dutch a waiver to enter into a contract that raised the Dutch trade benefits. To prevent the Dutch from persecuting Siam again, King Narai turned to France for assistance by which he decided to erect the city of Lopburi as a new palace. It was located above of Ayutthaya and equipped with fortresses to defend the enemies. French pastors who had technical knowledge and wished to spread Roman Catholicism volunteered to serve royal court for organizing the construction. A Greek adventurer-Constantine Phaulkon who formerly worked for the English East India Company was introduced into the court as a witted interpreter and quickly gained royal favor. He was subsequently assuming the King's advisor with Thai noble title *Chao Phraya* Wichayen. Phaulkon had the authority to improve the trade of Siam as the King anxiously wish to break the domination of the Dutch and was aware of the power of King Louis XIV of the Bourbon dynasty. He acted as an intermediary supporting the friendship between King Narai and King Louis XIV. Two big events that Siamese mission and French ambassadors were dispatched back and forth to the French royal court and welcomed the French diplomatic mission. The association with the great powers of France at that time was, however, not that safe as King Louis XIV had royal policy to

convince King Narai and Thai people to accept Christianity brought by French pastors. For instance, a royal invitation to King Narai to convert to Christianity was prepared together with bishops blessing. But King Narai used his wisdom to respond with the good faith i.e. thanking for the love of King Louis' for well-wishing to join religion, yet he had not faith in his heart which God may wish him to pursue religion in different ways just as God created humans to be different in race, or created many kinds of animals. Should God intended to allow him to accept religion according to the cult that King Louis respected, he would have had faith in his heart. And then he would take the same sacrament. With his rhetorical ability and wisdom, King Narai was able to deny baptism and did not cause any dissatisfaction with King Louis XIV (Khajorn Sukpanich, 1980).

From the initial study, it was found that the administration of the country in the Ayutthaya period was constantly evolving according to the wisdom of the King and social influencing making the researcher interested in studying, collecting and analyzing historical data, politics, and administration during the reign. Studies of the forms of service, politics and government in those days from reliable sources such as a contract for merchants, archbishops, archives notes, the ambassador's notes, chronicle memoirs, as well as researches that have been studied in the past was made to be a more complete analysis which will lead to additional knowledge in the history of politics, government, and the reign of King Narai the Great.

2. Objectives of the Research

2.1 To study the political context in the reign of King Narai the Great

2.2 To analyze political patterns in the reign of King Narai the Great

3. Literature review

King Narai the Great was the 27th King of Ayutthaya, reigned between 1656 -1688. He was the son of King Prasat Thong (1630 - 1655) ascended to the throne in the year 1656. His Majesty performed royal duties in many respects such as maintaining the country, creating and restoring various temples throughout the kingdom. Approximately during 1665-1667, the city of Lopburi was constructed as another palace so as to maintain the stability of the throne. The new palace was used to perform royal duties. There were overwhelming evidences in many documents, both Thai and foreign languages, that his reign was superior than other reigns, especially in dealing with foreign affairs, which filled the history of Ayutthaya with many foreign documents that are useful to study Thai history (Viyada Thongmit, 2520).

In the early period of his reign, there were frequent wars both outside and inside of the capital city. For instance, King Narai paraded the army to conquer Chiang Mai and brought it under control of Ayutthaya, and a rebellion of Phra Traiphuanathiyawong happened in

Ayutthaya (Nithi Iewasriwong, 1994: 36). He preserved Buddhism for greater prosperity, restoring Phra Sri Rattana Mahathat temple in Lopburi, respectfully engaging Buddha Sihing from Chiang Mai to Ayutthaya. As for literature work, it appeared that Thai literature was very popular and flourishing. Famous royal writings included Samudraghosgamchan (beginning part), 3 ballads namely the Klong Phali Sornnong or the Klong poetry on Valin's instruction to his brother, the Klong Tossarod SornPraram, the Klong Rajasawat or the Klong poetry on the service to the king, and Klong Kumchun Klomchang, etc. (Thanit Yoopho, 2004; Encyclopedia of Thai Literature, 2010)

For the international relations with foreign countries, his reign witnessed the opening of Siam to the world. His Majesty contacted countries in Eastern region, such as China, Japan, and Vietnam; in the Western region including India, Persia, and European countries (Khajorn Sukpanich, 1978). King Narai the Great dispatched several Siamese ambassadors to France. The first major contact was in 1681 to which he organized Phra Phiphat Ratchamaitri, Khun Sriwisarnsoonthorn, and Khun Nakornwichai, for ambassador, charge d'affaires, and the third minister, respectively. They departed with a French ship but the mission was unsuccessful as the ship wrecked in the sea near by Madagascar island. Later in the year 1684, King Narai worried that the first group of ambassadors was lost, so he ordered Khun Wichai Wathit and Khun Pichitmaitree with Archbishop Vachet, who was an interpreter, traveling to investigate the first diplomatic mission. When King Louis XIV realized that the ship that Siamese ambassador was wrecked, he sent French group of ambassadors led by Chevalier de Chauv to Ayutthaya and arrived at the entrance of the Chao Phraya river on 23 September 1685. When French ambassador completed the mission and would return to France, King Narai appointed a group of ambassadors including Phra Wisutthasoonthorn (Pan) as ambassador, Khun Kalayaratamitri as a charge d'affaires, and Khun Srivisar as the third minister, to prosper the relationship with the King Louis XIV (Prudi Phitphumwithi, 2001).

The presence and rising of power of France in Ayutthaya was derived from the intuition of King Narai who desired to bring France to balance power of the Dutch. Policies revolved around including opening up the country that had advanced trading with foreign countries, and blessed Ayutthaya with modern technology such as building fortress and astronomy science from France. The study of old history indicated that the influence of Dutch became the threat to Ayutthaya both in economic and in politic. The 1664 trade treaty with Dutch not only forced Ayutthaya not to use Chinese sailors but also to allow the Dutch to monopolize certain products in Ayutthaya. The treaty was disadvantage to Ayutthaya; Siamese suffered while the Dutch were given more commercial benefits and increased power. Meanwhile, the overwhelming influence of France in Ayutthaya that became a threat and led to a coup later on was originated by King Narai's advisor namely Constantine Phaulkon. Phaulkon was a Greek adventurer who formerly worked for the English East India Company. He was introduced into the court as a witted interpreter and quickly gained royal favor. He

ingratiated and was subsequently assuming the King's advisor with Thai noble title Chao Phraya Wichayen. Phaulkon had ambitious to control over Ayutthaya, and implemented a policy that gave benefits to France until a conflict occurred in Ayutthaya. He convinced King Narai to adopt other religion (but the King did not convert to Catholicism) and also managed to bring hundreds of French soldiers to Ayutthaya. King Narai did not aware of the tricks of Phaulkon and allowed French soldiers to occupy the fortress of Bangkok and Mergui to avoid the French to use force. However, new historical evidence suggests that Holland was not a threat to Ayutthaya, both economically and politically (the 1664 trade treaty did not have content to exploit Ayutthaya but aimed to discourage Chinese people from trading with the Japanese market; for that period of time, Dutch trade companies had conflicts with Chinese people. Other requirements in the treaty did not harm the maritime trade of Ayutthaya but to confirm the rights that the Dutch had previously had.) The Dutch trade in Ayutthaya began to decline in the 1680s, but diplomatic relations were still good until the end of the reign of King Narai. Therefore, there was no need to bring the French into power to balance the Dutch. Moreover, it was the King's intention that allowed the French to take over the fort even though the French did not have much interest in this region.

At the end of the reign of King Narai the Great, Phra Phetracha and Luang Sorosak-the adopted son, with a number of nobles seized power. King Narai the Great died on 11 July 1688 at the Sutha Paradise Throne Hall in the palace area of Lop Buri (Bhupa Thipsapakul, 1990).

4. Related researches

Pridi Phitphumwithi (2001) conducted a research on Ayutthaya society in French documents during the reign of King Narai the Great (1656 - 1688). The researcher collected French documents that translated into Thai and printed in various places and has studied from other French documents that were not yet known nor translated into Thai and analyzed the conditions of Ayutthaya society during this period primarily. He found that in politics, government, economic or the development of friendly relations with France, there have been many analytical studies but not that of social condition which may not be very clear depending on the content in the French language document used. His research therefore attempts to integrate foreign language method which is French language and historical method together for the benefit of methodology and body of knowledge in the future. But with the limitations and unpopularity of the documents, only some of French documents were explored. This research will therefore create a new knowledge for the study of Ayutthaya history.

Jirawan Kiatphotha (2010) wrote a thesis on "Thai society and the Siamese people in the memoirs of the Chevalier de Forbin", and concluded that Forbin or later on was given a Thai

noble title of Phra Sakdisongkram came to Siam with the Royal Commissioner of Chevalier de Chôte in 1683 and entered the service of the Siamese army as the governor of Bangkok. Forbin, who lived in Bangkok and Ayutthaya, described the state, Siamese people, occupation as well as the wars but he may had a bad attitude with Chao Phraya Wichayen and finally left Siam.

Phanjit Duangchan (2009) argued in a thesis on "Thai society and Siamese people in the Archives of the Journey to the Siam of François-Timoléon de Choisy" that in the memoirs of the pastor de Choisy captured interesting traditions of Siamese life including a royal procession that led to the presentation of royal message of King Louise XIV to King Narai the Great. The pastor described class of people in Siam society such as various types of commoners and beliefs of people in society related to Buddhism. It can be said that the pastor's record was an important French document in one aspect. Choisy lived in Siam for only 3 months. Therefore, some information may be obtained from other sources.

5. Research methodology

The study uses historical method-the collection of techniques and guidelines that historians use to research and write histories of the past, for searching, collect written and non-written information, review, criticize, analyze and synthesize the data, then present the report using descriptive analysis methods. Data sources can be divided into two major groups, namely:

1. Primary documents: Early documents, including contemporary inscriptions, merchant reports, foreign archival documents written by foreigners who came to Ayutthaya, which is considered to be the same contemporary documents, with the date, year, name of the author.
2. Second class documents: Documents that appear in the form of books, articles, essays, theses, literature, literature review, etc. By studying the above two sources of information, the researcher only focuses that study of the reign of King Narai the Great during 1656 - 1688.

6. Findings of the Research

From the study of historical data of the King Narai the Great, it can be concluded that political conflicts in the royal court were normal. As an ambitious prince, Narai and his uncle Phra Srisuthammaraja cooperated to usurper the throne from Prince Chai who succeeded his father as King Sanpet VI. Phra Srisuthammaraja crowned himself the king. Having seen that Phra Srisuthammaraja was a weak king, prince Narai managed and came to the throne after violent palace upheavals had cut short the reign of his uncle.

Throughout his reign, King Narai seized power base from group of noblemen who were

directly under his control. Most of these nobles were foreigners or had a relationship with the alien community that completed with weapons, manpower, and special expertise. However, some foreigner nobles especially those with low ranking had no root in society nor association with proletarian system that was controlled by the ruling nobles. So, they solely relied on the prestige of King Narai.

At first, King Narai took advantage of Moore which mostly were Muslims and just immigrated from Iran as power base for economy and politics. Later on, once the Iranian power had ended as they broke up among themselves; King Narai turned to develop relations with France with the hope that the trade will be flourish and will be able to bring the power of the French merchants and soldiers to reinforce military. In this regard, King Narai encouraged the French to take the position in his government- as it used to be done with Moore, as well as providing support to the French bishop with royal lands, materials, and labors for constructing church building. In contrast to the use of noblemen and the alien community as a power base, the King deprived the ruling nobility who were Ayutthaya people and had descended into generation with profound interest in the politics of the court which was uncertain if they were insubordinate or rebellious.

The power of ruling nobles was reduced both in economy and politics. In the economy, their benefits were greatly impacted by the monopoly of foreigners and from confiscation of property when committing an offense. In politics, if a powerful position such as Phraya Maha Upparad Chao Phraya Chakri (viceroy) was empty, the King did not appoint any ruling nobles to take that position. Rather, a one-time mission was assigned to each individual ruling nobles to prevent them in capturing or expanding the troops. In addition, the King also ruled in a way that made peerage instability. The criminal lords may be killed or degraded easily.

During the 1680s, King Narai's ruling turned back to strictly monopoly policy, giving special support for the clergy from France, and allowing French soldiers to serve at the fort of Bangkok adding in more of disadvantaged groups. Resistance and internal political conflicts became more intense.

The first disadvantaged group was foreigners especially the Moore as the French had taken advantage of trade and also faced with insecurity of Christian influence. The foreigners who had settled in for trading, therefore, had moved to other cities while minimum number of new merchants travelled in. A resistance of foreigner event was witnessed in the Makkasan rebellion which Muslims had joined with some ruling nobles, causing chaos with the hope that Prince Aphaitod who was the King's brother would took the reign.

The trade recession that followed the relocation of foreign merchants to other cities had wider affected to public. Proletarians could not make a living and had to sell themselves as slaves. The arrival of French soldiers topped up feeling of hurt of people from being insulted by foreigners. When combined with the fact that King Narai was not a favorite of many people since they were enlisted either in the war against neighboring countries or the war to

suppress the rebellion, the poverty from the war, caused the people becoming a larger group that were affected by the policy of King Narai.

Another important disadvantaged group was the Sangha. After ascending to the throne of King Narai, resistance of the Sangha occurred. Thai monks who participated in the rebellion were severely suppressed by the King. They were ordered to leave the Buddhist monkhood and be labor for building a fortress by which Mon monks were not forced to leave the Buddhist monkhood.

The last group that must be mentioned was the ruling noblemen who had always lost benefits. At the end of the reign of King Narai, the ruling noble power was very weak. Government officials were all disunited unable to find a common point for the successor of the King.

The heavy illness of the King Narai led to the battle of the throne between various interest groups. Phra Phi, a royal adopted son who was greatly admired by King Narai had sufficient army in the area of Phitsanulok but possessed no right to the throne since the royal daughter of King Narai did not want to marry to and turned to make royal marriage to Prince Aphaitod who had the right to inherit, but not much power.

A ruling nobility, Phra Phetracha, who served as elephant treasurer had many proletarians and never been deprived of power by King Narai, had clearly exerted high degree of disagreement with the introduction of French troops into Ayutthaya. He intended to liberate Siam from French influence. Phra Phetracha therefore received the support of both the ruling nobles and the people.

Finally, Phra Phetracha, who had good relationship with the Sangha pursued monks to contact and convince people to take part in the coup. He succeeded in provoking people to turn to capture weapons to protect "The King and the Land". The chaos that people had created was very important factor to successfully complete the coup. Phaulkon could not seize power as there was no guarantee that the French army would win over many people while on the Phra Phi side, he was unable to raise troops from Phitsanulok and he himself had strong ties with Phaulkon and France from having converted to Christianity.

7. Suggestions

- 7.1 There should be more foreign language documents to be studied in various perspectives. Both the views of the Thai people and the views of foreigners who came to play a role in the reign of King Narai the Great
- 7.2 Supports for the translation of historical data documented in various nations during the period of King Narai the Great shall be done to add more facts from foreigners towards Ayutthaya.
- 7.3 There should be a study of research, education or articles that have been studied in the

past of scholars to compare data so that the information obtained in the research is the most reliable.

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Border Trade and the Solution of National Security: Srakaew Province

Saichit Chaichana, Wijittra Srisorn, Sunthan Chayanon

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email address: s59484944019@ssru.ac.th, wijittra.sr@ssru.ac.th, sunthan.ch@ssru.ac.th

Abstract

The research on “Border Trade and the Solution of National Security: Srakaew Province” has two main objectives of 1) to study the characteristics of border trade and the national security, and 2) to discover an appropriate model for the border trade and the solution of national security at Srakaew province. The data were collected through the interviews with the officers working at the provincial government and local government organizations together with key informants from private sectors. The data revealed that: 1) the border trade based on the border market concept creates many benefits toward economy at the border areas. The negative side effect included the career scramble from the Thai people in the Sakaew province by the foreign labor, illegal immigration, crime, drugs, and public health problems. The government must exercise control measures according to the Immigration Act, B.E. 2522 and the Working of Alien Act, B.E. 2551, Section 7 in order to control the number of foreign workers. 2) The informal border trade or black market is a trade without customs formalities such as paddy, liquor, cigarette, and the imitation of brand name products. The government should solve this problem by assigning Sakraew Police Provincial Division together with related official units use their measures in order to prevent and suppress the illegal products smuggling into the country including the intellectual property infringement products in the border area of Sakraew province. 3. Trade through the border is a commercial activity comprising of entrepreneurs, producers, and distributors who garner the products based on the orders from the customers or acting as an agent to import the products from Laos, China, Vietnam, South Korea and Japan via Cambodia for selling in the border market area around Sakaew province. This commercial activity are suffered from transportation system, out-of-date logistics, and the border crossing congestion.

For the guidelines of border trade suitable for the national security at Sakaew province, it was found that the area is located in the Greater Mekong sub-regional (GMS) economic corridor having a dominant production base suitable for a logistic center and an eastern economic door toward Indochina region. Therefore, the appropriate model for an economic development and a national security concerning a border trade between Thailand and Cambodia should be in a form of Special Economic Zone: SEZ. For instance, in the short term period, the logistic and transportation system should focus on labor intensive industry,

and there should be a promotion on both domestic and foreign investment in which it will lead to an economic stability and an indicator for national security in a long run.

Keywords: Competency, Invention Curriculum, Education, Assessment

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1. Background of the study

The impact of globalization together with the much advance of technology and the ease of communication makes the world become truly smaller. Many countries around the world have a better relationship especially in the area of an international trade. There are gatherings of economic activity in the countries located in the same region in order to promote and maintain a mutual economic benefit. There are many denouncements upon the trade limitation among countries in which it can decrease the cost of production. This effort leads to a commercial expansion based on free trade agreement in forms of bilateral and regional patterns that include every economic dimension, such as the mobilization of capital, free trade agreement, and investment that will create a national security and stability together with national development toward a much more advancement in the future. The economic strength also becomes an important bargaining power of the group especially a group of countries in south-east Asian region (Sompob Manarangsana, 2546). ASEAN Economic Community: AEC was established for the aim that ASEAN becoming a common market with a single production platform without a levy of tax. It abolishes all trade limitations, having a free movement of factors of production, products, services, investment, capital, and skilled labor among member countries. The community is aimed to strengthen economic aspect, to increase bargaining power and competitive advantage of ASEAN in the world market. As Thailand and Cambodia are the members of AEC, the trade activities between the two countries are increasing (Thanachart Prathumsawad, 2556) including the border trade as well. The border trade between Thailand and Cambodia started during Prime Minister Chuan Leekpai administration under the renowned political regime of turning a war zone into an economic zone. There are openings of checkpoints along the border of Thailand and Cambodia in order to allow the people from the two countries to organize commercial activities easily. This facilitates the border trade and as a result, it has tendency to grow continuously. Most of the products being traded are daily products such as consumer products, agricultural products and products derived from the nature (King Prajadhipok's Institute, 2562). Srakaew province is one of the seven provinces that are located along the border line of Thailand and Cambodia, having a transportation that connects the province with the capital of Bangkok. There are eastern and lower north-eastern sea-coast areas and a checkpoint located at Amphoe Aranyaprathet in which it is a border trade center connecting Cambodia and Vietnam based on a development guideline under the Greater Mekong sub-regional cooperation and Ayeyawady-Chao Phraya-Mekong Economic Cooperation Strategy: ACMECS among Cambodia, Laos, Myanmar, Thailand and Vietnam. There is a highway no. 33 that is a part of southern economic area development where it can connect economic route among Myanmar, Thailand, Cambodia, and Vietnam together. There is also

an Inter Link that runs across through the north-eastern part of Thailand or running from the south of Cambodia-Phnom Penh to the northern part of Cambodia and Vietnam. There is also a railway that connects Cambodia, Aranyaprathet, Prachin Buri, Chachoengsao, and Bangkok. These factors increase the opportunity toward communication and transportation in the region making the cargo transportation easy and fast whether by land, water or air-way. Therefore, Srakaew province is ready to become a logistic center in Indochina region and it will produce a greater impact on an increment of border trade between Thailand and Cambodia. However, the area between Thailand and Cambodia especially in Srakaew province is considered as a sensitive area toward national security and ASEAN connectivity. This creates a possibility of illegal activity since an opening up of a checkpoint for border economic expansion inevitably brings along a problem concerning national security. If the checkpoint is closed, there would be less problem on national security. But, at the same time, it will definitely produce an effect on economy, trade, investment, and way of life of the people in both Thailand and Cambodia (Chutatip Khlaytubtim, 2555).

From the above discussion, the researcher has an intention to study the characteristics of a border trade between Thailand and Cambodia in the area of Srakaew province. The findings may be used as a model for a border trade between Thailand and her neighboring country in order to appropriately solve the national security problem in Srakaew province.

2. Research Objectives

- 2.1 To study the characteristics of a border trade and the solution of national security in Srakaew province
- 2.2 To discover the model suitable for a border trade and the solution of national security in Srakaew province.

3. Review of literature

The meaning of international trade

The Act on the establishment of Intellectual Property Court and the international trade have specified in Section 7, (5) that international trade means buying and selling, exchanging products or international financial documents, international services, or services coming from foreign countries, international transportation, maritime insurance, or any other insurance pertaining to trade and international transportation, and other legal activity concerning international trade.

The study on the international trade of various countries in the world is very important to the education and perception of economic growth in a particular country since international trade means import and export, and other commercial activity undertaken with foreign countries. These activities are crucial for national economy where the export is one of the

methods to bring in the foreign income into the country (Department of Trade Negotiations, 2560). The import shows the bringing in of raw materials necessary for the production of products for domestic consumption and export. The import may mean bringing in the products that are scarce in the country for the domestic consumption. The import and export situation of a particular country represents economic condition in the country or the balance of trade of the country. These are key economic indicators and economic growth of the country. The international trade can create tremendous benefits for the developing countries. Especially, those countries that have their export more than import. The production of a large quantity of products can reduce the cost per unit or being known as economy of scale. This leads to a more quantity of products and a higher income. The price of product and service has a tendency to become cheaper while the product quality standard has a tendency to increase due to the increase in competition. The economic activity has an impact on the development and economic growth of developing countries. An increase in export will lead to an increase in income or wages of people in the country. The overall national income will have an effect on per capita income of the people in the country. The demand and supply for products and services also increase and as a result, the production, income and employment in the country are all expanded (Krugman and Obstfeld, 2003).

4. Research Methodology

This research is a qualitative research. The research tool is an in-depth interview with 3 groups of key informants. Each group comprises of 10 individuals who are selected based on a purposive sampling as follows:

1. Those who are involved with administration and policy of regional government and local government organizations
2. Those individuals from the Provincial Chamber of Commerce, the Federation of Thai Industries, Srakaew Chapter, businesspeople, investors, entrepreneurs who doing businesses in the border area between Thailand and Cambodia, Srakaew province.
3. The academicians and local people living in the border area between Thailand and Cambodia, Srakaew province.

The data analysis is being accomplish by using content analysis.

5. Research Findings

From the study, the data reveal that:

5.1 To study the characteristics of a border trade and the solution of national security in Srakaew province.

5.1.1 The border trade based on a border market way of life. This refers to a trade undertaken between merchants and the people living in the border area of Srakaew province. The commercial activity is done through a local market in the area surrounding the

checkpoint such as Rong Kluea Market and market around the Relief Point. Most of the products are consumer products being consumed in a daily life, for example, rice, food, vegetable, fruits to name just a few. The trading value is not large. However, this type of border trade has a great impact on border economy since it can create occupations and income for the people living in Srakaew province and the nearby areas including those people in Cambodia as well. The fact that the border trade is a trading location between the people from the two countries, this would help to strengthen the attitude and a good relationship among people living in the border areas.

5.1.2 The informal border trade is used to be called a black market. The commercial activity is being undertaken without the customs formalities. The smuggling of goods happened in the 4 districts of Srakaew province, say, Ta Phraya, Khok Sung, Aranyaprathet and Khlong Hat where they are located out of the checkpoint areas. The trading of illegal goods is being conducted in a systematic manner or by organizations relating to the powerful people, or political capital group, local capital group, and people in the area. This is known as a “border way.” The informal border trade was born with the border area since the beginning with a luring benefit of not paying a customs tax and much more profits. The informal border trade has accounted for about 40 percent of the total border trading. This has produced an effect on the border economy of the country. Although, some entrepreneurs see that, at least, people living in the area can benefit from the informal trade. But in reality, the smuggling of paddy, liquor, cigarette, and the imitation of brand-name products produce a negative effect on the overall economic value and especially, the trading image of Thailand.

5.1.3 The trade via the border. This is a trading activity that disguises itself in the border trade. This trading activity is very important to the border trade between Thailand and Cambodia in the area of Srakaew province at the present. The entrepreneurs, producers, and product distributors gather the products that are needed by the buyers to be sold in Cambodia or sent to Vietnam, Laos, China and other countries. Or being a representative who imports products from China, Vietnam, South Korea and Japan via Cambodia in order to be sold in a border market of Thailand in Srakaew province. This type of trade could benefit the border economy and Thailand as a whole. The border trade volume mostly comes from the trade via the border since the trade is undergone customs formalities. Therefore, the government should support and facilitate this type of trade in the border area.

5.2 To discover the model appropriate for a border trade and the solution of national security in Srakaew province.

The border economy between Thailand and Cambodia, Srakaew province especially at Rong Kluea Market will have an increasing value since it is located in the Greater Mekong sub-regional economic corridor, having a dominant production base, and a readiness in term of infrastructure, finance, labor, and easy transportation that is suitable for a logistic center and an eastern door to Indochina region. The model for economic development toward a

border trade between Thailand and Cambodia regarding the national security should be in a form of a Special Economic Zone: SEZ. The production should take place with continuous services, such as logistic system and transportation. In the short term, the focus should be for an industry with labor intensive, the promotion of investment both inside and outside of the country, the utilization of modern technology from foreign country in order to produce the products, the establishment of factories in the special economic zone around the border area of Thailand and Cambodia. This effort is to distribute the advancement into the regional area, create more jobs, and to obtain cheaper labor as well as raw materials found the local area. This can reduce the cost of production, increase economic opportunity, and increase competitive competency. On top of that, this is an effective way to organize an economic border area in order to control foreign labor to work in a special economic zone instead of smuggling into the city.

6. Discussion

The development of a border trade policy between Thailand and Cambodia has been started during the political regime of turning the war zone into a trade zone when the Cold War was over with an objective to solve the national security problem and enhance the peace in Indochina region. This policy is in relevant to the interdependence concept proposed by Keohane and Nye (2011) in which the relationship systems between various countries in the world have been changed into a mutual dependency on each other especially on economic matters. An increase in interdependence would produce an effect on the use of power since it would encourage political bargaining instead of using forces. Even the military budget would be higher but there are still some limitations in the utilization of military power. The interdependence concept is a situation where the players or events that are a part of a system have some effect on each other. It is a phenomenon arising after the war was fading away from Indochina region.

The border trade between Thailand and Cambodia since B.E. 2531-2557 has been organized in the area of Srakaew province in 3 particular characteristics namely 1) a border trade based on a local border market system, 2) an informal border trade or black market, and 3) a trade via a border. This trading pattern follows the research work being done by Pussadee Polsarum et al. (2557) on “Trading by land in the north” which describes the border trade in 3 characteristics, say, 1) the authentic trade, 2) a trade without official measures or customs formalities, and 3) a crossing border trade. The data is also in the same pattern of an academic article written by Wacharin Youngsiri (2547) on “Border Trading between Thailand and Cambodia: Problems and Solutions” in which he argued that the border trade between Thailand and Cambodia during B.E. 2531-2545 was in a form of a smuggling or black market, free trade along the border market, and a transit trade where the goods were sent from

Thailand to Cambodia and Vietnam.

The study found that the problems associated with a border trade between Thailand and Cambodia at Srakaew province include the career scramble by the Cambodian workers, the smuggling of goods without customs formalities, the difficulties of customs formalities experienced by importers, exporters and merchants in the area, the product pirate, and the congestion around the permanent crossing border at Ban Khlong Luek, Amphoe Aranyaprathet. These findings are in line with the work being done by Anaphat Nongkhoo (2550) on “Thai-Cambodian Border Trading Strategy: Sakeao Province Case Study” in which it found that the trade problems are informal trade, customs formalities, border demarcation, area limitation of permanent border crossing unit at Khlong Luek, Amphoe Aranyaprathet, the differences of development level between Thailand and Cambodia in terms of crime and drugs problems along the border line.

The study also indicated that the government policy on border trade has a direct and indirect effect in terms of economic, social, political, and national security aspects upon a border trade at Srakaew province. Regarding the security aspect, the positive side of a border trade can be seen in forms of a solution for war and a creation of peace in the area. For the economic perspective, a border trade can create a lot of jobs and, as a result, income for the people in the trade area. However, there are some problems coming with a border trade such as drugs, public health, and human trafficking problems. These findings are congruent with the work done by Noppatsorn Mathaen (2549) on “History of Thai-Cambodian Border Trade at Sa Kaeo Province During B.E. 2518-2546” and found that the history of Thai-Cambodia border trade was initiated since Sukhothai period. The border trade has an impact on the national security in which it can create peace along the border line and, as a consequence, becoming a solution against the possibility of war.

7. Suggestion

- 7.1 This study focuses on a by land border trade and the solution of national security in the area of Srakaew province. The future research should focus on waterway as well as by air border trade in which it could obtain more information pertaining to the area of study.
- 7.2 This study also is focused on the border trade and the solution of national security in the area of Srakaew province, the study did not emphasize on the problems of entrepreneurs and other related players in the area. Next research should focus on these individuals together with their trading problems. This type of research would definitely be more fruitful to the economic study of the country.

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The Perception of Border Trade Economic Policy between Thailand and the Laos People's Democratic Republic: A Case Study of Entrepreneurs in Nong Khai Province

Karnpone Taechadatapipate, Wijitra Srisorn, Sunthan Chayanon

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: s60484944008@ssru.ac.th, wijitra.sr@ssru.ac.th, sunthan.ch@ssru.ac.th

Abstract

The objectives of this study are to 1) find out the perception of the entrepreneurs in Nong Khai province toward the border trade economic policy of Thailand and the Laos People's Democratic Republic, and 2) compare the individual factors of the entrepreneurs with the perception toward border trade economic policy between Thailand and the Laos People's Democratic Republic. The sample size of 485 people is traders living in Nong Khai province. The questionnaires are employed as a research tool to collect the data. The descriptive data include frequency, percentage, mean and standard deviation. The data is also analyzed by using t-test and F-test.

The results show that most of the respondents are females, aged between 30-40 years old, having the education below bachelor's degree, most of them are in clothing businesses, with average monthly income of 30,001-40,000 baht, and have been living in Nong Khai province between 5-10 years. It is discovered that the overall perception level of entrepreneurs toward border trade economic policy between Thailand and the Laos People's Democratic Republic is at the high level (mean = 3.84). When consider each item separately, it is found that the perception toward infrastructure dimension is at the highest level (4.66), and then followed by personnel dimension (4.18), management dimension (3.65), safety dimension (3.40), and the trade collaboration dimension is at the lowest level (3.32). The analysis reveals that the differences of sex, age, education level, occupation, monthly income, and the residential period have a relationship with the different perception toward border trade economic policy between Thailand and the Laos People's Democratic Republic at the statistical significant level of 0.05.

Keywords: Thailand and the Laos People's Democratic Republic, perception, border trade economic policy

➤ *This research presented on 30st International Conference on Business, Education, Social Science, and Management (BESM-30): Taipei/Taiwan, July 15th-16th, 2019.*

1. Background of the study

Thailand's international trade has been developed for quite some time and created an economic growth of the country especially, the trade among Thailand and the 3 major world markets, say, the United States of America, Japan, and European Union. However, there is still another important international trade that is considered as a Thai traditional trade and is making a lot of continuous incomes to the country being known as a trade with neighboring countries with adjacent borders. This refers to the trades among Thailand and the Laos People's Democratic Republic, Cambodia, Myanmar, and Malaysia. These types of trade are recognized by the businesspeople and the merchants and are called a "border trade" in which Thailand has made several contracts for the transportation of goods to the third country without any product duty on the goods being brought into the country. This type of trade is known as a cross border trade (Wipavane Phueakbuakhao, 2560).

The Laos People's Democratic Republic or Laos is Thailand's neighboring country with a long story in terms of history, ethnics, religion, language and culture. The border areas between the two countries both by land and by water are about 1,810 kilometers in which 702 kilometers are by land and another 1,108 kilometers are by water. Based on this regard, the trade volume between Thailand and Laos is at high level. The fact that Laos has no exit to the sea, so it must use Thailand as a land link to ship the goods to the third sub-regional countries by using Thai-Lao Friendship Bridge in crossing the Mekong River. Moreover, Laos has an abundance of natural resources and a policy that promotes foreign investment. In this respect, a special border trade economic zone has been established. This becomes an opportunity for Thai entrepreneurs to expand or even move investment base into this particular area (Choen Krainara, 2557). Since the transportation route is not complicated, this becomes an advantage in term of distance proximity and connecting border. Besides, these two countries are sharing the similar tradition and culture especially on customers' tastes and preferences. Therefore, there is no need for an alteration of goods and services to suit with the demand of the consumers (Chayada Sirinukul, 2551).

Nong Khai province is an economic connecting center of the region according to north and south economic corridor and east economic corridor under the economic framework cooperation in Mekong region via the 1st Thai-Lao Friendship Bridge. It is considered as an important economic province for a border trade of Laos (Thepparuk Surifai and Lumpang Manmart, 2561). The Laos People's Democratic Republic together with Nong Khai Commercial Office have organized a Border Trade Exhibition and Business Forum to sell consumer goods and OTOP products from Thailand, Laos and other neighboring countries with more than 200 booths in order to boost the border trade economy of Thailand and Laos. There is also a meeting called "Initiative Forum Between Thailand-Lao PDR on Trade Investment Collaboration 2018" at the Royal Nakhara Hotel and Convention Centre, Nong

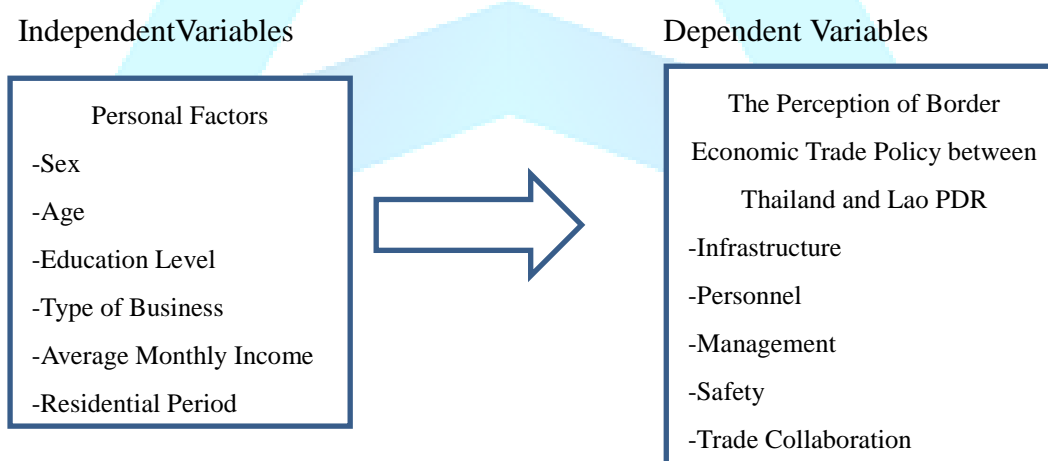
Khai province, during September, 2561. There is a field operation in order to keep track on border trade situation at Thanaleng Railway Station. The area development is discussed concerning the connection with rail system based on Metro Project of Thailand, Lao PDR, and China (Department of Foreign Trade, 2561).

Based on the above discussion, the researcher is deeply interested in the study of the perception toward border trade economic policy of Thailand and the Laos People's Democratic Republic and to compare the individual factors that affect the perception of entrepreneurs on a border trade policy between Thailand and Lao PDR. The study may be of benefits for those who are dealing with trade between the two countries in order to be ready for trade and investment expansion that have effect on the creation of income of people in the area.

2. Research Objectives

- 2.1 To study the perception of entrepreneurs in Nong Khai province on the border economic trade policy between Thailand and the Laos People's Democratic Republic.
- 2.2 To compare personal factors that affect the perception of entrepreneurs in Nong Khai province in regard to border trade policy between Thailand and Lao PDR.

3. Conceptual Framework



4. Review of Literature

Concept and theory of perception

Perception is a process where the stimuli acts on the feeling and is interpreted into meaning based on knowledge, experience, and personal comprehension (Bernstein, 1999:

72). Perception is learned. Therefore, if the knowledge and experience are absent, it is considered as only an acknowledgement of the stimuli. Perception is also selective. We live among numerous of stimulus. At a moment in time, we cannot perceive every single thing around us. However, we select to perceive some stimulus, for example, if we pay attention the instructor's lecture, we will selectively hear only the content of the lecture and not on the other stimulus such as from a friend sitting beside us or people who walk pass by in front of the room. The selection of perception is based on the 2 important factors that are the stimuli and individual factor.

1. The stimuli

The characteristics of the stimuli that creates a prompt perception or can effectively draw an interest are (Quinn, 1985: 33-34):

- 1.1 Intensity and size. These include a loud noise and a big beam of light. These incidents can make us to be able to perceive more than the opposite characteristics.
- 1.2 Contrast. Words inside the quotation marks or words with the italic character are perceived so easily than those normal character.
- 1.3 Repetition. We hear better when we are called the 2nd time or the 3rd time.
- 1.4 Movement. The moving stimuli will catch our attention much more effective than those stable ones. For example, a moving sign board or signs with flashing lights will actually draw more attention. A person who keeps sitting up and down will also catch more attention from other people.
- 1.5 Novelty. The strange or new stimuli always catches our attention. A siren sound would be one of good examples.
- 1.6 Social Insinuations. The use of an object or a person with social influence to stimulate the attention. For example, the product advertisement uses an influential person (such as a movie star) or an accreditation from official organization to endorse the product.

2. The individual factors

- 2.1 Physiological Factors. The human sensory organs have a limited capacity. They cannot respond to every kind of stimuli. Besides, the physical conditions in each period of time have some effect on the ability of perception. For instance, age, when we get older, our perception capacity will be less. Ear, after 20 years old, the hearing ability will be less. Fatigue, when we are tired, we may mistakenly perceive things around us. The influence of some chemicals such as alcohol may alter the perception capacity.
- 2.2 Psychological Factors.
 - 2.2.1 Interest. People select to perceive thing that is interesting. A geologist will look for different types of stone while an ornithologist will search for different types of birds.

- 2.2.2 Expectancy. People see what they want to see. Our perception is based on our expectation.
- 2.2.3 Need. Need is an important factor affecting the selection of perception. In an experimentation, when a hungry man looking at the blur picture, he or she would see food.
- 2.2.4 Value. The perception depends on the value of the thing being perceived. The children with lower socio-economic status would draw a bigger picture of the money while the children with higher socio-economic status would draw a smaller picture of the money. This is because the children with lower socio-economic status perceive or give the value of money more than the other group of children.

A border trade concept

Nowadays, the border trade is recognized as a target for an important income of the country. Many units expect that it will promote the national economy. If the economic system at the border has been effectively managed, it will increase a national income. In this respect, the Ministry of Commerce has organized a border trade strategy B.E. 2560 in order to sustain the proactive border trade policy by focusing on the promotion of the potential at the new and previous checkpoints. There are establishments of product distribution centers along the border lines of the neighboring countries. This is to enhance the border trade activity based on the 4 strategic plans as follows (Natthachaya Meuansomwang, 2560):

1. The supporting plan for opening-up of new checkpoints with high potential. These checkpoints are scattered around the border lines between Thailand and her neighboring countries, such as Ban Laem Immigration Checkpoint, Ban Pakkard Checkpoint, Prachin Buri province. These checkpoints are connecting the trade between Thailand and Cambodia, deep into Battambang and Pailin province. Dan Singkhon, Prachuap Khiri Khan province where it is connecting to Mergui, Myanmar. And Tha Li Checkpoint, Loei province that is connecting into Lao PDR.
2. The encouragement of existing checkpoints. This refers to Mae Sot Checkpoint, Tak province in which there will be an establishment of a commercial network between the Thai border trade entrepreneurs and the entrepreneurs of neighboring countries in order to distribute more product into the neighboring countries' markets, for example, Myawaddy and Mandalay. And at Mae Sai and Tachileik Checkpoint, Chiang Rai province that will connect into Chiang Tung and Taunggyi, Myanmar.
3. The establishment of a trade network for Thai businesspeople. This trading establishment between Thai entrepreneurs and the entrepreneurs of the neighboring countries is undertaken through the YEN-D Program with the emphasis on a new generation of neighboring businesspeople along the border lines, such as Taunggyi,

Tachileik, Chiang Tung, Myanmar and Battambang, Pailin, and Srisophon, Cambodia.

4. The encouragement of “Loei Model.” This is to develop Thai entrepreneurs who live in the province with no border line with neighboring countries to have an opportunity to do business with entrepreneurs in the neighboring countries. On top of that, there will be a promotion and support to private organizations to build product distribution centers in exchange goods among neighboring countries. In Thailand, this distribution center is located at Pathum Thani province. In Cambodia, they are located at Pailin and Srisophon province.

The border trade will definitely create more job for the people in which it responds to the economic expansion especially in the Indochina region. For example, in Myanmar, there is a high economic growth in which it produces a positive effect on border trade in the northern and north-eastern region of Thailand. The economic activity together with trust building will cause an overall growth toward investment and enhance the country’s creditability in the eyes of foreign investors, especially in the mega projects sponsored by transnational companies that use Thailand as a production base. Besides, the members of ASEAN Community are coming to Thailand for more investment. In this regard, the country need a strategy that will create a practical result in order to become Thailand 4.0 as preached by the government.

5. Related research

Wipavane Phueakbuakhao (2560) conducted a research titled “Policy Formulation for Enhancing Trade Along Thailand-Myanmar Border of Prachuap Khiri Khan Province” with the objectives to 1) study the designation of border trade promotion policy between Thailand and Myanmar, Prachuap Khiri Khan province, 2) discover factors affecting the formulation of border trade promotion policy between Thailand and Myanmar, Prachuap Khiri Khan province, and 3) propose an appropriate model for the formulation of border trade promotion policy between Thailand and Myanmar, Prachuap Khiri Khan province. The research found that the overall value of the formulation of border trade promotion policy between Thailand and Myanmar, Prachuap Khiri Khan province is at the high level. When consider each item separately, it is found that the infrastructure dimension is at the highest level, and following by safety dimension, management dimension, personnel dimension, and trade collaboration dimension respectively.

Kanchana Chohkriansukchai (2558) conducted a research entitles “Information Exposure and the Need of Activities which Associated with the Thai Cultural Universals of the Laos” with the objectives to 1) examine travel behavior, the media and information

exposure, information search on Thai tourism, and 2) study the perception on Thai cultural universals and the need of activities which associated with the Thai cultural universals of the Laos. The results showed that most of the Laotians frequently travel in and out of the country. They had their own trip, liked natural attractions, and searched travel information via Internet and knew tourist destinations in Thailand via television. Most Laotians knew Thai cooking, decorative objects, and weaving. If they had a chance to visit Thailand, they would like to attend the short courses in universities, have a vocational training, and a medical treatment.

6. Research methodology

This is a quantitative research. The sample size is composed of 485 entrepreneurs who live in Nong Khai province. The questionnaires are used to collect the data. The descriptive data include frequency, percentage, mean and standard deviation. The SPSS program is used to analyze the data.

7. The Research findings

- 7.1 According to the data analysis, most of the respondents are female (56.40 percent), have age between 30-40 years old (41.10 percent), have their education lower than a bachelor degree (64.1 percent), have clothing businesses (59.60 percent), with average monthly income of 30,000-40,000 baht, and have lived in Nong Khai province for 5-10 years (47.11 percent).
- 7.2 The results show that the overall value of the perception toward a border trade economic policy between Thailand and the Laos People's Democratic Republic: A Case Study of Entrepreneurs in Nong Khai province is at the high level with the mean value of 3.84. When consider each item separately, the perception of infrastructure is at the highest level or 4.66, followed by personnel dimension of 4.18, management dimension of 3.65, safety dimension of 3.40, and trade collaboration dimension at the moderate level of 3.32.
- 7.3 From the analysis, the relationship between the personal factors and the perception of a border trade economic policy between Thailand and the Laos People's Democratic Republic: A Case study of Nong Khai province, it is found that the entrepreneurs with the differences of sex, age, education level, occupation, average monthly income, and the duration of stay in Nong Khai province have a different perception toward a border trade economic policy between Thailand and Laos PDR at a statistical significant level of 0.05.

8. Discussion

From the analysis, people with differences of sex, age, education level, occupation, average monthly income, and period of stay in Nong Khai province have a different perception toward a border trade economic policy between Thailand and Laos PDR. This is because people with different backgrounds have different experiences and, as a result, tend to have a different interest and a different desire to perceive various issues around them. The perception is caused by many different factors such as situation, and time. It is also created by the ability of an individual to hear, see, and understand. The perception is also based on the interpretation and comprehension of a particular person. This is in line with the concept proposed by Joseph T. Klapper (1960) that the receiver of a message has a different process of reception based on experience, need, belief, or thought. This makes a perceived message have a different meaning based on receiver's interest. It is also being in response to the work of Suthum Rattanachort (2552) whose writing says that a person is surrounded with stimulus that come from the environment and pass into the sensory organs by feeling, seeing, hearing, smelling, tasting, and caressing or through the eyes, ear, nose, tongue, and skin. At the end, people selectively perceive only those that interest them.

9. Suggestion for the implication

- 9.1 There should be a public relations for a border trade economic policy between Thailand and the Laos People's Democratic Republic in order to make people understand thoroughly. This is to create awareness and readiness for changes in terms of economic and social issues in the province.
- 9.2 There should be a study of an investment trend of entrepreneurs who conduct their businesses at the border between Thailand and the Laos PDR. This is to prepare the related units in order to provide necessary services for those investors.

10. Suggestion for future research

- 10.1 There should be a series of studies on the perception of a border trade economic policy between Thailand and the Laos PDR in any other province that has the adjacent border with the Laos PDR in order to compare and develop the effective communication for the people to learn about the border trade economic policy between the two mentioned countries.
- 10.2 This research is a cross-sectional research. The longitudinal research is recommended in order to keep track with the perception of people in Nong Khai province on the border trade economic policy between Thailand and the Laos People's Democratic Republic.

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Way of Life Behavior based on Sufficiency Economy Philosophy of People Living in Amphoe Kho Wang, Yasothon Province

Pongchai Sukhahuta, Sunthan Chayanon, Wijittra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: s59484944003@ssru.ac.th, sunthan.ch@ssru.ac.th, wijittra.sr@ssru.ac.th

Abstract

This research has the following objectives: 1) to study the way of life behavior according to sufficiency economy philosophy of people living in Kho Wang district, Yasothon province, and 2) to compare the personal factors with the way of life behavior based on sufficiency economy philosophy. It is considered as a quantitative research. The sample size is composed of 400 people living in Amphoe Kho Wang, Yasothon province. The questionnaires are used to collect the data. The descriptive data include frequency, percentage, mean, and standard deviation. The data is analyzed by using t-test, F-test and One-Way ANOVA.

The results show that most of the respondents are females (69.2 percent), they are in agricultural business (34.0 percent), are married (43.0 percent), with average household annual income of 200,001-300,000 baht (53.20 percent), achieve primary education (42.20 percent), and living in the area for less than 10 years (47.20 percent). The findings also express that the overall value of way of life behavior with regard to sufficiency economy philosophy of people living in the area of Kho Wang district, Yasothon province is at a high level (mean = 3.58). When consider each item separately, it is found that the health care issue is at the highest level of 3.72 and then followed by economy and expenses, resident, occupation, dressing, and food issue with the mean value of 3.69, 3.54, 3.52, 3.51 and 3.50 respectively. The analysis reveals that the personal factor based on educational level has a relationship with the way of life behavior in regard to sufficiency economy philosophy of people residing in Kho Wang district, Yasothon province at the statistical significant value of 0.05.

Keywords: Behavior, sufficiency economy philosophy, Yasothon province

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1. Significance of the problem

Poverty is a problem concerning the systematic and national structure where it is accumulated for such a long time and becomes a major obstacle pertaining to the sustainability in national development. Even though the government has paid their relentlessly attempt to solve the problem, there is still no solid resolution to it. As political, economic, and environmental milieu has been changed, these variations produce a great impact on the poverty problem to become much more complicated. The gap between the have and have-not has been expanding. As a consequence, it creates an inequality in terms of economy and politics among people in the society. Therefore, the poverty problem must be solved in an integrated manner by connecting other related factors in a whole system.

The Sufficiency Economy Philosophy (SEP) is the name of a Thai development approach attributed to the late King Bhumibol Adulyadej. It has been elaborated upon by Thai academics and agencies, promoted by the Government of Thailand, and applied by over 23,000 villages in Thailand that have SEP-based projects in operation (Wikipedia, 2019). The concept focuses on the survival and the ability to live steadily and sustainably on the verge of globalization. The sufficiency economy theory claims to be able to develop a self-reliance in various steps by relying on certain processes. It reduces natural variations or changes caused by various factors based on 3 components, say, modesty, reasonableness, and self-immunity and 2 conditions of knowledge or wisdom and morality. Persistence, patience together with consciousness and intellect are also encouraged in order to help each other with ethical standard. The sufficiency economy has much wider definition than the definition of a new theory because the sufficiency economy is a conceptual framework that indicates principles and practical guidelines of new theory. While the royal initiation on a new theory or a new agricultural theory refers to step-by step development guidelines, it is only an example of the practice suggested by the sufficiency economy in order to yield a solid result in a particular area (Apichai Punthasen and others, 2545).

From the Thai social context as described above, the royal initiative on sufficiency economy is welcomed in order to alleviate the problem. This particular concept points to an appropriate way of existence and practice for the people at all levels, starting from family, community, society and national level. The development and management of the country are based on the middle path concept, especially the economic development to keep up with the globalization world. Sufficiency means moderation, reason, and a good self-immunity and together with the 2 conditions that are wisdom and virtue. The sufficiency economy is not limited to only the farmers but it can be applied with everybody with every occupation. The 1st step refers to the development based on a new theory. The 2nd step refers to the creation of social power by every part in the society in a form of pluralization. The 3rd step views community organization as a development centre. The other related sections are understood

3. Review of literature

The late King Bhumibol Adulyadej has graciously provided a definition for sufficiency economy that it is a way of life, economy based on a bare existence, leading a life with appropriateness, having enough to suffice the needs of an individual. According to the definition, it does not mean that every family must prepare their own food and weave their own clothes, but it refers to a certain level of adequacy in a community (Department of Provincial Administration, 2541: 4-5). His Majesty the late King Bhumibol Adulyadej realized that the development plan formulated by the Thai government has high risk involvement, especially to those small farmers who are the largest proportion of the population in the country and, at the same time, the largest group of people who are most neglected. His royal speech in the commencement ceremony at Khon Kaen University in B.E. 2516, and later in the same occasion in B.E. 2517 at Kasetsart University were in resemblance in which His Majesty tried to urge every related unit upon the problems.

Prasopchok Mongsawad (2552) mentions about the application of sufficiency economy for the management of national economy with growth in terms of quality and stability. It is applied with the four types of capital namely: physical capital, human capital, natural capital and social capital. Both of the government and private sector must apply sufficiency economy with regard to modesty, reasonableness, immunity, and knowledge and morality in order to lead the whole country toward sustainable development.

Sompoj Kannanuch (2551) confirms that sufficiency economy can lead to a sustainable development by focusing on the internal factors such as the importance of household economy, community, or inside in country as a major principle. The community enterprise is viewed as an important tool in building a stable economic base. The community must be strengthened in term of self-reliance by relying on domestic production and consumption within the community. The middleman has been eradicated and a financial plan for an appropriate production should be erected. The moderation concept must be in a real practice in order to prevent an over-supply which will deplete the natural resources. The management system is built on the reasonableness concept and, at the same time, self-immunity is strictly withheld. There should be no dependency on the outside factors. The effective resolution of the problem is believed to be derived from the internal factors based on the fact that it is a controllable mechanism. Besides, the morality and ethical behavior should be cherished in order to create a feeling of a common benefit as a major principle. There are also a learning process and an awareness of ecological variants. An emphasis should be pushed forward to a type of investment that develops learning process and body of knowledge for the community to proceed into a sustainable development.

Sanay Jamarig (2546) argues that sufficiency economy is a philosophical ideal principle that is developed from the study of factors facing Thai society in the globalization era with

the emphasis on the resurrection of human spirit into a genuine economy and not a monetary economy. The solid economy that is composed of human and nature. It is also a way of looking at and understanding human being in a definition of a humankind and is a part of nature based on truth and fact. The poverty alleviation is not the whole story but there are more to it, such as biological variations, local wisdom, and the construction of social cost and a holistic picture of the future of the nation.

Prawet Wasi (2548 quoted in Apichai Punthasen, 2549) summaries the sufficiency economy concept that it is a middle way economy or middle path economy connecting and relating to community family, culture and environment. It is an economic system that integrates human soul, society, environment, and civil society. Therefore, sufficiency economy can be called in other names such as a basic economy, a balance economy, an integrated economy, or moral economy. The sufficiency economy has at least 7 following meanings in regard to adequacy:

1. It is enough for every member in a family, in every family, it is not a kind of neglecting economy.
2. It is a feeling of an adequate mind, loving and magnanimity.
3. An adequate environment- preservation and enhancement of environment as a basis for occupation.
4. The community is strengthened in an appropriate manner, a gathering of people in solving the problems together such as a social problem, poverty problem, or ecological problem.
5. An adequate intellect, a collective learning process, keeping up with the changes in the world.
6. It is standing on the adequate culture, since the economy relating to the cultural growth, meaning the relationship between way of life and environment, is a truly stable economy.
7. There is an adequate stability, not having a rapid fluctuation that is unbearable to human.

Office of His Majesty (2550) has brought the summary of His Majesty the late King Bhumibol Adulyadej's sufficiency economy concept as follows:

1. The conceptual framework. It is a philosophy that point out on the existence and appropriate personal practice based on the traditional way of life of Thai society. It is be applied for the use at all time and it understands the world in a systematic manner of change. It focuses on the survival from any peril and critical moment for the sake of stability and sustainability of development.
2. The characteristics. Sufficiency economy can be applied in practice in any level. It focuses on the moderate practice and systematic development.

3. The definition. Sufficiency is comprised of the three following attributes:
 - 3.1 The moderation. It means appropriateness, not too much, not too little. No encroachment toward oneself and other people. For example, an appropriate production and consumption.
 - 3.2 The reasonableness. This means that the decision on the moderation is done based on reason by considering related causal factors and its effects from those actions prudently.
 - 3.3 The self-immunity. This means the preparation for the impacts caused by many changes by considering the possibility of various situations both in short-term and long-term basis.
4. The condition for decision. The condition for decision and operation in an appropriate manner is based on intellectual ability and morality. This means:
 - 4.1 The condition for the intellect. It refers to a well-verse of interdisciplinary subjects. The prudence will bring all of the knowledge in connection and it will be used in planning and carefulness of practical steps.
 - 4.2 The morality condition. The realization of the importance of morality. Honesty, patience, and persistency are the virtues.
5. The practical guidelines and results from the application of sufficiency economy. The development is achieved in terms of a balance and sustainability. It is ready for all kinds of changes in every perspective, say, economic, social, environmental, knowledge, and technological perspective.

4. Research methodology

This research is a quantitative research. The population refer to the people who dwell in Kho Wang district, Yasothon province with a total number of 25,542 persons. By using the formula suggested by Yamane (1973) with the reliability value of 95 percent, the sample size is derived at 400 persons. The questionnaires are used to collect the data based on the purposive sampling. The descriptive data include percentage, mean and standard deviation. The data are also analyzed by using SPSS program.

5. Research findings

5.1 The study for the demographic factors show that most of the respondents are females (69.2 percent), are in agricultural businesses (34.0 percent), are married (43.0 percent), have an average annual income between 200,001-300,000 baht (53.20 percent), have an education at primary school level (42.20 percent), and have lived in the area for less than 10 years (47.20 percent). The data also reveal that the overall value of way of life behavior of people living in Kho Wang district, Yasothon province is at high level (mean = 3.58). When

consider each item separately, it is found that health care dimension, economy and expenses dimension, shelter dimension, occupation dimension, dressing dimension, and food dimension have the mean value of 3.72, 3.69, 3.54, 3.52, 3.51, and 3.50 respectively.

5.2 From the analysis, it is discovered that the personal factors regarding sex, occupation, marital status, income and residency period of people who live in Kho Wang district, Yasothon province and have no relationship with the way of life behavior based on sufficiency economy. While people who obtain a different educational achievement have a different way of life behavior based on sufficiency economy.

6. Discussion

The study reveals a high overall value of way of life behavior based on sufficiency economy philosophy of the people in Kho Wang district, Yasothon province. This result is in the same pattern of a research conducted by Pawan Meenrakreangdej (2549: 102-111) entitled “The Application of Sufficiency Economy into Practice by the People who Participate in Life Sufficiency Project Based on the Royal Initiative” and another two researches undertaken by Sansakrit Muneemonai (2551) on “Knowledge, Understanding and the Practice of Sufficiency Economy in Leading Life: A Case Study of Graduate Students, Faculty of Social and Environmental Development, National Institute of Development Administration (NIDA)” and Walaipan Chanhoam (2553) on “The Application of Sufficiency Economy in Daily Life of the Teachers at Kanchananukroh School, Kanchanaburi Province.” All of the said studies found a high value of application toward sufficiency economy.

The study on the demographic factors of the people who live in Amphoe Kho Wang, Yasothon province found that the differences of sex, occupation, marital status, income and the period of stay in the area of study have no difference in the way of life behavior toward sufficiency economy. This finding is in line with the work done by Jaitip Upaipanich (2553) on “The Application of Sufficiency Economy in Leading Life of Officers at the Office of the Permanent Secretary for Defense” in which it found that the self-immunity item is at the high level. The officers with different ranks have a difference in the application of moderation item. While the differences in sex, age, education, marital status, family members, rank, saving, and liability have no difference in the application toward self-immunity in leading life.

7. Suggestion for future research

7.1 This study focuses solely on the opinion of the people in Kho Wang district, Yasothon province. The future research should emphasize on the opinion of people regarding their way of life behavior based on the sufficiency economy philosophy.

7.2 The comparative study between or among communities in regard to sufficiency economy way of life behavior should be taken in order to find out the similarity or deviation of the implication of theory.

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The Readiness to Solve Inequality of People in Sakaeo Economic Zone

Watcharapon Ketsupa, Sunthan Chayanon, Wijittra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: s59484944010@ssru.ac.th, sunthan.ch@ssru.ac.th, wijittra.sr@ssru.ac.th

Abstract

The research aims to study the readiness to resolve inequality of the people in Sakaeo economic zone, and to compare personal factors affecting the readiness. It is survey research which is designed based on quantitative analysis with sample size of 400 representatives of people in Muang Sakaeo district, Sakaeo province. The research instrument for data collection is rating scale questionnaire.

The study results reveals high level of inequality (\bar{X} 3.94, SD 0.45). Divided into individual dependent variables, the major result is shown high level on economic inequality (\bar{X} 4.2, SD 0.66), followed by social inequality (\bar{X} 4.06, SD 0.48), while the moderate level is on power inequality which is the lowest one on this study (\bar{X} 3.6, SD 0.71). The research finds some of independent variables that affects the readiness to resolve the inequality as follows; age, occupation and education level affect the readiness to solve inequality, and economic inequality, while age and education level affects the readiness to solve economic and social inequality, finally education level affects the readiness to solve power inequality, respectively, all of with statistically significance at the level of 0.05.

Keywords: Readiness, inequality, Sakaeo Province

- *This research presented on 30st International Conference on Business, Education, Social Science, and Management (BESM-30): Taipei/Taiwan, July 15th-16th, 2019.*

1. Statement and significance of the problem

Thailand is one of the country in Asia that has high concentration of income and assets of which 20 percent of the richest people constitutes 56 percent of total revenue, and 70 percent of total assets. Gini coefficient which is used to measure inequality of income distribution is as high as those of the Latin American countries. Such conditions would create a risk of violent conflict in society (Nipon Puapongsakorn, 2552). Causes of economic and social inequality have many facets and are very complex ones. One of them comes from the state policies itself of which inevitably lead to positive or negative and spill-over effects to direct and indirect groups. If the state does not allocate resources well, it will lead to a large number of state policies that cause economic rents or bad-type excess returns to some groups of people, loss of economic efficiency, lower income, not being able to allocate resources thoroughly and equally. It will also bring about negative effects on the economy and society as a whole. Although the government policy is part of economic and social inequality, too, state policy is one of the measures to reduce disparity and create fairness in the society that is the most effective if it is planned and implemented correctly. One of the most effective state policies is fiscal measure, that is, the state has duty to collect progressive tax and then redistribute for the most benefits for all people or provides benefits to those with low incomes than high incomes. In addition, fiscal measure is also an important part in economic development, such as investment in infrastructure, education, etc. It is also an important economic stabilization tool. A policy question is whether the Thai government now has a tax policy and an expenditure policy that helps create economic equality or cause differences between the poor and the rich? (Nipon Puaphongsakorn, 2552). At present, the government's fiscal measure has 2 ways: 1) measure on tax system and 2) measure on government spending. Both measures are tools for solving income distribution problems of which the majority of the Thai government's tax revenue comes from indirect tax. With the value added tax being the most important tax-earning of 28.65 percent of all taxes in 2552, followed by excise taxes, and customs. However, the proportion of tax revenue is likely to decrease (exemption from value added tax). Direct tax constitutes of 45.2 percent in which corporate income tax with a share of 26.04 percent, followed by personal income tax. The proportion of government revenue compared to national income is between 16-18 percent in the last 15 years. The income tax of Thailand is still low reflecting the tax structure in itself, which is, the income tax base primarily relies on expenditure taxes such Value Added Taxation and corporate income tax, while the tax base from the property and the income of the personal income tax is minimal (Kobsak Phutrakul, 2562).

Although East Asian countries are success in economic development and bring the population of the country out of poverty, Thailand is classified as a country of prosperity, or progressive prosperity, for the country is able to eliminate income poverty and grows the

proportion of middle-class households. However, it is appeared that inequality is still exist in the free economic regime in which more powerful people have the opportunities to accumulate wealth at a faster rate. Or in other words the policy of distributing wealth to different groups of people is not good enough (Ananya Mulphen, 2560). That is to say, the allocation of income between different groups of people has a lot of inequality. There are a small number of people who benefit greatly from economic growth, while most people do not benefit. Therefore the income of large number of people do not increase as they should be, as a result, the standard of living of most people does not improve additionally though the economy is expanding. The problem that Thailand has to face now is while stimulation of the economy is being made, but the well-being of most people does not improve as it should be. Because the benefits from the economic expansion falls to the minority. It clearly exhibits that the income distribution structure in Thailand has many problems. Therefore, inequality is a problem that needs to be solved and the starting point must come from correct understanding (Bandid Nijthavorn, 2562).

Sakaeo province is a special economic zone, an area that is specifically established according to the law for the benefit of promoting, supporting, facilitating, and providing some special privileges in carrying out various activities of the industrial sector, commercial sector, service sector, or any activity that is beneficial to the economic development of the country. Although the development of special economic zones may create many opportunities for commercial development, investment, as well as creating a macro level of production, resource exchange, labor rotation, nonetheless, such development is initiated from the policy level and strategy in the broad national and economic community. Whereas, public sector, especially the poor in the city, who drive the implementation, has very little role and limited access to decision-making power in such development. Reducing of the gap must raise the income level of the poorest at a rate higher than the past. From the reasons mentioned above, the researcher therefore is interested in studying the readiness to solve inequality of people in the Sakaeo economic zone for driving of the public sector, especially the poor people in Sakaeo province, to have a role and access to the power to solve inequalities.

2. Research objectives

- 2.1 To study the level of inequality of people in the Sakaeo economic zone,
- 2.2 To study personal factors affecting the readiness to solve inequality problems of people in the Sakaeo economic zone.

Expected benefits

- 1) It is expected to obtain knowledge of the level of inequality of people in the Sakaeo economic zone.

2) It is planned to use the results from the research as a way to resolve inequality of people in the Sakaeo economic zone

Research hypothesis

The difference in individual factors such as gender, age, marital status, education level, occupation, and income per month has affected on the readiness to solve the inequality problem of people in the Sakaeo economic zone.

Scope of the Study

The study of the readiness to resolve inequality of people in the Sakaeo economic zone has the following scope of research:

1. Demographic and Sample Boundary

1.1 Population

The population of this study is 108,794 people who reside in Mueang Sakaeo district, Sakaeo province (Forecast Bureau Statistics National Statistical Office as of December 31, 2018).

1.2 Sample size

As the above mentioned population is finite number, sample size of 400 persons (rounded up) can be obtained by using Yamane's formula (1967 cited in Supattra Junnapiya, 2546: 112)

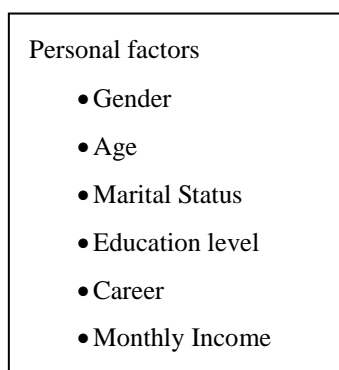
2. Area of the study

The area used in the study is the area in Mueang District, Sakaeo Province.

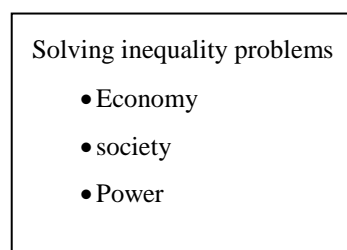
Conceptual Framework

From the literature reviewing, the framework of the research is as follow.

Independent Variables



Dependent Variables



3. Related theoretical concepts

Concepts of social inequality

Viroj Na Ranong and Sumet Ongkittikul (2552) say that social disparity is caused by a variety of factors such as social costs, opportunity to access education, access to medical care, access to various welfares, beliefs, economics, social classes, etc. It can be seen that every human being is born unequal in social class, economic status, education, cultivated mind, and disability. That is inequality. Some scholars have expressed objection to the poor that they were not born poor but were born with no perseverance in studying and learning. Therefore it is no force to push their lives to have a good quality of life that can access better things. Social disparity is a chronic problem that reflects the difference in access to quality life including quality social services that the government provides. Inequality has been raised as issues that lead to political demands. Although many parties still have different opinions that the current political conflict is caused by political disagreements or for other reasons. But it is a must to accept that there is real inequality and has continued in Thai society.

Somchai Jitsuchon, Chiraporn Phangphraphan (2556) argue that social and economic disparity is a big problem in Thailand. And there is a link or cause of various problems of the country, whether it is a conflict of people in society, political problems, and various forms of illegal acts (such as crime, prostitution or others). It becomes a whirlpool between the problems of inequality and structural problems and other institutional problems. Inequality in Thai society can be classified into 3 main parts as follows:

1. Economic disparity is the difference of income distribution between the poor and the rich, which is very different. It can be seen from the average income per person which most of people in society have low income and only earn enough for eating and spending each day.
2. Social disparity is a different social opportunity such as an educational opportunities, opportunities to access medical care, living, influencing, beliefs and valuations such as contempt. The economic and social disparities are always related. It can be seen from the fact that Thai people use money to divide their social status.
3. Power disparity is the inequality of decision-making ability to determine their fate. As the ability to determine the future of each group is not the same, groups that have superior power often point out the future in a way that is more beneficial to their own group than recognizing the equality of people in society. As a result, some groups of people who are inferior of determination of authority must bear the burden of fate that has been unfairly imposed. The problem of managing inequality is not that the poor, but the rich who have more power in society and prevent the poor or the less power people not to have the opportunity to rise to show their social status as equal to their

own. And they can still oppress those people and let him continue to live in the power and money.

Social inequality

Bandid Nijthavorn (2561) mentions the problems of social inequality in Thailand as follows:

1. The economic structure of the country in last ten years grows at a low rate between 2-4 percent. But under the existing economic structure, the income allocation that occurs between different groups of people is very disparate. That is to say, there are a small number of people who benefit greatly from economic growth while most people who do not benefit from the country's economic growth. This results in the income of most people has not been increasing as they should. The standard of living of most people is not better, though the economy is expanding. This is a problem that Thailand faces now no matter how much the stimulation of the economy is made, the well-being of most people does not improve as they should. The benefits of economic growth fall to the minority pointing out that the income distribution structure in our country has many problems. For stance, in Thailand there are only 3 million people who own land that accounted for 80 percent of the total land of the country, while there are 45 million of Thai people who do not own land. This is one of the seriousness of social inequality problem in Thailand.
2. Inequality in the country has never been a serious correction, i.e. the government will look at the problem of inequality and poverty as the same problem. It is incorrect and lead to solving inequality problems by using money distribution method, for the people will have a temporary increase in income when receiving money. Later on after the money has spent out, poverty has returned unchanged for a better life. This causes state welfare system to become a pressure that affects the living standards of people which are unable to help themselves. Some people do not have enough money to save, so they have to work or to rely on their children or relatives. And more importantly, the state welfare system which is a measure to help people earn income in their lives has caused such groups of people to be sensitive to money distribution. Therefore, the distribution of money is not a solution to both poverty and inequality problems.

Sophana Lueangdechananurak (2550) states that social disparity is considered a fundamental social problem which is related to the reconciliation and reform of the Thai government. People from all sectors come together to resolve overlap poverty and injustice in society which is mostly found in areas where people living in remote rural areas. Most of the poverty problem is the problem of arable land and housing or even the rights to land use.

In addition, there will be other impacts such as drought, price of crops, access to water resources, informal debt problems which leads to a lack of opportunities to live a stable life. The economic and social structures are considered the main problem that Thailand still has inequality and poverty problems. The problems of inequality and poverty are composed of many aspects, such as poverty, income, housing, occupation and more importantly, the poverty caused by opportunity disparity (Prawet Wasi, 2559). This is why the poor people in remote rural areas feel the effects of various important problems such as problems in double standards relating to important basic rights, receiving unequal services from government officials including the problem of promoting good governance as well as the problem of justice.

Concept of solving social inequality problems

Abhisit Vejjajiva (2562) proposes that solving social inequality problems must accept 2 truths as follows:

1. Structural problems. As there are inadequate measures, emphasizing must be made to solve the economic foundation, that is, the change of the world such as technology affects the capitalist economy which will cause additional disparity. Traditional economy management that makes GDP growing may mislead as in the past GDP was growth, but the income of agricultural sector decreased. Therefore paradigm shift must be made change to distribution of income and change of the indicators for the better living of people.
2. Welfare system and resource allocation. It is a must to consider social inequality, such as, the provision of state welfare cards that has destroyed communities because the money received from the welfare card is not circulated within the community. In addition, education and public health must be more justification. People must have access to opportunities that they should receive as well as private hospitals must be controlled without using government resources to subsidize.

Pandit Nijthavorn (2561) explained the problem of social inequality in Thailand that the capitalist economy economic growth can reduce inequality in the economy system. The economy has mechanism or equalizing factor that will reduce inequality in the economy. Along with economic growth, guidelines for reducing inequality together with economic growth can be explained in 4 mechanisms as follows:

1. Liberal economic policies leading to competition that allows people, whether wealthy or poor, to benefit from economic growth.

2. The country's tax system that must collect taxes from the rich rather than the poor as well as having taxes collected from assets such as houses, land and stocks, which can help reduce disparity.
3. The government's policy that provides opportunities for low-income people to access economic opportunities to enhance their status, such as access to quality education, having a job, creditability with financial institutions, leading to revenue growth and status.
4. The strength of law enforcement aiming at fair competition in the economy not the richness of illegal acts, such as corruption, with strong society examination.

Sophana Lueangdechananurak (2550) explores sustainable solutions for solving of social inequality problem. Government must focus on promoting social restructuring so that the poor people have equal access to rights and opportunities with the goal of providing all people with basic services. Too, four basic factors of living, such as 1) basic health insurance, 2) social welfare for the elderly and the disabled, 3) provision of educational guarantees, and 4) the upgrading of educational quality for the children to obtain basic education rights shall be offered. In addition, there must be educational reform and creates moral standards ethics in building decent people and earn a chance in life, for most successful individuals have good educational background. Even being the poor but have been educated would get opportunity to succeed in the future. Moreover, improving the infrastructure of the country transportation, such as road, double rail mass transit systems, mass transit systems, as well as investment in internet information technology systems to reduce inequality in access to various learning resources for urban and rural people shall be provided. Solving inequality problems of injustice in society, raising the level of living income stability, stability of career of people for better social welfare and quality of life is the goal of moving forward to reform Thailand. All Thai people shall have basic right to live with dignity and obtain opportunity to choose to live a happy family life with the common goal of creating a Thai society to be a peaceful society for the future generations.

Variables used in the study

This research is a quantitative research. Questionnaire form that was created from the above concepts, theories and research results is used as a tool for data collection. There are two type of variables as follows:

1. Independent Variables include 6 items for instance; gender, age, marital status, education level, occupation, and monthly income.
2. Dependent Variables is the readiness to solve inequality of people in the Sakaeco economic zone consisting of 3 sub-variables as follows:

Part 1 Solving the problem of economic inequality,

Part 2 Solving the problem of social inequality,

Part 3 Solving the problem of power inequality.

4. Results of the Study

The study reveals demographic characteristics that most of the respondents were male (55.96%), with aged group 41-50 years (30.05%), married (48.77%), graduated with bachelor degree (40.93%), agricultural occupation (53.37%), and monthly income range 15,000–25,000 Baht (42.59%).

Furthermore, the respondents perceives high level of readiness to solve inequality (\bar{X} 3.94, SD 0.45). Classified into individual variables, the readiness to solve economy inequality problem has highest value (\bar{X} 4.19, SD 0.66), followed by that of social inequality (\bar{X} 4.06, SD 0.48), the moderate level on power inequality which is the lowest one on this study (\bar{X} 3.6, SD 0.71).

The results of the comparative analysis of the respondents' perception towards the readiness to solve inequality of people in Sakaeo economic zone reports some of independent variables that affect the readiness as follows; age, occupation and education level affect the readiness to solve inequality, and economic inequality, while age and education level affects the readiness to solve economic and social inequality, finally education level affects the readiness to solve power inequality, respectively, all of with statistically significance at the level of 0.05.

5. Suggestions from research

From the results of the research, as it is found that the readiness to solve inequality problem of people in the Sakaeo economic zone regarding the power inequality has the lowest mean value, therefore, the government sector should prepare for the legal rights that people in Sakaeo should have, and should publicizes it to educate people regularly as well as issues measures to supervise the use of power under legal framework to prevent the use of power in the wrong way. The results of the research suggestions are as follows:

6. Policy suggestions

6.1 The government sector should have a policy to provide a unit or arrange mechanism to provide assistance to people in cases of lawsuits in which the state may support the work of the council, lawyers or volunteer lawyers, so that the poor who are charged with law cases, understand the laws and the rights that they should have. In that case, there should be disseminated regularly and not only when there is a case in order to prepare for solving social inequality problems in Sakaeo province.

6.2 There should be a policy to support public transportation in both Sakaeo province and other regions to reduce social inequality. Defining local authorities to be responsible for supporting and providing opportunities for people to participate in formulating policies and plans shall be imposed. Public transport systems that should be supported include land transportation by bus, as it is cheap and the public can easily access. In addition, the government sector should also invest in railway infrastructure in order to distribute benefits to low-income people which will help distribute the income in economic area so as to prepare people and help support the income distribution to the people in an effective way.

6.3 The government sector should have a policy to promote economic growth so as to improve the distribution of benefits from economic growth and prepare the people of Sakaeo province to have new investments (to support the continued economic growth in the long run). Opportunities for investment to spread to those with potential investment as much as possible shall be provided.

7. Workshop Suggestions

7.1 The government sector should expedite solving problems on tax system by reviewing regulations and improving the law to be more efficient and fairer, for the readiness to solve the social inequalities of people in Sakaeo province.

7.2 There should be an increasing quality of basic education in order to reduce social overlap which is the preparation for solving social disparity in Sakaeo province.

7.3 State should set goals for all people to have access to quality health services.

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Perceptions of People in Sakaeo Province Towards Problems of Cambodian Workers in the Context of National Security

Wonsaron Trongyuenyong, Sunthan Chayanon, Wijitra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: s59484944012@ssru.ac.th, sunthan.ch@ssru.ac.th, wijitra.sr@ssru.ac.th

Abstract

The purposes of this research are to 1) study the factors affecting perception of people in Sakaeo province on Cambodian workers problems in the context of national security, and to 2) compare personal factors that affect the perception. It is primarily based on quantitative method with a target population of 403 respondents who reside in Sakaeo province. Questionnaires and statistical techniques that are used for data collection, and analysis include frequency, percentage, average score, standard deviation, t-test, F-test and content analysis.

The study reveals that most respondents are male with age of 25-35 years old. All of them work in trading business and have daily contact to Cambodian migrant workers. The presence of such workers affects their living. The results of study report high level of perception towards the problems. Classified into individual variables, the analysis indicates the highest level on career scramble, followed by high level of the social and ecological problems, drugs, brawl, and least level of perception towards the crimes, respectively. From the analysis, it is found that the differences of age, occupation, relationship with foreign workers, and impact on the daily life have a relationship with the perception of people in Sakaeo province towards problems of Cambodian workers regarding the national security.

Keywords: Cambodian workers, migrant workers, national security.

- *This research presented on 30st International Conference on Business, Education, Social Science, and Management (BESM-30): Taipei/Taiwan, July 15th-16th, 2019.*

1. Statement of the Problem

In doing business of enterprises, the process of accepting migrant workers to work is considered contribution to the production cost advantage, increases supply of the workers, or raises production capacity of the country. Such workers have lower wages than that of Thai workers, no negotiate power on wages nor legal welfare. As well, there is no obligation when their employments are terminated. With the ignorance in Thai language and Thai laws, it is easy to control or supervise them. Thurow (1970) explained that "foreign workers can help increase income of private sector. But the social costs that need to be managed due to the density of foreign workers is more than that of income earned by the private sector since it requires more public services and increasing congestion". Considering the overall picture, if the government sector does not have effective management it may cause a negative impact on unskilled Thai workers and the problem of job scramble with Thai workers in some careers. A stakeholder who receives less benefits compared to other sectors and has direct impact from entering to work of migrant workers is community that closely deals and involves with the migrant workers who populates in. It has to face several subsequent problems such as burglary, unhygienic living conditions, epidemics, disorders caused by cultural differences along with mental state of people in the community that caused by fear, disputing, abusing, and the deaths of illegal migrant workers (Amornrak Suanchuphon, 2558). According to the study, analysis, and synthesis of statistics of the number of outlanders as of October 2017, it was reported by operations of the Integrated Migrant Workers Registration Center (OSS) throughout the Kingdom that there was a total of 1,848,295 migrants who were allowed to work throughout the Kingdom of which the workers of 385,829 and that of 10,559 followers are from Cambodia (Migrant Workers Administration Bureau, 2560).

The entry of migrant workers from neighboring countries has positive and negative effects to Thailand. Positive results will be given to employers who have migrant workers to replace the shortage of Thai workers and are able to hire at a cheaper rate than Thai people. But the negative impact on society is broad too, such as security sector regarding international relations, public health sector about disease control, job scramble and various social impacts such as safety issues in life and property, crime initiation, social discrimination, illegal immigration and human trafficking, stateless children problems, problem of creating influences on ethnic groups, drugs, prostitution, government burdens in arranging of basic infrastructure and public health etc. (Sanit Satayophas, 2558).

In the area of Sakaeo province, the geography of the province is bordered by the Kingdom of Cambodia for a distance of approximately 165 kilometers. There is also a large economic center, "Rong Klua Market", which attracts a great number of workers from the Kingdom of Cambodia moving in and moving through Sakaeo province legally and illegally. The reason that Cambodian workers moves in because they want to earn a better income than

their country. Another factor is that entrepreneurs in Thailand have demand for migrant workers to do some type of works that Thai people do not want to, such as construction, seasonal agriculture, etc. These factors are considered to be a part that requires a large number of migrant workers (Sirimas Muensai, 2559).

Having faced of unhealthy lifestyle behaviors that may cause nuisance and disease outbreaks in the community, the quarrels of drinking intoxication, etc. civil society who is a direct affected stakeholder does not have concrete role on managing migrant workers as it should be. Therefore, a systematic promoting of the community to have a role in participating in the process of managing migrant workers will contribute to the formulation of a management approach that is consistent with the context of the community together with creating understanding and preparing people in the community to adapt to cultural diversity that has been happening in the community. For this reason, the researcher is convinced in studying the perception of people in Sakaeo province on Cambodian workers problems in the national security context. Study is also intended to explore and compare factors that affect such perceptions. The results from the study can be used as information or the foundation for managing migrant workers by the community participation process for province of Sakaeo in the future.

2. Objectives of the Study

- 2.1 To study the factors affecting the perceptions of people in Sakaeo province on Cambodian workers problems in the context of national security.
- 2.2 To compare personal factors that affect such perceptions.

3. Literature Reviews

In regard to security in life and society, the Ministry of Social Development and Human Security had proposed the concept of human security in a cabinet meeting in August 2548. It was a new concept that appeared in the "Human Development 1994" report of the United Nations Development Program (UNDP) with two human goals:

- Every human being must be free from fear,
- Free from scarcity or Freedom from want.

It was considered a change of national security concept which consisted of the state and territory to the security of the people as a basic element of the nation. The government had given importance on pushing new concept about human security which emphasized on people-centered by establishing the Ministry of Social Development and Human Security in accordance with the Ministry, Sub-division, and Department Improvement Act 2545. The ministry was authorized to develop society, created justice and equality in society, promoted and developed quality and stability in life, family and community institutions. It therefore

conducted a study of standards and indicators of human security according to domestic and international theories together with the National Institute of Development Administration and Thammasat University. The essence of human security meant that the public was guaranteed the rights of security, the responding to basic needs, the ability to live in society with dignity as well as being given equal opportunities to develop on their own potentials. Human security consisted of 10 dimensions as follows (Thanisorn Mantrakul, 2551):

1. Human security in terms of employment and income, consisting of stable and happy work or job satisfaction, earning a sufficient livelihood for themselves and their families, having enough savings for the future, and debt-free that does not create compositions.
2. Human security in the family consists of love and harmony, responsibility and fulfillment of duties, respecting and honoring each other, having non-violence in all forms.
3. Human security in health includes having good physical health, having good mental health, having equal and sufficient health insurance, having no risk of physical and mental illness.
4. Human security in education consists of populations receiving educational opportunities equally, having sufficient education for life, receiving education and continuous self-improvement.
5. Human security in safety of life and personal property consists of having non-violence to the body, feeling safe from harming the body, feeling free from property damage, and feeling safe from crimes against property.
6. Human security in housing and the environment consists of increasing the level of possession of standardized housing, basic facilities development especially clean water, and the environment without noise pollution, odor, dust, and smoke.
7. Human security in rights and fairness includes free from abuse and discrimination in all forms, security and rights protection, mechanisms that resolve conflicts of rights that are effective and fair.
8. Human security in a cultural society consists of having a sufficient free time from a mission, spending time following social-cultural news, having time to calm the mind, having participation on religious activities, and having participation in activities of social groups and communities.
9. Human security in social support consists of having people who can provide assistance, having a social service system that provides protection and quick access, and feeling in the value of life and happiness in life.
10. Human security in politics and good governance consists of promoting the use of pure voting rights at all levels, promoting participation in political activities and political integration, promoting the follow-up of political news of the population, creating transparency, validating and trusting to government agencies and officials.

4. Related Research

Kanmanee Waiyakrud (2559) conducted a research entitled strategy to prevent to resolve Cambodian immigrant workers illegally at Sakaeo province checkpoint. The study was designed utilizing combination of research method. First, quantitative research was employed to investigate problems in protection Cambodian illegal immigration at Sakaeo Province border. The instrument for data collection was made of rating-scale questionnaires. There were 382 samples including police, military, and administrative officers participating the questionnaires. The research results fall at high level with mean value of 3.56. When exploring into each individual variable, it was found out that economy had the highest level with mean value of 3.81, followed by the operation with the value of 3.67, whereas the budget had moderate level with the value of 3.24. Second, to create protection strategies to solve the problem of Cambodia illegal immigration at Sakaeo province, the researcher turned to workshop method with 15 key representatives whose offices were responsible for the case. She found 20 strategies – classified into 6 aggressive, 6 proactive, 6 corrective, and 2 receptive ones. Finally, in order to propose guidelines for protection and resolution regarding Cambodian illegal immigration at Sakaeo province, the 20 created strategies were presenting to 5 academic experts as peer reviewers to examine and evaluate again. Only 18 strategies got approve for actions and subsequently were proposed to relevant offices.

Veerak Pheab (2559) studied the situation of the inequality life quality of Cambodian migrant workers in Sakaeo province. The results of the research were: 1) moderate level of the inequality of wages and cost of living of the Cambodian migrant workers and Thai workers, 2) Cambodian migrant workers had the same level of wages and cost of livings regardless of the difference of their genders, education backgrounds, workplaces, and monthly incomes, meanwhile the difference of their ages caused the inequality in wages, cost of living, and the safety of life with statistical significant difference at the level of 0.05, 3) problems of the life quality of the Cambodian migrant workers were; paid less than minimum wages in comparison to Thai workers in the same position, insufficient company's utility welfares, injustice in healthcare welfare provided by the employers, and the human trafficking in sex trade found in Cambodian women workers.

5. Research Methodology

Population and Sample

The target population of this research includes enterprise representatives or employers whose companies hire Cambodian workers, and the community residents in Sakaeo province. The sample size of this research is 403 respondents.

Data Collection

Data collection is divided into 2 parts:

- Collection of data from researching documents, texts, books, electronic media and related researches.

- Collection of data using rating-scale questionnaire with the index of Item Objective Congruence (IOC) equal to 0.97 at a confidence value of 0.76. Purposive sampling technique is employed.

Data Analysis

After collecting the returned questionnaires, checking of the scores according to the specified criteria and recording data has carried out. A statistical software package is employed and proceeded with descriptive statistics analysis in 2 parts:

1. Statistical analysis such as frequency, percentage, mean, and standard deviation are used to explore demographic data of the respondents.
2. Another part of the analysis of the mean and standard deviation are done to explore the level of opinions in various areas. The rating scale of opinion falls into 5 discrete levels:

5 refers to the highest level of opinion

4 refers to high level of opinions

3 refers to moderate level of opinions

2 refers to low level of opinion

1 refers to the lowest level of opinion

The criteria to interpret the results are:

4.51 - 5.00 means the highest level of opinion

3.51 - 4.50 means high level of opinion

2.51 - 3.50 means moderate opinions

1.51 - 2.50 means low opinion

1.00 - 1.50 means the lowest level of opinion

6. Results of the Study

6.1 The descriptive analysis indicates that 57.31 percent of the respondents are male and are in the age group 25-35 in which 31.75% of them works in trading business. Large proportion of the respondents with 65.49 percent has contacted with Cambodian migrant workers in their daily life, and 42.74 percent perceives that the Cambodian migrant workers has impacted on their way of life.

6.2 From the analysis of the perception towards the problems of Cambodian migrant workers, a high level of perception is reported with a mean score of 4.04 and standard deviation of 0.376. Classified into variables, the analysis indicates the highest level on the problem of career scramble with a mean score of 4.25 and standard deviation of 0.679-due to fact that the migrant workers have lower wages caused the employers to hire them more than Thai people, followed by a high level of being aware of social and ecological problems with the mean value of 4.17 and standard deviation of 0.701 as the immigrant workers have no discipline in garbage disposal including unhygienic conduct in public places. Next is a high level of perception towards the drugs problem with mean value of 3.98 and standard deviation of 0.954 and followed by the brawl problem with the mean value of 3.86 and a standard deviation of 0.877. Finally, the perception toward crime problem with the mean value of 3.62 and a standard deviation of 0.842.

6.3 In view of the comparison of personal factors and people's perception on problems of Cambodian workers in term of national security in Sakaeo province, it is found that people who have differences in age, occupation, relationship with Cambodian workers, and the daily life impact have different perception toward problems of Cambodian workers in regard to national security at the statistical significant level of 0.05. While people with different age have no difference in the perception toward the problems of Cambodian workers in term of national security.

7. Discussions

It may be the fact that Sakaeo province is located at the distribution point of agricultural products and industrial estates which leads to the demand of labor-intensive workers-the type of workers that are not attracted Thai workers with low wage jobs. As well, it is an opportunity of entrepreneurs to reduce production cost. The process of recruiting of immigrant workers has been carried out in the form of friendship and relationship resulting in an inseparably attachment with their group rather than with those of the surrounding community. The responsible agency that is directly involved as well as its structure is not favorable the operation. Therefore, coordination or communication to stakeholders or the people who have impacts is not as much as it should be. Combined with the living conditions of the immigrant workers which may not be strictly hygienic or misappropriated behaviors in accordance with local way of life, these affect anxiety or suspicion in various matters of people in the community. This is consistent with the research of Bhumibet Thongkumsuk (2550) who made a comparison of cost efficiency and problems of using foreign workers and Thai workers in Bangkok's high-rise building project. His study revealed several factors including quality of work, quantity of work, working hours, and cost. In sum, all level of the variables of foreigner workers were lower than Thai workers. As well, the finding was

corresponded to the research of Kusol Sonthornthada and Umaporn Phattharavanich (2551) who conducted a study of the process of hiring migrant workers who were smuggled into the city and the opinions of the public and private sectors concerned. The study reported that migrant workers were hired in 5 different types of enterprises. Almost half of them were brought in by friends or relatives, followed by self-applying for a job as Thai workers do. In contrast, those migrant workers who were hired in sex facilities were recruited by brokers. The same findings were also explored by Allan Beesey's research (2004) which had collected and synthesized guidelines for improving foreign management in Thailand with case study of five industrial sectors. He reported that health care sector migrant workers in Thailand had unhealthy working and living conditions together with food which did not contain nutrients that could damage the health of migrant workers.

From the results of the study, it demonstrates that the pattern of management of migrant workers undertaken by the community participation process of Sakaeo province is appropriated and has a high level of practicality. This may be because the initiation of the pattern rests on the basic concept of systematic thinking amongst the recruitment process, doing work, and termination of work. There should be an integrated working relationship between sectors that are involved which is not only enterprises but also communities and civil servants from central and local offices so as to create important part leading to an appropriate and feasible implementation that is higher than specified criteria. The findings are consistent with the research of Kittichai Panyawan and Jatuporn Sathienkong (2556) who had studied the community and the management of immigrant workers problems: a case study of Ban Ton Chok, Nong Bua Subdistrict, Chai Prakan District, Chiang Mai province. The study indicated integrating norms and control patterns from various sectors that supported the operations and benefits each other enabling the management of problems to a more sustainable and comprehensive. In addition, integration methods from supporting sectors should rest on a principle of area-based, consider things that are actually happening with main stakeholders in the community, use existing cultural resources as a cost and combining with resource-oriented rules to a higher level of clarity operation.

8. Suggestions for further study

8.1 There should be a systematic promotion of community participation process of managing migrant workers in Sakaeo province, such as the determination for clear responsible persons or formulation as part of the work plans of related local administrative organizations and enterprises that uses such workers, etc.

8.2 The stakeholders should adopt the models of migrant management by communities that had been developed in various provinces and should use them as guidelines for the operation and development of Sakaeo province.

8.3 The results of this research should be published to the public in various forms, such as organizing exhibitions, writing articles in the media or on university websites. And most importantly, the results of this study should be presented to government agencies that are directly responsible for migrant workers in order to bring the results of this research to improve the quality of managing of the problems.

9. Suggestions for further research

9.1 There should be a further study on the determination of measures concerning the management of migrant workers problems in Sakaeo province. As well, study of development of patterns to manage the problems in enterprises of Sakaeo province should be conducted.

9.2 There should be a survey and study of the risk areas for illegal migrant workers and should clearly determine ways to prevent such illegal movement in Sakaeo province.

9.3 There should be a study of international or regional cooperation to push back and to prevent illegal migrant workers that lead to international law with more concrete and appropriate approach to the conditions of each region in the country.

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Thailand and Political Conflict

Suppanut Angyong, Sunthan Chayanon, Wijitra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: s60484944002@ssru.ac.th, sunthan.ch@ssru.ac.th, wijitra.sr@ssru.ac.th

Abstract

From 2004 to 2014, Thailand experienced a national political crisis leading to intermittent violence, regular street protests, and unstable governance. Many observers have described the conflict as a contest for power between traditional elites and supporters of the populist former prime minister Thaksin Shinawatra. During this period, political tensions were high, and national politics were deeply polarized. Tensions culminated in a military coup d'etat in May 2014, the country's twelfth. The coup restored stability to Thailand, but it came at the cost of increased restrictions on political activities and civil liberty. Despite the current calm, there are clear signs that political tensions remain high, and the deep polarization of national politics that fueled previous crises has not gone away. This article argued that the conflict was understood in terms of political, ideal, and social context. The political conflicts arose from the government's attempt to propose an Amnesty Bill, which provoked public controversy. The ideal conflict is caused by the proponents and opponents of Thaksin's regime. And, finally, the social conflict is seen in the form of social unstableness and insecurity.

Keywords: Political conflict, polarization, Thailand

- *This research presented on 30st International Conference on Business, Education, Social Science, and Management (BESM-30): Taipei/Taiwan, July 15th-16th, 2019.*

1. Thailand's political conflict: The background

Since the abolition of absolute monarchy in 1932, Thai politics have been characterized by a high level of instability as new and old elites jostle for power, with the army frequently stepping in to seize control. Since then, the country has had 20 charters and constitutions, 12 coups d'état, and 34 years of military rule. Since the 1980s, Thailand has seen longer stretches of democracy, while military interventions have become less frequent. During the past decade, however, street politics have returned to center stage. There has been protracted conflicts between an alliance of groups commonly known as the Red Shirts, which includes supporters of the controversial former prime minister Thaksin Shinawatra, many of whom hail from rural, northern and northeastern of Thailand, and political parties linked to him (e.g., Pheu Thai), and an alliance of groups known as the Yellow Shirts, which includes traditional elites, the urban middle class, and some leaders from other parties (e.g., the Democrat Party). Thaksin's political parties have won every election since 2001, although since 2005, every elected government has been forced out of office. Both sides have used mass protests to achieve their goals, plunging the country into gridlock. Between 2008 and 2014, 127 people were reported killed and around 3,500 injured in the resulting clashes (MGR Online, 2008). This situation has led to two military coups since 2004, the most recent of which installed the current military regime.

After World War II, Thailand experienced 26 years of military dictatorship, from 1947 to 1973. During that period, the armed forces established themselves as a major part of Thailand's political establishment. They forged a strong alliance with the civilian bureaucracy and sideline politicians, turning the country into a bureaucratic state and presiding over a period of economic development and modernization. However, demands for democratic government, and antimilitary sentiment, increased over the years.

By the early 1970s, the democracy movement had begun to take shape. In 1973, there was a surge in student protests calling for the military government to step down and for a new constitution. It ended in tragedy as the government ordered the army to open fire on protestors, causing 77 deaths and over 800 injuries (BBC: On This Day, 1950-2005: 1973). The military regime was eventually overthrown, and a new constitution was promulgated in 1974. In 1976, another mass demonstration at Thammasat University, opposing the return from exile of the former military dictator Thanom Kittikachorn, led to another government crackdown. The crackdown led to a massacre involving ultra-right-wing groups and security forces that claimed at least 46 lives (Solomon, 2016). The ensuing crisis was used to justify a coup, which brought the military back to power.

From the 1980s to the mid-2000s, the country returned to democracy, except for a brief period of military rule in 1991 and 1992. The Black May protests, organized in 1992 against Suchinda Kraprayoon's premiership, left at least 52 demonstrators dead (Mydans and Fuller,

2010). After the intervention of King Bhumibol Adulyadej, Suchinda resigned as prime minister. From 1992 to 2004, the country enjoyed a decade of civilian rule and genuine democratic participation.

Beginning in 2004, Thailand once again experienced political turmoil. Thaksin Shinawatra, a former police officer and telecommunications tycoon, was elected prime minister in 2001 and became the first democratically elected premier to serve a full term, winning reelection in 2005.

While Thaksin presided over a rapid recovery of the Thai economy, still suffering from the 1997 Asian financial crisis, the traditional elite and a large part of the broader public became frustrated with him, accusing him of populism, corruption, and abusing political power. The Yellow Shirts organized massive street protests between 2004 and 2006, leading the country into political gridlock that paved the way for a military coup that overthrew Thaksin in September 2006. His party was outlawed, and Thaksin went into self-imposed exile to avoid a prison sentence on corruption charges, but he continued to influence Thai politics from abroad. His People's Power Party (PPP) won the first post-coup elections in 2007, leading to seven months of renewed protests by the Yellow Shirts in 2008. Yellow Shirt protestors occupied key government offices and closed Bangkok's international airport for several days. Over the seven-month period, eight people were killed and 737 injured, the result of anonymous grenade attacks and clashes with security forces and the Red Shirts. Two Constitutional Court rulings eventually disqualified Prime Minister Samak Sundaravej from office and later disbanded the PPP. The opposition Democrat Party formed a government in December 2008. In response, the Red Shirts adopted the same strategy of street politics, occupying the main business areas of Bangkok to pressure Prime Minister Abhisit Vejjajiva to step down and announce an immediate election. Unlike previous protests by the Yellow Shirts, the Red Shirts were met by a military crackdown, and at least 91 people were killed and more than 2,000 injured in street clashes in April and May 2010 (Human Right Watch, *Descent into Chaos*, 2010).

Fresh elections in 2011 once again brought Thaksin's party to power, with his sister Yingluck Shinawatra becoming prime minister. The Yellow Shirts once more took to the streets, this time led by former Democrat Party member and former deputy prime minister Suthep Thaugsuban. Protests lasted from November 2013 to May 2014, and resulted in 28 deaths and over 700 injuries. Assassinations of protest leaders on both sides, sporadic shoot-outs, grenade attacks, and occasional mobilization of Red Shirts, all prompted fears of escalation in an increasingly polarized society. This served as justification for Thai Army leaders to step in and seize power once again.

With military rule now suppressing political activity, the cycle of street protests and political violence has subsided. There have been arrests and summonses of people joining public gathering or expressing opinions against the junta on social media. A new constitution

was adopted by voters in a referendum on August 7, 2016, in a context where the government barred opposition groups from openly campaigning against it or monitoring the referendum. Sixty-one percent voted in favor, with only 59 percent of the electorate turning out to vote. The new constitution provides considerable power to unelected bodies, weakens political parties, and strengthens military influence in politics (Head, 2017). In April 2017, the constitution was ratified by King Maha Vajiralongkorn, who had acceded to the throne after the death of his father, King Bhumibol Adulyadej, the previous October.

2. How to understand Thailand's conflict

Praphaporn Siha (2560) proposed that political conflict in Thailand between B.E. 2556-2557 has started from the attempt of the government to pass an Amnesty Bill. Apivate Hanvongse (2014) argued that Thailand's political conflict has become intractable, dragging on for at least seven years with no end in sight. Analysts employ different frameworks to explain what drives the conflict. This is based on how they approach the situation, what they emphasize and the options they consider for conflict resolution. According to Apivate Hanvongse, realism is perhaps the most popular and intuitive way of thinking about Thailand's conflict. This perspective dominates headlines, describing the situation from primarily a political perspective, which examines how strategies of domination and control are employed. Adherents of this frame are often literal in their interpretation that the conflict is mainly about interests and power. There are several features of this framework.

Realism

Power: This view suggests that parties are in conflict over power and that amassing more power is the primary objective. The country is currently in the middle of massive historical changes. The political system lagged behind these changes, and the bureaucracy, military and monarchy have continued to monopolize power and obstruct the parliament's development (Baker, 2011). Power and control take priority over issues of fairness and justice that many protestors are calling for. To see this, one need look no further than the hardball tactics employed by Suthep Taungsuban, the anti-government protest leader, as he tries to wrestle power away from the incumbent Prime Minister Yingluck Shinawatra and the Pheu Thai Party (PT) because the belief is that only by taking power from Pheu Thai can Thaksin Shinawatra's regime be eliminated. Similar tactics were used during the protests from 2009-2010 as Thaksin Shinawatra and the Red Shirts attempted to take power away from the then incumbent Prime Minister, Abhisit Vejjajiva.

Before the military coup in 2006, Thaksin had, over the course of his first four years as PM from 2001-2005, slowly accumulated a vast amount of power through what opponents label 'political corruption' (i.e., buying political parties, controlling state mechanisms, and channeling money and power to allies, while systematically blocking access from opponents).

The conflict is therefore seen as a struggle, not primarily for democracy or the elimination of corruption, but to rebalance power. To gain the upper hand, the opposition seeks to curtail the vast amount of power and influence that Thaksin had amassed.

Proponents of this view claim that only through deterrence and force will conflict be contained. Through increasingly hawkish rhetoric, the goal of protesting is to goad the government to retaliating and therefore lose legitimacy, allowing the opposition to take power back. These tactics were employed by the Red Shirts in 2009-2010 and are similarly employed by Suthep. The weakness of this perspective is an over-reliance on threats and coercion, which generally leads to competitive and escalatory dynamics and a self-fulfilling prophecy. This orientation could lead opposing sides to engage in tit-for-tat strategies leading to a vicious cycle.

Legal and Institutional Stability: Another narrative domination headlines, this view suggests conflict is about political instability. Proponents of this view argue that Pheu Thai's rejection of the Constitutional court's ruling was the primary trigger for anti-government protest. The justification is that when the decisions of legitimate authorities are disobeyed, the credibility and stability of legal and judicial institutions are compromised. One of the arguments for anti-government protest is that Prime Minister Yingluck and Pheu Thai inflicted symbolic harm and the motivation for setting up the People's Democratic Reform Committee (PDRC) is to re-establish norms, rules and institutions to ensure a sense of fairness for all parties.

On the other hand, in 2006, an elected government was overthrown via a coup and the protests are accompanied by demands for Prime Minister Yingluck to step down as caretaker while an unelected People's Assembly is set up as interim governing body appear coup-like. Both sides of the conflict divide have taken steps to weaken institutions and contribute to political instability. From this perspective, the conflict is about restoring the necessary legal and institutional conditions for a flourishing democracy. The question becomes, how do we move forward given that both sides have taken steps to undermine electoral and judicial institutions contributing to political instability?

Social Justice: Konnala Sukpanich and Sujit Boonbongkarn (2529: 23) argued that the society has to encounter a critical situation caused by political conflict and instability. With a different emphasis, this perspective argues for the transformation of macro-structures to shift patterns of exclusion and inequality. This view holds assumptions about the flawed nature of people (particularly the elite). Protestors in Bangkok claim to be fighting against corruption, specifically what they perceive as a corrupt system where a party wins elections by majority vote and then uses that mandate for its own benefit. Therefore they are calling for protection against the tyranny majority. Baker (2011) argues that with social change outstripping political development, more people have come to resent the centralization of power, the inadequate and uneven distribution of public goods, the seemingly elevated and untouchable

nature of the powerful, and the continued permeation of traditional attitudes about social hierarchy.

The flip side to the tyranny of the majority is often as the opulent minority. Thus the rural populaces are also fighting for social justice. They fight for inclusion, equality and a voice in the electoral process. The people pushing this narrative argue that varied forms of 'isms,' particularly classism, are the root of Thailand's political conflict. Proponents of this narrative argue for income redistribution, economic development, human rights education, educational reform and various forms of integrative power sharing. Thus, the conflict can be resolved by setting the right societal conditions, where all sides have a chance to participate in support of democracy.

Some would argue that attempting to overthrow an elected government violates the very idea of democracy protestors claim to be striving for. Others suggest blindly supporting an elected regime only promotes 'pseudo-democracy.' This conflict is therefore not just about democracy, but the right to define the playing field for the 'kind' of democracy appropriate for Thailand. Recently, the Assembly for Defense of Democracy (AFDD), a group of academics, intellectuals, artists and citizens, have proposed a legally and historically grounded vision for democracy, considered by some as a more measured approach than the People's Democratic Reform Committee (PDRC) headed by Suthep.

Social Psychology of Human Interactions

The various approaches under this paradigm are informed by social psychology with particularly emphasis on human social interactions in triggering and perpetuating conflict. Subjective psychological processes are emphasized, which highlight conflicting parties' perceptions, expectations, and behavioral responses. Arumsri Siripun (2525) suggested that people have their own thought which is accumulated from education and/or experience. They have confidence and ideology that are difficult or easy to be changed based on individual ability.

Inducing Cooperative Relationships and Containing Malignant Social Processes: This perspective argues that most conflict situations involve mixed-motives, but overtime, shift toward monolithic, polarized win-lose, zero sum struggles. Proponents of this perspective might point to the increasingly extreme nature of Suthep's rhetoric. While many people protest what they perceive as endemic corruption of Thaksin's regime, many others were made uneasy at the increasingly drastic nature of Suthep's demands. Not satisfied with Prime Minister Yingluck's dissolution of the house, he's calling for the eradication of all traces of the Thaksin regime.

People who hold this perspective will note the tit-for-tat strategies employed by the both camps over the years with the yellow shirt People's Alliance for Democracy protesting in 2008, followed by Red Shirts in 2009 and 2010, and the anti-Thaksin people are on the streets and, if the situation continues to escalate, it won't be long before the Red Shirts re-assert

themselves.

Left unattended, tit-for-tat tactics can fuel escalatory dynamics and lead to a vicious cycle. The focus is on the social –psychological changes that occur in groups as conflict escalates. Effective decision-making, rational logic and sound judgment becomes impaired (that means otherwise sensible people act out-of-character), as in-group confirmation bias and out-group denigration ensures that negative stereotypes continue to guide perceptions of those on the other side. For example, the persistent myth that the rural voters are ‘uneducated and ignorant’ who can easily be bribed for votes is at best baseless and, at worst, a dangerous misconception.

Targeting these social processes requires a close observation of the intergroup dynamics between camps. The emphasis is on de-escalating conflict and building conditions for cooperative negotiation. Observers of the protests will note that, this time around, the government and police have managed, for the most part, to not incite further violence. The dissolution of the house was seen as somewhat a concession, although perceived as too late by some, but nevertheless, an attempt to de-escalate the conflict. On the other hand, as Suthep continues his brinksmanship, the Red Shirts, which have been relatively silent to date, will be expected to retaliate. Ensuring escalatory dynamics will make it difficult to develop mutual cooperation, to identifying common and superordinate goals for constructive conflict resolution. Unless properly addressed, these psychological dynamics may undermine any hope for conflict resolution. The conflict therefore stems from our collective inability to foster cooperative relationships.

Reconciliation: After it was perceived that Suthep’s demands would lead to greater escalation and violence, some began to call for negotiation and reconciliation. After which both sides talked brightly about ‘reconciliation’ – but their actions spoke otherwise (Baker, 2011). This approach looks at the relationship between the conflicting camps and targets perceptions and deep-rooted fear where intergroup relations are characterized by stereotyping and animosity. The focus on sustainable reconciliation allows both sides to see each other as human after prolonged periods of dehumanizing each other. The challenge in fostering reconciliation is that it involves managing three paradoxes: (a) expressing past pains, while envisioning a future together, (b) acknowledge past transgression in a transparent manner, while granting mercy, and (c) aspiring for peace and justice. Genuine attempts at reconciliation can be forged when these paradoxes are confronted.

3. Conclusion and Suggestion

During the past following years, violence took place in the Thai society and caused several losses, injuries, and deaths to protestors, officers, and others. This conflict’s wounds need to be cured. Rehabilitation has to be implemented with reconciliation. The society has to

define appropriate justice based on the spectrum of the rule of law and amnesty. The Buddhist principles for rehabilitation may be applied to help society to settle its position between the rule of law and amnesty. If the society believes in reciprocal deeds, the rule of law may be enforced. If the society wishes to forgive and forget, amnesty may be granted. According to the chairperson of the Truth for Reconciliation Commission of Thailand (TRCT), negative justice which aims to punish wrongdoers cannot transform the conflict. The TRCT is committed to positive justice which aims at rehabilitation and prevention of a new conflict (Ranatchai Phumcharoen, 2011: 74)

Conflict transformation is needed for Thai society. However, the society is not committed to facilitate reconciliation. Even though there is no any protest, the society still maintains deep polarization. Conflicting parties and some Thais do not open their minds to perceive the conflict in positive ways. This situation seems that conflicting parties temporarily cease fighting, and then prepare for the next round to overthrow the other side. The chair of the National Reform Assembly (NRA) is aware of the problem and has requested the society to change its way of thinking. Thais can think differently from each other, but Thais have to learn to live together in harmony and unity.

The government and the TRCT play major roles to implement reconciliation and rehabilitation. However, the society may doubt the government about concentrating on ex-Prime Minister Thaksin's issues rather than reconciliation. If the government aims to assist the former prime minister, a new conflict may arise in the society. Therefore, the government has to prove its genuine commitment to transform the conflict and does not intervene in the legal process. Two good signs are that the prime minister and the opposition leader have cooperated in order to eradicate corruption and help with flood relief. These two situations could be defined as the starting point of reconciliation within electoral democratic powers. If the two leaders could further develop their collaboration in reconciliation, this will largely contribute to the reconciliation process in the society.

According to non-electoral democratic power, the media have influence to shape people's attitudes. The mainstream media support reconciliation policy. They try to create harmony and unity in the country. The alternative and social media outlets should recognize these issues. They have to stop dividing people and making conflicting parties to be angry and hateful toward each other. They have to commit to the national or common interest rather than the group's interest.

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Thailand's Tourism Industry: ASEAN Economic Pillar

Chaiyaporn Sriwattनावiboon, Wijitra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: s59484944017@ssru.ac.th, wijitra.sr@ssru.ac.th

Abstract

Tourism remains one of the primary drivers of economic growth in Thailand. The sector's positive performance can be partly attributed to a number of inherent pull factors, including a welcoming culture, abundant natural resources and biodiversity, as well as relative affordability. However, infrastructure has struggled to keep up with the fast-paced growth in visitor numbers, a situation that has led to overcrowding at popular beaches and long lines at the airports. To tackle these problems, officials have looked to upgrade transport links and diversify tourism offerings around the country. Recent years have also seen authorities working to reach more high-end travelers, and a number of initiatives have been introduced that aim to position Thailand as an upmarket tourism destination.

Keyword: Tourism, ASEAN, Economic

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1. Thailand's Tourism Industry Outlook 2019

Tourism is one of the most important sectors driving the Thai economy, which can continuously generate high income for Thailand. The number of international tourist arrivals to Thailand in 2018 reached 38.12 million people, up 7.1 percent YoY. Although the second half of 2018 has shown slow pace of international tourist arrivals due to the different factors from each nationality, the number recovered during the last 2 months of 2018 thanks to the tourist season and the Visa on Arrival fee waived for 21 countries. Hence, in 2018, Thailand received approximately THB 2.01 trillion in revenue from the arrival of international tourists.



Source: Kasikorn Research Center, the forecast of the number of international tourists travelling to Thailand in 2019 to reach 39.00-39.80 million people, up 2.1-4.1 percent YoY and the generation of income of approximately THB 2.16-2.20 trillion, up 6.9-8.9 percent YoY.

2. Trend of international tourist to Thailand

According to Kasikorn Research Center (2019) the trend of international tourists to Thailand is as follows:

1. Tourist from East Asia region: Tourists travelling from ASEAN, South Korea and Japan to Thailand shows promising signs, while clear recovery of Chinese tourists is expected during the second half of this year. However, the number of Chinese tourist arrivals to Thailand still depends on the Chinese economy, the Yuan

currency and the high competitive tourism sector in Japan, South Korea and Vietnam.

2. Tourists from South Asia region: While the number of tourists from India shows promising growth, entrepreneurs in Thailand's hospitality sector may face fierce competition as many other countries strive to attract Indian tourists to their countries as well.
3. Tourists from Europe region: Tourists from Germany and France will continue growing as well, while the growth of Russian tourists may depend on the Ruble currency. Meanwhile, Brexit may negatively impact inbound tourists travelling from U.K. to Thailand due to high expense and long flight duration.
4. Tourists from other regions: Middle East tourists will continue to decline due to a slowdown in the economy. Hence, they are choosing nearer destinations, with the expectation of Israel tourists. Moreover, tourists travelling from the US and South Africa to Thailand will continue to see positive growth trend.



Source: Kasikorn Research Center (2019), Top Nationalities Visited Thailand in 2018

3. Tourism trend in Thailand

3.1 Target ASEAN tourists: As Thailand takes over the ASEAN chair for 2019, various opportunities are opened up for hospitality-related businesses to attract tourists from ASEAN countries. These include sales of tourism-related products and services and a chance to cooperate with neighboring countries to develop the best routes for international tourists, whether they are from ASEAN or other countries.

3.2 Increase popularity in secondary provinces: This will be attributed to the government's policy to promote less visited areas and distribute revenues generated from

tourism more evenly across the nation. This will increase marketing and investment opportunities for local business operators. However, business operators should also consider other factors such as the type of tourist to target, potential attractions and the readiness of transport infrastructures and facilities in each province.

3.3 Digitalizing tourist-related businesses: Technology will be increasingly integrated to uplift infrastructure of businesses within the tourism industry. We see the rise of online platforms offering products and services that goes beyond hotel room booking such as tour agent and car rental services. Sharing economy business model is also becoming more widespread. Hence, Thai operators need to be flexible in order to adapt to the changes in the hospitality landscape. This will allow them to grow alongside the booming tourism sector.

The following is the key factors that will impact the outlook of international arrivals.



Source: Kasikorn Research Center (2019), Key factors impacting the outlook of international arrivals

4. Performance

Tourism remains a key part of the local economy and is expected to become an increasingly larger part of GDP (Oxford Business Group, 2018). According to the “Economic Impact 2018 Thailand” report published by the World Travel & Tourism Council (WTTC), from 2016 to 2017 the direct contribution of travel and tourism grew from \$36.7 billion, or 9.2% of GDP to \$42.2 billion, or 9.4% of GDP. The figures have been forecasted to rise by 7.8% in 2018, and by 5.7% per annum over the next decade to reach \$79.4 billion, or 12.8% of GDP by 2028. The industry also directly created more than 2.3 million employment

opportunities in 2017, accounting for 6.2% of the country's total workforce. By 2028 the industry is expected to supply more than 3.63 million jobs, or 9.4% of total employment (World Travel & Tourism Council, 2018).

Other metrics indicate a healthy market. International tourist arrivals to Thailand reached a record 35.4 million in 2017, an increase of 8.8% from the previous year, with the Ministry of Tourism and Sports (MoTS) saying it expected that figure to reach 37.55 million in 2018 (Ministry of Tourism and Sports, 2018). The WTTC calculated visitor exports for 2017 at \$59.6 billion, a figure that is expected to grow by 8.9% in 2018, and by an average of 6.2% per year to reach \$118.1 billion in 2028. Figures from the UN's World Tourism Organization, meanwhile, show that Thailand was the ninth-most-popular country in the world for foreign visitors in 2016, and the second most popular in the Asia-Pacific region after China (World Tourism Organization, 2018).

China is by far Thailand's biggest market for foreign arrivals. In 2017 some 9.8 million Chinese tourists visited Thailand, accounting for more than a quarter of the total number of foreign visitors that year. This was followed by Malaysia, with 3.3 million visitors, South Korea (1.7 million), Laos (1.6 million), and India (1.4 million). It is not just foreign guests that are travelling around Thailand. In line with rising incomes, the domestic tourism market is relatively healthy, and expected to grow. In 2017 local institution Kasikornbank estimated that Thais undertook 156.2 million domestic trips, with an overall spend of BT930 billion (\$26.9 billion). In 2018 the number of trips taken by locals is expected to grow 5.7% to reach 165.4 million, generating around BT990 billion (\$28.7 billion) in tourism-related revenues.

5. Regulatory Framework

Thailand's tourism industry is overseen by the Tourism Authority of Thailand (TAT), which falls under the jurisdiction of the MoTS (Wikipedia, 2019). TAT's main roles are to promote Thailand as an international tourism destination, as well as to maintain tourist areas and conserve the country's natural resources. In November 2017 Weerasak Kowsurat was appointed the minister for tourism and sports, replacing Kobkarn Wattanarangkul, who held the post for three years. Weerasak previously served as the minister for tourism and sports in 2008, as well as the position of chairman of the Thailand Convention and Exhibition Bureau (TCEB).

To support the broader policy goals of boosting numbers and diversifying offerings, the ministry introduced a number of tourism campaigns. Towards the end of 2017, TAT launched the "Amazing Thailand Tourism Year 2018" campaign, which will run from November 2017 to January 2019, and focus on developing specific segments and offerings, including sports tourism, gastronomy, destination weddings and honeymoons, medical and wellness tourism, community tourism and leisure activities.

TAT has also introduced the “Open to the New Shades” campaign, which seeks to introduce Thailand to the next generation of world travelers, as well as provide new experiences to repeat visitors. The campaign will highlight gastronomy, arts and crafts, nature and the Thai way of life. “The ‘Open to the New Shades’ campaign, which focuses on the food in various regions and secondary cities is certainly making a great impact on diversification,” Charles Wrightman, CEO of Wrightman Corporation and vice-president of the Australian-Thai Chamber of Commerce, said.

6. Capacity Challenge

As visitor numbers continue to rise, the government has committed to investing heavily in infrastructure in order to ensure the country maintains its reputations as a key tourism destination. Officials at the MoTS are officially targeting a near doubling of overseas visitors to 68 million arrivals within the next decade, an increase that would put huge burdens on the current infrastructure. One of the most high-profile challenges has been the huge waiting lines at Bangkok’s major airports, Suvarnabhumi Airport (SA) and Don Mueang International Airport (DMIA), which saw new arrivals in the country waiting for up to five hours to pass through immigration in 2017. That same year, both SA and DMIA were running at 40% beyond capacity to keep up with foreign arrivals. In response, officials have said they plan to upgrade both airports, building new terminals, facilities and another runway so the capital city can handle the 130 million passengers it receives per year. However, work is not expected to be completed until at least 2022, meaning that, in the meantime, visible solutions will be needed.

In its 2018 position paper, the European Association for Business and Commerce (EABC) Tourism Working Group proposed possible solutions to improve the experience of visitors when they first arrive at Thailand’s main airports. It recommended a shift towards online visas to counter the problem of long immigration queues, coupled with the introduction of digital, app-based airport taxi services to remove any perception of cheating or insecurity from visitors using the regular, metered service. Although app-based taxi services legally operate in Thailand, they are restricted from picking up passengers in airport arrivals areas (European Association for Business and Commerce, 2018).

7. Diversified Destinations

With the rapidly growing influx of international visitors, the risk remains that Thailand’s established destinations will reach a saturation point. The popular site at Maya Bay, for example, can see up to 5,000 people per day, and local tour guides say that pollution and the effects of human impact are significant problems, forcing authorities to ban tourist boats from entering the area from June 1 to September 30 (Cripps and Olarn, 2019).

To counter overcrowding, the government is taking measures to market secondary cities to visitors, an approach that would not only improve sustainability, but also distribute the economic benefits of tourism with different parts of the country. One such initiative is the Thailand Riviera project. Approved in March 2018, the project aims to develop 528 kilometers of coastline, including 25 beaches, 10 bays and 25 islands, in the western coastal provinces of Phetchaburi, Prachuap Khiri Khan, Chumphon and Ranong. Major policy goals associated with the project involve distributing tourism revenues to locals, improving regional transport links, and developing facilities and services to attract visitors.

8. Luxury Market

A report published by Allied Market Research (2019) projected the global luxury travel market to generate more than \$1.54 trillion by 2022. In line with efforts to diversify Thailand's offerings, local authorities have been keen to shift the country's reputation away from being a budget destination towards one that attracts high-end visitors. Such a shift presents both challenges and opportunities for businesses operating in the country, Pruet Boobphakam, president of Thailand Elite, a high-end travel credit card company, said "As the government continues its attempt to position Thailand as a preferred destination for the affluent market, we will need to upgrade our products and services to differentiate us from other popular luxury spots."

Other high-value segments where the government will focus its efforts include medical and wellness tourism, destination weddings and honeymoon packages, and upscale sports and leisure activities, such as golf and yachting, with TAT promoting such offerings to global market (Tourism Authority of Thailand, 2015).

9. Cuisine

Thailand's efforts to be viewed as a high-end tourism destination gained a boost when the first Michelin Guide book for Bangkok was published in 2018, featuring 98 restaurants, three of which were granted two stars, and 14 given one star. Bangkok became the seventh city in the Asia-Pacific region to be listed, and there are plans to establish guides in other destinations.

The guide is also a timely boost for Bangkok's street food scene—already a major draw for visitors—after the government had announced plans for a crackdown on street vendors as part of attempts to clean up the capital in 2017. However, the government appears to have reconsidered the plans after widespread criticism from local people and tourists (Sujitra Samukkethum, 2560).

10. Business Travel

Thailand is already a major regional center in the meetings, incentives, conventions and exhibitions (MICE) market. The 2017 Country and City Rankings, published by the International Congress and Convention Association (ICCA) (2018), ranked Thailand 25th in the world for hosting conventions, making it the highest-ranking country of all ASEAN member states, including Singapore, which ranked 26th. In 2017 almost half of the events in Thailand were held in Bangkok, with Chiang Mai, Pattaya, Phuket, Khon Kaen, Chiang Rai, Nakhon Ratchasima, Udon Thani, and Songkhla among other prominent and emerging MICE destinations. As business travelers are estimated to spend an average of two to three times more than leisure visitors, the industry can potentially serve an important driver of high-end tourism infrastructure.

11. High-Tech, High-Value

The MICE industry could also benefit from the government's Thailand 4.0 initiative, which aims to shift the economic focus away from production and more toward high-tech services. A key component of the initiative is the Eastern Economic Corridor (EEC), a \$45 billion project aimed at boosting investment and economic development in the country's industrial eastern provinces of Chachoengsao, Chonburi, and Rayong. The EEC has directly targeted 10 industries, one of which is high-income and medical tourism. The main aims include increasing the amount of middle-income to high-income tourists from the Asia-Pacific region; upgrading medical tourism, wellness and rehabilitation offerings; as well as promoting the area as a central venue for MICE events. In addition, the EEC's focus on high-tech industries should attract more upscale business travelers to both Bangkok and the EEC area, according to Horwath HTL (2018). Investors are already interested, with both the public and private sector already pledging BT1.17 trillion (\$33.9 billion) towards the project up to 2022, according to the local media reports. The government is hoping new transport links and hospitality facilities will see this area emerge as a business and leisure center that will support the growth of the MICE segment.

12. Sharper Image

Despite the country's rapidly growing high-end segment, Thailand's tourism industry will need to address certain challenges if it is to dispel its reputation as a backpacker's destination (Karanyapard Phuyoungyut, 2559). The increasingly competitive environment for hotels has encouraged a race-to-the-bottom mentality on prices, a situation exacerbated by the general lack of rating standards and the increasing presence of unregulated listings on accommodation-sourcing website Airbnb. According to the EABC, rising numbers of

unregulated or unlicensed hotels are bad for the overall image of the country. Recommendations from the hotel group included strengthening the enforcement of existing rules and regulations for hotel operations, and a greater emphasis on registrations, licensing and insurance to help ensure quality standards and visible ratings (Kuanchanok Suwanpong, 2559).

Officials are also looking to enhance Thailand's positive image as one of Asia's most female-friendly destinations to build on the growing number of solo female travelers. Statistics from the MoTS showed that 52% of the 32 million tourists to visit the country in 2016 were female, up from 48% in 2015 and 42% in 2012. In May 2017 TAT relaunched its "Women's Journey Thailand" campaign, which uses a website and mobile app to offer discounts for hotels, spas, malls and restaurants to female travelers (Narinsiree Chiangpun and Rakwong Wongsaraj, 2560).

13. Better Offerings

Brand development is another key factor for Thailand. While the country is a leader in hospitality service in South-east Asia, operators need to embrace the changing tourism landscape by updating their offerings. To this end, Thailand is emphasizing adventure and ecotourism. It already has about 800,000 visitors a year in this category, a number expected to reach 1 million in the next few years. An estimated BT300 billion (\$8.7 billion) is brought in by the niche market every year, according to the Thai Ecotourism and Adventure Travel Association (TEATA). In this segment, the country faces significant competition from Vietnam, Myanmar and Laos, which have both impressive natural sites as well as strong government support. The TEATA would like to see the subsector start to meet the highest level of international standards. It is working to attract both international and local tourists and expects the subsector to account for as much as 20% of the overall tourism market at some point.

14. Skill Development

Branching out and promoting new segments in the industry could be an important factor in tackling the country's economic issues and providing jobs. However for this strategy to be effective requires the development of the right kind of human resources skills, especially in smaller, niche establishments. According to the EABC, hospitality graduates in Thailand look for more senior positions in management, leaving a job gap in entry-level jobs and forcing hotels to look abroad to find skilled workers. These places could be filled domestically, however, with the introduction of a work-study framework to enhance the skills of local and new workers through apprenticeships and on-the-job training. Participating companies could potentially receive incentives such as tax reductions and more relaxed visa regulations.

Tourism operators and hoteliers should be mindful of the need to invest in training their staff visitors and offering new experiences to ensure that services are aligned with luxury products. If this aspect is lacking, then those tourists seeking high-end experiences could easily choose to travel elsewhere.

15. Conclusion

Despite challenges, the future looks generally bright for Thailand's tourism industry. The government's commitment to growth, coupled with the country's inherent attractions and experience as a global leader in the sector, make it reasonable to expect that Thailand will be successful in attracting an increasing number of high-end tourists. Key to this growth will be increased investment in integrated transport infrastructure to remove existing bottlenecks and create confidence for businesses considering investing in luxury developments.

As Thailand assumes chairmanship of ASEAN, the chair has an ambitious goal to achieve a "people-centred ASEAN Community, with all 10 members moving forward together and leaving no one behind." It took months before the Ministry of Foreign Affairs finalized the chair's goal under the theme of "Advancing Partnership for Sustainability." It is understood that tourism is one of the most important economic trends in ASEAN to watch out for 2019 and is a key economic driver of ASEAN integration (Kavi Chongkittavorn, 2018). This is an auspicious opportunity for the chair to push ASEAN tourism into the next level.

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Thailand and ASEAN Vision 2025 on Disaster Management

Vacharee Khunkitti, Wijitra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: s59484944015@ssru.ac.th, wijitra.sr@ssru.ac.th

Abstract

As ASEAN moves towards 2025, there are three key overarching and interconnected elements in this strategic policy document to guide the region and build on the successes in disaster management and emergency response to date. This will provide the direction needed for ASEAN to become a global leader in disaster management and emergency response over the next ten years. This article outlines strategies on Institutionalization and Communications, Financing and Resource Mobilization, and Partnerships and Innovations as the building blocks towards a disaster resilient ASEAN and a region that is well-placed to act comprehensively both within the region and further afield.

Keywords: Disaster Management, Thailand, ASEAN

- *This research presented on 30st International Conference on Business, Education, Social Science, and Management (BESM-30): Taipei/Taiwan, July 15th-16th, 2019.*

1. An awareness of cooperation

Ingleton (1999) argued that the subject of disaster management and reduction is at an important point on the world agenda. Especially important are the respective roles for facing the challenges which it poses for our professions and our societies. Perhaps ‘poised’ is not too strong a word to describe the position in which too many countries find themselves, as they face the risks of natural hazards in the near future. After the wide-ranging disaster experiences of recent years, more countries recognize now, more fully than before, that the risk of disasters is too important to be consigned only to planning eventual emergency relief measures. However, the seeming demands to employ disaster reduction measures can also appear, at first glance, to be so sweeping in their implications that they may easily deter us from taking methodical steps that can lead to long-term commitment.

By reflecting on the past years of the global initiative of the International Decade for Natural Disaster Reduction, we should recall what the United Nations General Assembly emphasized in its founding resolution of the IDNDR (UN Office for Disaster Risk Reduction, 1999). There, it emphasized the importance of adopting an integrated approach for disaster management in all its aspects to initiate a process towards a global culture of prevention. It is now even more evident ten years after the IDNDR resolution that the escalating costs of natural disasters cannot continue to be tolerated, or absorbed. Several highly visible, recent natural disaster such as Hurricane Katrina was the costliest storm in U.S. history, and its effects are still felt today in New Orleans and coastal Louisiana (Gibbens, 2019). The effects of smoke, fire and haze on three continents, the worst floods in over a hundred years in China, and the global effects of El Nino provide a foretaste of perhaps more severe, and possibly more frequent, disasters that we can expect in the future.

No country in the world will be devoid of the risk of natural hazards, but it will be up to each one of them to decide what measures are necessary, feasible, and affordable to embrace acceptable levels of protection against social and economic disasters. However that cannot, or should not, be accomplished in isolation. As the Yokohama Strategy and Plan of Action for a Safer World stated in its Introduction, ‘... each country bears the primary responsibility for protecting its own people, infrastructure and other national assets from the impact of natural disasters, and accepting in the context of increasing global interdependence, concerted international co-operation and an enabling international environment are vital for the success of these national efforts’ (International Decade for Natural Disaster Reduction (IDNDR), 1994). We have all, through increasing contact and shared concerns, come a long way in raising awareness of an issue which can no longer be ignored. Much also remains to be accomplished, together.



Indonesia tsunami caused by collapse of Anak Krakatau volcano
Photo: Courtesy of 'The Guardian'

2. Thailand and the ASEAN-United Nations Joint Strategic Plan of Action on Disaster Management

The Thematic Working Group on Disaster Risk Reduction and Resilience has advanced partnership with the Association of Southeast Asian Nations (ASEAN). It forged a coherent approach towards engaging the ASEAN Secretariat and the AHA Centre to align the work and activities of the United Nations with jointly agreed priorities that support the implantation of the ASEAN Agreement on Disaster Management and Emergency Response (AADMER) Work Programme for 2016-2020. The ASEAN-United Nations Joint Strategic Plan of Action on Disaster Management 2016-2020 is the result of this engagement (Economic and Social Commission for Asia and the Pacific (ESCAP), 2015).

The ASEAN-United Nations Joint Strategic Plan of Action on Disaster Management constituted an important step towards greater coherence in United Nations engagement with ASEAN on disaster risk reduction and management. Instead of each United Nations agency pursuing separate initiatives with ASEAN, it serves as an overall framework and promotes consistency in engagement, covering areas such as preparedness and response; risk assessment, early warning and monitoring; and prevention, mitigation, outreach and mainstreaming.

ESCAP, as the UN lead agency of the risk awareness and assessment priority programme, in cooperation with ASEAN and the members of the Thematic Working Group on Disaster Risk Reduction and Resilience, is implementing initiatives to deliver on the UN's commitments under the said priority programme. Thailand as one of the member states and the Chair of ASEAN is abiding with the programme.

3. AADMER Work Programme

According to the Association of Southeast Asian Nations (2561), the ASEAN Agreement on Disaster Management and Emergency Response or AADMER serves as a common platform and regional policy backbone for disaster management in the ASEAN region. The AADMER Work Programme outlines a detailed structure of activities of the region's disaster management priorities over five-year periods. The ASEAN Committee on Disaster Management (ACDM) provides oversight to the implementation of the Work Programme and reports directly to the Ministers in charge of Disaster Management, who also serve as Conference of the Parties (COP). As the Governing Board of the ASEAN Coordinating Centre for Humanitarian Assistance on disaster management or AHA Centre, the ACDM provides further guidance to the AHA Centre, as the primary operational engine for AADMER.

Following the spirit of AADMER, the AADMER, the AADMER 2010-2015 Work Programme has contributed to the enhancement of effective mechanisms to achieve substantial reduction of disaster losses in lives and in the social, economic and environmental assets of ASEAN Member States, as well as jointly respond to disaster emergencies in the ASEAN region. In the five years of its implementation, the AADMER 2010-2015 Work Programme laid the regional mechanisms for joint response and disaster risk reduction at the regional level. Another remarkable achievement of the work programme is the broad and far-reaching partnerships. Increased stakeholder support is demonstrated by the vast network of partners that have been established at various levels. Particularly, pioneering initiatives were implemented that institutionalized the engagement with the civil society organizations for example through ACDM's partnership with the AADMER Partnership Group (APG).

The AADMER 2016-2020 Work Programme differs from the previous work programme in terms of having a more pronounced articulation of protecting the gains of ASEAN Community integration for the peoples and communities of ASEAN and showcasing ASEAN's leadership and experience. It continues to put the premium on the contribution to and ownership of ASEAN Member States of the initiatives embodied in the new work programme; and the significance of engaging multiple sectors and stakeholders while maintaining ASEAN Centrality to ensure policy and programme coherence.

The ASEAN Agreement on Disaster Management and Emergency Response or AADMER has been effectively facilitating regional cooperation between and among ASEAN Member States since its entry into force on 24 December 2009. As the legally-binding regional agreement in ASEAN, AADMER has directly contributed to the building of ASEAN Community, and the enhancement of disaster risk reduction and climate change adaptation of the peoples and communities in ASEAN (AADMER Work Programme, 2561).

In the next ten years, the vision of ASEAN on disaster management looks at three

strategic elements, namely: i) Institutionalization and Communities; ii) Partnership and Innovations; and iii) Finance and Resource Mobilization. On the first element, ASEAN will endeavor to deepen and broaden linkages with the three ASEAN community pillars and ASEAN bodies, as well leverage the role of the Secretary-General of ASEAN. Building on the vast experiences and knowledge of the region, ASEAN will undertake to share such body of knowledge to local communities and the wider global community. By doing so, ASEAN would have positioned itself as a global leader on disaster management. On the second element, ASEAN intends to expand the feeling of “we” and deepened the sense of ASEAN identity. It will systematically reach out to stakeholders such as the business sector, finance sector, youth, and academic and scientific community. The third element refers to the transformation in the financing of implementing AADMER through innovative approaches to ensure sustainability and ensure investment, both public and private, to build resilience.

Building on the implementation of AADMER through the work programme, the ASEAN Committee on Disaster Management (ACDM) endorsed, in February 2016, the AADMER Work Programme 2016-2020, which was subsequently launched during the 28th ACDM Meeting in Indonesia. The new work programme is a five-year rolling programme that seeks to build resilient ASEAN Community to reduce disaster losses and collectively response to disasters. The development of the work programme has benefitted from the concurrent development of the ASEAN Vision 2025 on Disaster Management, adopted by the 3rd ASEAN Ministerial Meeting on Disaster Management and the 4th Meeting of the Conference of the Parties (COP) to the AADMER, held on 16 December 2015 in Phnom Penh, Cambodia.

The AADMER Work Programme 2016-2020 was developed under the leadership of the ACDM and its Working Groups with the support of ASEAN Secretariat and AHA Centre, the guidance of the AMMDM and the AADMER COP, and informed by the invaluable contributions of ASEAN’s partners.

4. ASEAN Vision 2025 on Disaster Management

According to ASEAN Vision 2025 on Disaster Management (2561), today, ASEAN has a population of over 600 million people with the third largest labor force in the world, and by 2025, ASEAN is expected to rank as the fourth-largest economy in the world. Yet, ASEAN is also the most natural disaster-prone region in the world. More than 50 percent of global disaster mortalities occurred in the ASEAN region during the period of 2004 to 2014. During this period, the region contributed to more than 50 percent of the total global disaster fatalities, or 354,000 of the 700,000 deaths in disasters worldwide. The total economic loss was US\$91 billion. About 191 million people were displaced temporarily and disaster affected an additional 193 million people. In short, about one in three to four people in the region experienced different types of losses. There was an increase in the rate of disaster

mortality from eight (during 1990 to 2003) to 61 deaths per 100,000 people (during 2004 to 2014). If ASEAN does not reduce disaster risks, the Sendai Framework for Disaster Risk Reduction will unlikely achieve its target by 2030, while the Sustainable Development Goals will remain unmet. It is therefore imperative to move the AADMER forward significantly by 2025 to ensure these targets are met.

Since AADMER came into force in December 2009, significant progress has been made but suffering from disaster and mega-disaster continues to pose significant challenges to states and societies in ASEAN. As the region looks towards the next ten years, it is clear that the humanitarian landscape will continue to evolve, particularly in relation to the effects brought on by climate change. Future climate change trajectories will likely continue to induce natural disasters that in turn exacerbate pre-existing non-traditional security issues. As a result, if unprepared ASEAN will find it difficult to address the multi-faceted and multi-characteristic nature of the future humanitarian landscape.

The World Humanitarian Summit Synthesis Report has outlined five key areas of action to future humanitarian action: dignity, safety, resilience, partnerships, and finance (United Nations Office for the Coordination of Humanitarian Affairs (OCHA), 2018). ASEAN will need to consider these core action areas as the guidelines for disaster management in the region are developed. With dignity, ASEAN will need to further develop and apply its people-centred approach as a main priority. With this approach at the centre of the humanitarian initiative will ensure gender equality and empowerment for women, girls, the youth, and children so that they can act as agents of their own response.

With safety, ASEAN and the future implementation of AADMER need to ensure that there are mechanisms to enable protection and assistance for all especially those most vulnerable. Protection should be a priority (Kanchana Lursthut, Wanphen Phothiyod, and Chaitorn Ounban, 2560) for all ASEAN responders at all times during humanitarian events as they themselves act as advocates for international law and peace. Strengthening resilience requires ASEAN to shift their focus from managing crises to managing risks so that their constituents will be better prepared for what lie ahead of them. As such, achieving resilience within ASEAN requires the building of capacities of Member States and within them in communities to reduce exposures and vulnerabilities.

Through partnerships, the future AADMER Work Programme should actively engage the other sectors of work such as but not limited to: the private and public sectors to leverage their capabilities. In addressing needs of the future. Humanitarian landscape, a collaborative effort by all parties is needed to provide for the most comprehensive and holistic response to those affected. Lastly, with regard to the final area of work, finance, ASEAN through AADMER should look at alternative sourcing of funding and not rely solely on donations from Member States. Alternative and innovative sources for funding will be needed (Aryal and Dobson, 2011). However, tapping new sources at local, regional, national and at

international levels will be key to providing adequate support for disaster-affected population as well. The completion of the 2010-2015 AADMER Work Programme offers an opportunity to discuss framework and cooperation as we move forward to 2025 taking into account the impact of our work today on future generations. A multidisciplinary response team that addresses medical needs, mental health, education, food, nutrition and sanitation is highly effective in contributing to timely, effective relief efforts (Cordero-Reyes et al., 2017).

AADMER needs to ensure coherence of policy frameworks, strategies and approaches that link disaster reduction, climate adaptation and sustainable development, to complement the Sendai Framework for Disaster Risk Reduction (2015) under the overarching frame of Sustainable Development Goals. This includes consideration of other disaster risk reduction frameworks such as the Asia-Pacific Economic Cooperation (APEC) Disaster Risk Reduction Framework, which aims to contribute to adaptive and disaster-resilient Asia-Pacific economies that can support inclusive and sustainable development in the face of disasters and the “new normal.” Such linkage can help AADMER to be more efficient in dealing with risks and vulnerabilities in ways that promote a more integrated framework.

Further, AADMER will need to be linked to the integration efforts under the ASEAN Economic Community, which aims for a deeply-integrated and highly-cohesive economy in ASEAN by 2025. This means that a disaster in any country in ASEAN will no longer be an issue of the affected country alone. As a highly-integrated economy, a disaster in one country will impact the overall regional supply chains, which might cause disruption in production capacity in other ASEAN countries. In this regard, AADMER initiatives could directly sustain or contribute to the overall ASEAN economy with each Member State’s economy is becoming more deeply-integrated and highly-cohesive with one another. In addition with ASEAN economic integration ushering greater mobility of professionals within the region, the impact of disaster in one area would not only be felt by the community of the affected country but also by other ASEAN nationals residing in that area.

The implementation of AADMER over the next ten years, first, it will assess the challenges around institutionalization and key considerations for its implementation. This strategic element looks towards a multi-layered and cross-sectoral governance approach that will drive the integration of the ASEAN Socio-Cultural Community, the ASEAN Economic Community and the ASEAN Political Security Community on disaster management and emergency response. It further identifies that the strategy moves beyond the regional and global levels and developing disaster management and emergency response strengths at the national and sub-national (city, provincial and community) levels.

The second focus is on financial and resource mobilization challenges associated with the implementation of AADMER and argues that the strategy needs to combine an increase in ASEAN Member States’ contributions with traditional and non-traditional sources of funding and other modalities of support (Teutsch, 2010), while still ensuring that the process and

contents is driven by ASEAN. The final strategic element focuses on partnerships and looks at innovative ways in which ASEAN Member States, ASEAN Secretariat, and the AHA Centre can work together with non-traditional partners for disaster management and emergency response. It highlights the strengths of partnering with entities at regional, national, and local levels in the public, private and people sectors. Addressing the three strategic elements outlined above would position ASEAN as a pioneer in transforming disaster management landscape in the Southeast Asian region and beyond and strengthen its leadership to maintain ASEAN Centrality.

5. Conclusion

The ASEAN Agreement on Disaster Management and Emergency Response (AADMER), which came into force in December 2009, set the foundation for regional cooperation, coordination, technical assistance, and resource mobilization in all aspects of disaster management and emergency response. The Agreement supports ongoing and planned national initiatives of ASEAN Member States, and with supporting and complementing national capacities and existing work programmes. Since its inception and through various initiatives, ASEAN through AADMER has managed to increase both regional and national capacities for responding to disaster in Southeast Asia.

However, the region faces a continued evolution of the humanitarian landscape and nature of disasters. While ASEAN has progressed in terms of cooperation and collaboration, it is evident that mechanisms to respond to these new challenges need to be further developed. Moving towards 2025, ASEAN will need to recognize these changes and adapt the implementation of AADMER accordingly to ensure a comprehensive and robust disaster management and emergency response system is in place. This strategic policy document outlines the directions that may be considered by ASEAN in the next 10 years and identifies the key areas to move the implementation of AADMER forward to a people-centred, people-oriented, financially sustainable, and network approach by 2025. There are a multitude of tasks that need to be implemented as the region moves forward to meet emerging challenges. Three mutually-inclusive strategic elements—Institutionalization and Communications, Finance and Resource Mobilization, and Partnerships and Innovations—were identified that may guide the direction of the implementation of AADMER to 2025

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Preah Vihear Temple Border Dispute between Thailand and Cambodia

Kraiwit Gosrisirikul, Wijitra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail Address: s59484944016@ssru.ac.th, wijitra.sr@ssru.ac.th

Abstract

This article analyzes internal and external factors over the dispute between Thailand and Cambodia in regard to the Temple of Preah Vihear area and argues that the problem arose principally from the internal political situation of both countries, particularly in case of Cambodia where its leader used this case to advance his own personal political ambitions. In term of the impact, except for a minimal loss of a small area around the Preah Vihear Temple, the 2013 International Court of Justice ruling placed a very little impact on the two countries' bilateral ties. Instead, it turns out that Thai-Cambodian relations have been evolved positively. Two principal factors contributed to this outcome are: (1) the National Council for Peace and Order (NCPO) has demonstrated its earnest as well as decisiveness in dealing with bilateral ties; and (2) both Thailand and Cambodia have opted for a closer relation with China, at the expense of the U.S. This article suggests that while Thai-Cambodian relations are still smooth, the Thai government should expedite the border demarcation process, so that politicians on both sides would not be able to exploit it for their personal political gains in the future.

Keywords: Preah Vihear Temple, Border Dispute, Thailand and Cambodia

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1. Preah Vihear as a Heritage Site

The “UNESCO Convention concerning the protection of the world cultural and natural heritage, ” adopted in Paris on 16 November 1972, provides in Article 1 a rather narrow definition of “cultural heritage,” restricting it to monuments such as architectural works, groups of separate or connected buildings, and archaeological sites. Not included in this definition are the intangible and quite often invisible practices of cultural heritage, such as language, rites and beliefs, popular songs, oral traditions, literature, and festive events (UNESCO, 1972). With the start of the new millennium, however, the UNESCO has broadened its scope of world cultural heritage by establishing a “Representative List of the Intangible Cultural Heritage of Humanity.”

The global dimension of heritage is recognized in the 1972 UNESCO Convention, which deplors the insufficient and incomplete ability of nations to protect their material heritage from “deterioration or disappearance” and emphasizes “that parts of the cultural or natural heritage are of outstanding interest and therefore need to be preserved as part of the world heritage of mankind as a whole” (Hahn, 2011). With all its humanistic ideals and charitable goals, the Convention was still inspired by an essentialist notion of culture “as something confining and static which had been developed and maintained by certain societies and indigenous groups over a long time and, as such, was now threatened,” as Hauser-Schaublin (2011) aptly remarks. She emphasizes that the idea of an authentic culture which can be ascribed to a certain group of people who can claim exclusive ownership has been challenged during the last couple of decades. The temple complex of Preah Vihear, it may be argued, is an excellent case study to exemplify the transnational character of monumental heritage sites.

The French explorer and linguist Etenne Aymonier, the first European on record who visited Preah Vihear, observed that the temple had a special cultural significance only for the Kui people, the original inhabitants in the southern section of the Khorat Plateau and in the upper part of the lowland plain of northern Cambodia. Though originally built by Khmer kings of the Angkorean Empire a millennium ago, there is no evidence for any strong connection of Preah Vihear with the political and cultural complex of the Cambodian lowlands, at least until French colonial rule. It was French scholars like Groslier and Parmentier who defined Preah Vihear as one of the most important monuments of the classic ancient Khmer art and part of the national cultural heritage of Cambodia. Like Angkor and other monument sites, Preah Vihear became a symbol of an ethnic-based Cambodian nation. In this vein, the nation’s geo-body (Thongchai Winichakul, 1994) would ideally be determined by the distribution of the ruins of ancient Khmer stone monuments. It is not without reason that silhouette of Angkor Wat became the central symbol of the Cambodian national flag under successive royalist, militarist and Communist regimes. In view of the fact

that archaeological sites from the Angkorean period are scattered throughout northeastern and eastern Thailand, such identification of ancient Khmer architecture with Khmer ethnicity and Cambodian national identity inevitably collides with Thai nationalism. The Thais, on their part, developed a concept of Thainess which incorporates the monument sites of the ancient Khmer empire in present-day Thailand as part of their own cultural heritage. In the heydays of Thai nationalism, in the 1930s and 1940s, nationalist ideologues like Luang Vichitr Vadakarn claimed that the Thai were the true heirs of Khmer civilization, whereas the present-day Cambodian were either “not the same people” compared to the ancient Khmer or only their degenerated descendants. It is against this background that the Thai-Cambodian dispute over the ownership of Preah Vihear in the late 1950s and early 1960s and its renewed outbreak in 2008 has to be judged.

2. The Conflict: Historical Background

There are two dimensions to the territorial conflict between Bangkok and Phnom Penh (Wagener, 2011). In the Gulf of Thailand, the common sea border is disputed. Yet, since 2008, the dominant confrontation flared on the land border, which is 803 kilometres long and unmarked over long stretches. Specifically, the disputed area surrounds the Preah Vihear temple complex, located in the Dangrek Mountains between northern Cambodia (Preah Vihear province) and eastern Thailand (Sisaket province). The temple, dedicated to the Hindu god Shiva, was built from the late ninth to the mid-twelfth century. “Preah Vihear” – in Thai, “Phra Viharn”—means “sacred temple.” The complex, which extends for 800 metres, lies at an altitude of 547 metres next to a steep slope and is considered a masterpiece of Khmer architecture (Roveda, 2000).

The roots of the conflict date back to the period of European rule of the region. the Kingdom of Siam (now Thailand) had ceded large parts of its territory—Battambang, Siem Reap and Sisophon, among others—to France. During the period of Siamese expansion, those areas had been under the control of the Chakri Dynasty. With these territorial concessions, Siamese King Chulalongkorn (1853-1910) appeased the dominant power of Indochina (modern-day Cambodia, Laos and Vietnam), prevented potential rule, and ensured that Siam remained the only state in Southeast Asia not to be colonized (Terwiel, 2005; Baker and Pasuk Phongpaichit, 2005; Wyatt, 2003). The two sides settled the border questions in a convention on 13 February 1904, a treaty on 23 March 1907, and a protocol on the same day (John, 1994). After Cambodia’s independence in 1954, the Battambang, Banteay Meanchey (with Sisophon as its regional capital), and Siem Reap provinces came back into its possession. Currently, it is disputed where exactly the border between the two countries runs. In the past, the demarcation had already proved lacking: the Commission of Delimitation of the Boundary between Indo-China and Siam had only planted 73 boundary pillars between

1909 and 1919 (Memorandum of Understanding, 2000).

After France's withdrawal from Indochina, Thailand used the resulting power vacuum and ordered the occupation of the Preah Vihear temple complex in 1954. Cambodia then raised the issue with the International Court of Justice (ICJ) in The Hague on 6 October 1959, which ruled on 15 June 1962 with nine votes to three that the Preah Vihear temple lies on Cambodian territory and thus falls into Cambodia's sovereignty. Thailand was to withdraw all soldiers, police and security forces from the contested area. With seven voters to five, the ICJ also ruled that Bangkok had to return any removed sculptures, steles, fragments of monuments, and ancient pottery. In their verdict, the judges reasoned that since Siam itself had been technologically unable to establish the borderline, it had asked France to produce maps to this effect, a task which was completed by the fall of 1907. The results of the team of French officers' work were communicated to the Siamese government in 1908. These communications included the so-called "Annex-I-Map," which focuses on the demarcation of the Dangrek Mountains and according to which the Preah Vihear temple is on Cambodian territory. The judges reproached Thailand for not having questioned the Annex-I-Map's validity until 1958, even though there had been several opportunities to do so. Further, maps showing Preah Vihear to be on the Cambodian side were printed in Thailand. From this, the judges concluded that Bangkok had accepted the border and could not now question it *ex post* (International Court of Justice, 1962).

The conflict over Preah Vihear continued after the ICJ verdict. While Thailand had to accept that the temple complex was legally in Cambodian hands, a 4.6 kilometre square area surrounding the ruins remained contested. To this day, Bangkok claims that the disputed area belongs to Thailand. The United Nations Educational, Scientific and Cultural Organization's (UNESCO) decision of 8 July 2008 to declare the Preah Vihear temple complex a World Heritage Site, thus accepting the Cambodian application, must be seen against this backdrop (UNESCO/ The World Heritage Committee, 2008). Under Prime Minister Surayud Chulanont (October, 2006-January, 2008), Thailand had generally supported its neighbour's application. A statement of the Thai Foreign Ministry of 28 June 2007 literally says: "We have no objection to Preah Vihear shrine being a World Heritage Site" (Thai Press Reports, 2007). But Bangkok also pointed to unsolved problems. It mainly pushed for declaring the temple site a World Heritage Site of both countries, fearing that Phnom Penh would otherwise be able to use the UNESCO decision to buttress its claims to the contested area surrounding Preah Vihear. These worries were voiced by, among others, the upper echelons of the Royal Thai Armed Forces (BBC Monitoring Asia Pacific, 2008).

Thai Prime Minister Samak Sundaravej (January-September, 2008) had also supported his Cambodian counterpart's initiative at UNESCO, the two having recorded their position in a Joint Communique on 18 June 2008 (Joint Communique, 2008). In this document, Samak accepted Cambodia's unilateral application for the inscription of the Preah Vihear temple as a

Cambodian World Heritage Site. On 8 July 2008, the Thai constitutional court declared the Joint Communique null and void because Samak had not sought the necessary parliamentary approval before signing it (Thai Press Reports, 2008). This decision had far-reaching consequences since it necessitated a change of course of Thai foreign policy on the Preah Vihear issue.

It remains unclear who exactly triggered the subsequent deepening bilateral crisis. But obviously the temporary arrest of three Thai demonstrators, who were apprehended by Cambodian units in the contested area on 15 July 2008, contributed to the increasing dispatch of armed forces to the region (Sopheng Cheang, 2008). Several thousand troops were deployed to the border over the following months. This development was dangerous to the extent that Thailand and Cambodia knowingly created the conditions for a military exchange. Both sides conducted patrols in the vicinity of the temple. With the borderline still in dispute, Bangkok and Phnom Penh were able to blame one another for violating their respective sovereignty.

This resulted in firefights in October 2008 and further, but less intense exchanges of fire in April 2009, January 2010, and June 2010. By that time, eight soldiers had died (Wagener, 2009). Between 4 and 7 February 2011, Thai Cambodian soldiers were again involved in repeated gun battles, which claimed at least another eight lives. The conflict has so far seen its culmination in the border fights between 22 April and 3 May 2011, which cost probably 18 lives (ICG, 2011). They exceeded all previous fights both in their intensity and duration. To this date then, the conflict over the Preah Vihear complex has cost at least 34 lives.

While the court did decide that the temple belonged to Cambodia and even that Thailand was to return all the property it had taken out of it, Thailand has claimed ever since that the decision applied only to the temple itself and the land on which it stands but did not include the whole disputed land. This would create approximately 4.6 kilometre square, which therefore remained, in Thailand's view, in dispute. It asserts, furthermore, that the court itself, established that it had no jurisdiction over deciding the sovereignty issue over the land surrounding the temple and its decision and jurisdiction has only applied to the temple itself (Monticha Pakdeekong, 2009).

3. The Roles of Thai and Cambodian Domestic Politics

It is widely accepted that the reason for prolonging of the Thai-Cambodian border conflict is not the lack of clarity in the legal state of affairs, rather that the conflict has been hijacked by various political forces within the countries concerned. While more often the blame is thrown at the Thai side (Barlow, 2011), Cambodia should also be held responsible.

It is vital to remember, that the temple itself is not part of the legal dispute and both sides agree that as of the ICJ 1962 ruling, it is an undisputable part of Cambodian territory.

Furthermore, it is accepted by both countries that the recent judgment of ICJ further extended the vicinity of the temple to entire promontory area, although the line has not been clearly settled. Therefore, only the remaining disputed territory outside of the promontory should be part of the current dispute. Yet the temple itself is a notable symbol for both Cambodian and Thai people and due to interwoven history and the long periods of administering the temple, there are significant portions of the Thai population who believe the temple actually belongs to them rather than to Cambodia. While the official position of the Thai government ever since the decision of 1962 has been to comply with the court's decision, it nonetheless has kept the doors open. To cite the Prime Minister Sarit Thanarat who following the 1962 ruling announced publicly that "with blood and tears, we shall recover the Phra Viharn one day" (Rand, 2011). Yet the government under various circumstances of the time chose to accept the decision of the Court; it did so, however, by presenting a protest note which stated:

In deciding to comply with the decision of the International Court of Justice in the case concerning the Temple of Phra Viharn, His Majesty's government desires to make an express reservation regarding whatever rights Thailand has, or may have in the future, to recover the Temple of Phra Viharn by having recourse to any existing or subsequently applicable legal process, and to register a protest against the decision of the International Court of Justice awarding to the Temple of Phra Viharn to Cambodia (Monticha Pakdeekong, 2009).

These two expressions only point to the popular opinion of the time in Thailand, in which there was nearly unanimity about the question of Thai rightful ownership (Barlow, 2011: 16). While Thailand now proposes that the 1962 Note is still valid, it counteracts the result of the Memorandum of Understanding which was agreed upon and signed by the Thai and Cambodian governments in 2000. In this document, which was an agreement on the borders between the two countries, it was explicitly stated that both countries agree the results of the 1904 Treaty and consequent work of the Mixed Commission including the maps annexed are the basis of the border demarcation between the two countries.

Eventually, this ambiguous and changing position and the actual belief of Thai population have served as ample opportunity for certain political forces in Thai politics to gain additional support in domestic political battles. In recent Thai politics, two forces can be identified: the so-called "yellow shirts" and the "red shirts." The latter support the ousted Prime Minister Thaksin Shinawatra and the former is backed by the monarchy and urban elite and enjoys large support from the Thai military (Pavin Chachavalpongpun, 2009). During the rule of yellow shirts the Thai stance towards the Preah Vihera temple was more nationalist, while the red shirts, whose leaders enjoyed close ties with Cambodia's leaders, were also the initiators of cooperative mechanisms and were developing warm ties with Cambodia.

This perspective is generally confirmed when looking at the timeline of the escalation. The conflict started in 2008 and culminated in 2011 which almost exactly overlaps with the rule of yellow shirts, in which the beginning of the escalation was to large extent caused by

the rejection of the red shirt Prime Minister's Communique accepting the Cambodian unilateral application to UNESCO and the de-escalation was shortly followed by the Thai parliament elections which took place in July 2011 and which brought the Prime Minister Yingluck Shinawatra to office in August 2011. Clearly, the issue of Preah Vihear had given the yellow shirts an opportunity to present themselves as the real protectors of the Thai nation while the other side should be rejected as collaborators. As mentioned already, also during the mounting protests, which eventually led to the ouster of Yingluck Shinawatra from the position of Prime Minister, the issue of Preah Vihear was used as evidence of losing Thai territory on the part of her government. This, on the other hand, prompted Yingluck Shinawatra to strengthen her position in an attempt to appease the demands, which ultimately proved to be unsuccessful of course.

Interestingly, the latest policy of Thailand towards Cambodia seems to show a converging trend from the proposed simple duality of yellow shirts and red shirts. After the ouster of Shinawatra's red shirts government and the establishment of a military controlled regime led by former general Prayut Cha-o-cha, Thailand did not take any openly provocative steps vis-à-vis Cambodia and is attempting to improve and keep stable and friendly relations with the neighbor. At the same time, however, there are no signs that the Thai side will implement the ICJ decision and the whole issue of Preah Vihear seems to be a toxic topic in Thai political discourse (Jenne, 2014).

On the other hand, Cambodia has its own domestic political dynamics which equally motivate its leaders to seek a theme which would help them to garner strong public support. Volatile Thai politics and an ambiguous stance towards issues like Preah Vihear temple serves as such a theme and it has allowed Cambodian leaders to create an atmosphere of national insecurity together with the pride of cultural heritage. Cambodia is by far the weaker party in the conflict in most aspects and in any large scale military encounter it could not hope to score any points against the much more populous and developed Thailand with much stronger military might and even enjoying a status of being a US strategic ally (Chanlett-Avery and Dolven, 2012). However, Cambodia is advantaged in the dispute as it holds relatively favorable rulings of the ICJ from 1962 and 2013, which by definition are final and have become international law.

As discussed above, Thai internal politics were extremely volatile and particularly the issue of Preah Vihear temple is one of the most popular topics for nationalist segments which have prevailed during certain time periods. However, long-time Cambodian Prime Minister Hun Sen can be held responsible for responding to the Thai nationalists' calls and even provoking them. To start with, the recent escalation began with the unilateral application for the UNESCO listing in 2008. Hun Sen opted for the unilateral move instead of the joint submission as was proposed from the Thai side. Moreover, he did so in times of another volatile period in Thai politics, just two years after the military backed coup deposed former

Prime Minister and an election winner Thaksin Shinawatra, who enjoyed close relations with Hun Sen, yet was accused at home by the nationalist forces for compromising on sovereignty issues.

4. Conclusion

To sum up, both parties of the conflict showed that their internal politics motivated them to escalate the conflict, independently on the other side's moves and choices. It is clear that for some leaders on both sides the issue of sovereignty over the Preah Vihear temple has meant an ideal opportunity to score some extra points over domestic political competitors rather than an ideological/legal dispute with another country which should be solved effectively.

Thailand and Cambodia still find themselves in the “time in between”—the ICJ has issued its final word which is now waiting to be put in practice. Sooner or later, there will have to be negotiation and agreement between the two countries on how to implement the decision. After the decision is implemented, then the countries can move to the next issue and that is the final settlement of the border issue outside of the promontory area. It is therefore apparent that the dispute is not over, although most media have stopped reporting on it, as if it had been resolved, which is partly understandable taking into consideration major political turmoil and the recent general election in Thailand.

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A Study on the Roles and Entering a Position of Thailand's Buddhist Supreme Patriarchs

Phramaha Weerachat Potha, Sunthan Chayanon, Wijittra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University

Email Adress: s61484944005@ssru.ac.th, sunthan.ch@ssru.ac.th, wijittra.sr@ssru.ac.th

Abstract

This research aims as follows 1) to study the role and access to the position of the Thai Patriarchs, and 2) to analyze the role and entry into the position of the Thai Patriarch, by using qualitative research methodology and by analyzing the data from documents. The results of the study can be summarized as follows: 1) In studying on the role and access to the position of the Thai Patriarch who is the supreme head and the president of the governing organization of Thai Buddhist monks, It was found that originally the access to the position of the Thai Patriarch was arranged by the king. That role was played by the King when there was no law in the clergy. The Patriarch has the authority to rule the monks according to the Dhamma and Vinaya, and various regulations as the supreme head of the Sangha and as being the administrator of religious affairs on behalf of the king 2) In analyzing the role and entry into the position of the Thai Patriarch, It is found that at present, there is an amendment to the establishment of the Patriarch by the Sangha Act B.E. 2505 (Issue 3), 2017, which stipulates that the King establishes one Patriarch, and that the Prime Minister countersign the Royal Order for the establishment, and the established monk must be of good morality, being without any tainted history, of personality for worship and bringing about the religious benefit for the religion and kingdom.

Keywords: Role, Access to position, Patriarch

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1. Introduction

Lord Buddha is the Master of Buddhism, which the people in countries around the world respect widely since the past to the present, for over 2500 years. Thailand is a country in Southeast Asia that has more than 94.6 percent of people (National Statistical Office, 2011: I) or about 58 million people respect Buddhism, inherited from their ancestors to the present for a long time. Lord Buddha, after having passed away, left the Buddhist teachings with the 4 Buddhist persons, namely monks, nuns, laymen and laywomen, and enacted what is to be done and what is not to be done. In brief, Lord Buddha left 3 principles of practices namely, Sila (precepts) Samadhi (meditation) and Panna (Wisdom), namely, the monks to keep 227 precepts, laymen and laywomen to keep the 5 precepts or 8 precepts at appropriate time. The success that is an important aspect of promoting a sustainable Buddhist affair is the administration of the Sangha to be complete. The administrative monks who are responsible for promoting and maintaining Buddhism, has to administer the education of the clergy to be complete. It is, therefore, an important condition that will indicate success in promoting Buddhism to be sustainable forever. This is in accord with what is said that Buddhism which is a national religion will prosper by depending mainly on Buddhist administrative monks. This is because the Sangha administrators are close to the people, especially the Sangha administrators who are the abbot are respectful of the people and have a direct role in the administration of the Sangha affair in the aspect of religious education to be complete (Division of Religious Affairs Department Ministry of Education, 1999: 8)

In Thailand, the Sangha administrative monks as administrators must supervise the administration of the Sangha, especially in the positions of the abbot, the Sangha administrator and the monks of higher rank until the position of the Patriarch which is considered the head of the ecclesiastical authority. The Patriarch is an administrative monk and the highest commander of all Buddhist monks, who creates prosperity, builds faith for Buddhists, builds strength and stability for Buddhism. The form of government in the Thai Sangha has the Supreme Patriarch as the Supreme Head. The word "Sangharaja" means king of the Sangha or king of the group. The Supreme Patriarch therefore refers to the supreme monk of the Diocese (Royal Institute, 1999: 1160) and is the president of the Sangha administration. This position is derived from the Thai monks who brought the model from the Ceylon family, in the Sukhothai period. When King Ramkhamhaeng, the Great, invited the elder Theras from Lanka who were specialize in the Tripitaka to come to spread Theravada Buddhism in Thailand.

The second hierarchical classification consists of 20 committees of the Sangha Supreme Council of Thailand, including the Patriarch. All 20 committees are divided into 10 committees from Dharmayuttika sect, and 10 Committees from Mahanikaya sect. 20 committees of the Sangha Supreme Council of Thailand from both sides are appointed by

from the higher administrative monks, including the monks from Somdej Class, Brahma class, and Dhamma Class. The third hierarchical position comprises the Chief Superintendent of the Ecclesiastries (Chaokhanayai) and the Ecclesiastical Regional Governor., both of them are usually the Sangha Supreme Council of Thailand, as well. The fourth hierarchical classification comprises the Ecclesiastical Provincial Governors (Chaokhanachangwat) who are usually monks from Brahma Class or Dhamma Class and are sometimes members of the Sangha Supreme Council of Thailand, especially the Ecclesiastical Provincial Governors from Bangkok. The fifth hierarchical classification comprises the Ecclesiastical District Officers (Chaokhanaamphur). The sixth hierarchical classification comprises the Ecclesiastical Commune-Chiefs (Chaokhanatambon). The seventh hierarchical classification comprises the abbots who rule either private temples or royal temples.

The administrative structure of Thailand's Sangha, as stipulated in Section 8 and Section 9 of Sangha Act of B.E. 2505, consists of the Supreme Patriarch as the supreme head of Sangha and as the president of The Sangha Supreme Council of Thailand, which is the highest organization of the Sangha as the whole. The form of its structure and the order of its administration is as follows

The Supreme Patriarch
The Sangha Supreme Council of Thailand
The Chief Superintendent of the (Central, North, South, East, or Dhammayutika) Ecclesiastries
The Ecclesiastical Regional Governors
The Ecclesiastical Provincial Governors
The Ecclesiastical District Offices
The Ecclesiastical Commune-Chiefs
The Abbots

In brief, it can be seen that the authority of administration of Thailand's Sangha is in the hands of the members of the Sangha Supreme Council of Thailand. The study on the roles and accession to the position of the Supreme Patriarch is, therefore, significant, as the Supreme Patriarch is known as "the father" of Thai Sangha, and he has an authority to administrating SAngha'd affairs, to form policies and to rule Thai Sangha with effectiveness and efficiency.

The objectives of the research are as follows, 1) to study the roles and the access to the position of the Supreme Patriarch, and 2) to analyze the roles and the access to the position of the Supreme Patriarch.

2. Related Theories

Role Theory

Manot Tanchawanit defines “Role” as the role as truly appearance and the role as expected by society. He further explains as follows:

1. The role as truly appearance means the behavior that is expressed dairy by the persons who have positions or social status. It is may be called the behavior of Role.
2. The role that as expected by society means the duty performance or the behavior which is defined by an organization or expected by that person himself, in accordance with existing social norms stipulating that the person who holds that position should behave in accord with the laws and regulations demanded by society.

Somkhit Pheng-udom says about the meaning of the role in accordance with Ralp’s idea by concluding as follows: “A status is a condition or position which prescribes the role of a person and the role, therefore, comes along with the position, it cannot be separated from each other. It is the same as a coin with has two sides, one side is a position, while another is a role. It can be so far concluded that the role is a performed duty related to a holding position which is can be practiced along with behavior of a person which should be also shown in accordance with the status as prescribed by society or a working unit.

The Concept about the Accession to the position of the Supreme Patriarch

According to the ancient tradition, the power to appoint the Supreme Patriarch was in the hand of the king. Later on, there was a written law for the first time in the Sangha Act of B.E. 2484(1941), which stipulated in Section 1, Article 5, to the effect that the king will appoint a Supreme Patriarch as being respectfully informed by the Prime Minister and approved by The Sangha Supreme Council of Thailand. In this case, the Prime Minister will recommend the most senior monk by his highest rank. If such the most the most senior monk by his highest rank cannot perform his duty, the Prime Minister will another most senior monk by his highest rank, according to his respective highest rank and his ability to perform his duty.

Accordingly, it is necessary to have the relevant law for inheriting and maintaining the previous royal tradition to the effect that it is the power of the king to appoint the Supreme Patriarch and, the Prime Minister will countersign the royal order of the appointment, it is therefore necessary to issue the Sangha Actof B.E. 2560(2017).

3. Methodological Method

This research is a qualitative method based on analyzing the related documents of the existing secondary sources. These documents may be either in the form of documents which

are collected by other people, or in the form of Data Processing and Data Analysis.

The Expected Benefits of the research

The Expected Benefits of the research are as follows:

1. To know the roles and the accession to the position of the Supreme Patriarch
2. To know the result of the analysis of the roles and the access to the position of the Supreme Patriarch

4. The Results of the Research

The Roles and the Accession to the position of the Supreme Patriarch

The form of government in the Thai Sangha has the Supreme Patriarch as the Supreme Head. The word "Sangharaja" means king of the Sangha or king of the group. The Supreme Patriarch therefore refers to the supreme monk of the Diocese (Royal Institute, 1999: 1160) and is the president of the Sangha administration. This position is derived from the Thai monks who brought the model from the Ceylon family, in the Sukhothai period. When King Ramkhamhaeng, the Great, invited the elder Theras from Lanka who were specialize in the Tripitaka to come to spread Theravada Buddhism in Thailand since the ancient time of the Sukhothai period. It was an administration based on centralized authority, which was later on appeared in the Sangha Act of B.E. 2505. This Sangha Act of B.E. 2505 originated from the demand of Field Marshall Sarit Thanarat, the Prime Minister, who wanted the form of Sangha administration which was relevant to the policy of administration of Thailand of that time.

The original roles of the Supreme Patriarch before the Sangha Act were enacted, the Supreme Patriarch had the authority to rule the Sangha in accordance with Dhamma and Vinaya and other regulations as the most senior Mahathera of the Sangha. The real administrative authority was with the king who was the supporter of all religions and with the Minister of Public Instruction, who administered the religious affairs on behalf of the king. Later on, when the Sangha Act of R.S. 121 was enacted, it was stipulated that the Chief Superintendent of the Ecclesiastries and the deputy Chief Superintendent of the Ecclesiastries served as the Supreme Sangha Council and advisors in Sangha and religious affairs which there was not the Supreme Patriarch.

Later on, when the Supreme Patriarch was appointed, the more administrative authority was with the Supreme Patriarch, who could administer the Sangha affairs. But in reality, the supreme authority was still with the king, who ruled the country in absolute monarchy. When the Sangha Act of B.E. 2484 was enacted, the authority of the Supreme Patriarch existed prominently as he had an absolute authority independently from the king or secular state. The Supreme Patriarch had an authority to administer the Sangha as holding the position of the leader of all Sangha. But he must act according to the law, i.e. to make ecclesiastical law by

the advice of the ecclesiastical Parliament, to administer the Sangha affairs through the ecclesiastical cabinet, and to adjudicate the cases through the ecclesiastical court. The duty performers of each branch are responsible for their own acts. The Supreme Patriarch exercised the power as merely holding the position as the leader of the Sangha.

The authority of the Supreme Patriarch as the leader of all Sangha, as appeared in Article 8 in the Sangha Act of 2505, stipulated that “The Supreme Patriarch holds the position of the leader of all Sangha and makes laws the Supreme Patriarch’s commands, which are not conflict with secular laws, Dhamma and Vinaya, as well as the regulations of the Supreme Sangha Council. It stipulated also in Article 9 to the effect that “The Supreme Patriarch holds the position as the president of the Supreme Sangha Council.

5. An Analysis on the Accession to the position of the Supreme Patriarch

At present, the Sangha Act of B.E. 2560, which was declared in the royal gazette on January 5th, B.E. 2560, in the reign of the present king, has 3 main Articles as follows:

1. In Article 2, this Act will be enforced from the day of being declared in the royal gazette onwards.
2. In Article 3, it abrogates Article 7 of the the Sangha Act of 2505, and uses this new article instead.
3. In Article 7, it stipulates that it is the authority of the king to appoint the Supreme Patriarch according to the royal tradition inherited from the ancient time, and it is the authority of the king according to the written law according to the Sangha Act of B.E. 2560. This will create good order and peace for the present Sangha administration.

6. Discussion and Conclusion

The accession to the position of the Supreme Patriarch was in the hand of the king. The monk who is to be appointed has to have the position of Somdej class, and to have the higher seniority by ordination”. This is stipulated in the Sangha Act of B.E.2505, and in Sangha Act of B.E. 2560, it is stipulated to the effect that the king will appoint a Supreme Patriarch, and the Prime Minister will countersign the royal order of the appointment.

The appointed monk must have a complete moral behavior, have an un-tinted biography, command respect from the people, fulfill religious duty benefiting religion and secular state. This is in relevance to Dhamma and Vinaya, and it is in relevance to the research by Phramaha yutthana RamaniyaDhammo(Kaokanha), who has studied on “ An analytical Study on the Organization of the Sangha in the Buddha’s Time”, and concluded that the establishment and the organization of the Sangha in the Buddha’s time were organized for creating benefit for members of the Sangha in order to attain the summon bonum of

Buddhism- Niravana, which has been considered to be the Summun Bonum of Buddhism and has been based on Dhamma and Vinaya as the principle of administration”.

At present, it is also practiced in Thailand. When the position of the Supreme Patriarch is vacant, the Department of Religion will collect the biography of the monks of highest ranks and their works and submit them to the king and the Supreme Sangha Council will firstly consider before the appointment of the monk to the position of the Supreme Patriarch.

The Authority of the Supreme Patriarch at present time, considered in the Sangha Act of B.E. 2535, can be classified into 2 positions: one as the leader of the whole Sangha, he is the head of Buddhism, who will command and administer the Sangha and serves as the president of the Supreme Sangha Council. This is in relevance to the research by Narinat Anuphongphat, has studied on “ The Roles and Works of the Supreme Sangha Council”, which was found that it is a study on the roles and duties of the Supreme Sangha Council after the establishment of the Supreme Sangha Council in two periods- A study in the period when there was an establishment of the Supreme Sangha Council at the same time as there was an enactment of the Sangha Act of B.E.2445, in the reign of King Chulalongkorn

The roles and duty of the Supreme Sangha Council in these two periods had an impact on the effectiveness in solving the problems of the Sangha administration. This is in relevance to the research by Natthaphorn Chindasawat, who has studied on “ The Administration of Sangha : A case Study on the Supreme Sangha Council”, which was found that the Supreme Sangha Council was an organization, established by the Sangha Act, the form of the administration of the Supreme Sangha Council was mixed. It had a centralized administration and performed a duty of Sangha affairs by having a central command, and at the same time, it dis-centralized power to all geographical regions, by dividing the practical administration into 3 parts; one part was the administration of the Central Sangha, the other was the administration of the Regional Sangha. In practice, there were appointment of Chiefs of Ecclesiastical Regions, Chiefs of Ecclesiastical Provinces, Chiefs of Ecclesiastical Districts, and the Abbots who were responsible for administering monks novices and members of the temple, or in the area as assigned, which was not in conflict with the secular laws and the principle of Dhamma and Vinaya

In brief, it can be concluded that the Supreme Sangha Council, as the head of the whole Sangha, plays a significant part in social development and has significant duty in development hand in hand with the secular state in order to strengthening the Sangha and to be supporter for the Buddhist followers in Thailand forever.

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Buddhist Leadership Based on Buddhism

Banchuen Nakkanrian, Sunthan Chayanon, Wijittra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University

Email: s61484944006@ssru.ac.th, sunthan.ch@ssru.ac.th, wijittra.sr@ssru.ac.th

Abstract

This research aimed to analyze Buddhist leadership based on Buddhism by using a qualitative methodology. It is a documentary research by using data from documents. The results of the research were found that the Buddhist leadership based on Buddhism needs to take knowledge, thinking, capability and virtues into practice. The political leaders would start from doing works and working well until they have an experience in various fields and apply the principles of Brahmaviharadhamma, Dasavidharajadhamma, and Five Precepts, and punish the wrong doers in laws and regulations without prejudices in mind.

Keywords: Political Leadership, Dasavidharajadhamma, Brahmaviharadhamma, Five Precepts

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1. Introduction

In the administration of the country in the democratic system, the political leaders are the persons who are selected by the people to administer the country for the happiness and benefits of the people. The leaders are the important factors for the success or the failure in the administration. In the past, the good characteristics of the leaders would be considered in terms of physical strength, personality, knowledge, capability, wealth, and completeness. At present, as it appears a continuous change in environment, good and strong leaders will have a wide vision, a good communication in the organization. in order to lead the organization to obtain objectives in the organization.

The leaders are the persons who have more capability than ordinary persons. In the community of organizations, they are having a knowledge, and a capability in a certain field or have a knowledge in their certain duty. They also have a science and an art in persuading other persons to comply with, to do, and to co-operate faithfully and respectfully in the ways as desired, with wholehearted and co-operative co-ordination until reaching the desired objectives with effectiveness and efficiency (Siriphon Phonhsitot, 2559: 195). The political leaders who have a good characteristic of leadership but do not have virtues, who seek only profits for themselves, who love power, who are corrupted and who violate the laws, will be able to destroy society and country as a whole. The political leaders who have capabilities and who are good and have virtues had been sought by political philosophers such as Confucius, Plato and Aristotle. Such political leaders have a good leadership and virtues necessary for creating benefits for society and country. (Likhit Thiravekhin, Political leadership, 2550)

In Buddhism, there are many Buddhist principles for the political leaders such as the principles of dasavidharajadhamma, Brhmmaviharadhamma, Four Agati, and five Precepts. The political leaders, therefore, will use mindfulness as the leading front, use a wisdom as the practical principle and use the principles of Dhamma as the supporter.

2. The Objectives of the research

The Objectives of the research were as follows:

- 2.1 To study on the political leadership based on Buddhism
- 2.2 To study on the characteristics of the political leaders based on Buddhism.

3. The related theoretical concepts

Concept of leadership and Meaning of leadership

- Phradhammakhosajarn (Prayun Dhammacitto) (2549: 26) defines leader as who is able to persuade other persons to move and act in the way as the leaders the

destination of the objectives.

- Thaowan Nanthaphiwat (2521: 203) defines a leader as a person who has an influence on other persons to work co-operatively and wholeheartedly in order to reach the objectives as designed.
- Thammarot Chotikunchorn (cited in Phrakhrusiricandanivith, 2549) gives the meaning of a leader as a person who is appointed to be a leader, who is able to administer, to command, and to persuade his subordinates or group to good or bad ways.
- Mallika Tonsorn (2544: 47) defines a leader as a person who has a formal or an informal position, who has a capability to administer, to command, and who is recognized by members of the group.
- Wichian Wittayudom (2005:2) implies that the leader means the person who is recognized as a leader, and who is capable of being born from himself until being accepted or praised by the group to be a leader and lead the group to success according to the goals.
- Plato gives meaning to the leader, referring to the person who has a great influence on control and who acts related to political, economic and social decisions (cited in Phatcharee Chamnansilp 2015: 15)

In summary, the leader means the person who has gained trust from others, who has an influential person to control, convince others to move or carry out various activities and act in connection with political, economic and social decisions in order to achieve their own goals and members of the community.

Model of leaders

Kurt Lewin explains the style of the leader, divided into 3 types:

1. Autocratic leaders are leaders who make their own decisions. They will set policies and act by using self-thought, and they do not let the group decide.
2. Democratic leaders are leaders that allow members of the group to participate in decision. They will set policies and act by using comments from the group and there is a division of work.
3. Liberal leaders (Laissez-faire) are the leaders who have full freedom for members. The leaders will only give advice to the members. They are involved or have minimal involvement in the operation (cited in Montri Thirathampipat, 1997: 21)

In summary, the style of leadership will be divided according to the manner of action, which is done by using self-thought as an autocratic leader. The leader will act by using comments from the group. There is a division of work as a democratic leader. He is the only person who suggests activities to members, participates in the least action, and he is a liberal

leader.

Characteristics of good leaders

Phrarachawitpatiphan (Sunthorn Suntharo) (2007: 25-37) explains the good leadership qualities that good leaders will see examples from the Buddha. That has features that should be used as a model for leaders. There are 7 things.

1. Ket Laem: means the leader must have wisdom and do not be foolish.
2. Ta Du: means the leader must know and monitor
3. Hu Yan: means the leader must have “heavy ears” which means that leader will not believe people easily without reason.
4. Nang Nan: means that the leader does not be bored with his own duties.
5. Mai Khan Top means that as something that hurts the mind and cause lack of consciousness the leaders should avoid or not interact, If he thinks that it will cause more negative effects than good results.
6. Yim Plop Pralom Chai means that when the subordinates are heated to ask for help, the leader must have mercy on his followers. He must help to comfort him better, and help him in what he sees fit and right
7. Tat Sin Duay Khwam Yuttitham : means that the leader must be fair. He must not be biased by the power of prejudice. He must adhere to the principles of accuracy rather than desires and be led by the principles of Dhamma

Kawi Wongphut (1996 : 106-110) explains the good characteristics of leaders, that they have good education, intelligence, self-confidence. And participation in activities of the organization and society. They also have creativity, responsibility and ability to adjust mood. They have good economic and social status. They have reason to listen to the opinions of others. They have honesty, heart, justice and sympathy for others and create harmony. In summary, the characteristics of good leaders are intelligence, intelligence, education, good control of emotions, creativity, moral responsibility, honesty, justice, self-confidence and being accepted by others

Principles for Buddhism leaders

Principles for leaders are important to leaders. The Lord Buddha's teachings show the characteristics of good leadership. Leader in Buddhism has a foundation from the approach to creating a person with personality of leadership. He must use as a guideline to practice. Buddhist principles which can be applied are as follows: Phradhammapitaka (P.A.Payutto) (2003 : 240-241) suggests Dasavidharajadhamma that can be applied as follows:

1. Dana: sharing with the populace; he is a benefactor in that he rules or works to give, not to take, he devotes himself to administering services and providing welfare and

- aid for the people to ensure their well-being, convenience and safety, he renders assistance to those in distress and difficulty and supports those who have done well..
2. Sila: maintaining good conduct; he is impeccable in conduct and restrained in actions and speech; he does only good actions and upholds his honor,; he sets an example for the people, commands their respects and is free from any cause for contemp.
 3. Pariccaga : working selflessly; he is capable of sacrificing personal comfort, even his own life, for the benefit of the people and the peace and stability of the country.
 4. Ajjava : working honestly; he is honest and upholds the truths; he is free from deceit and upright in his dealings; he is sincere and does not deceive the people.
 5. Maddava : deporting himself with gentleness and congeniality; his bearing is not arrogance, rude, harsh or conceited; he has nobility and dignity that are based on a polite and gentle manner, inspiring devotion and loyalty but not without awe.
 6. Tapa : rejecting indulgence through austerity; he destroy defilement and craving and does not allow them to control his mind; he can restrain his mind and does not allow it to become lost in sensual pleasure and debauchery; he is simple and regular in life-style, and dedicated to the fulfillment of duty.
 7. Akkodha : adhering to reason, not anger; he is not given to fiery outburst and does not make judgments or act out of anger, but has a heart of goodwill, suppressing anger, he judges and acts righteously with a mind that is subtle and calm.
 8. Avihimsa : bringing tranquility through nonviolence; he does not let his power go to his head or use it to repress his subject; he is kind; he does not find a pretext for punishing a subject out of vindictiveness and hatred.
 9. Khant : overcoming difficulties with patience; he endures a heavy work load and perseveres in the face of tiredness; no matter how difficulty or depressing the work may be, he does not give in, no matter how much he is provoked or ridiculed, or with whatever harsh and abrasive words, he does not despair; refuses to abandon a task that is rightfully done.
 10. Avirodhana : not doing that which strays from righteousness. He does not transgress the principle of public administration that are based on the welfare, happiness and righteousness.

It can be concluded that the Dasavidharajadhamma is the principle for the leaders to make people in society live happily. The leader must take into account Dana: sharing with the populace; Sila: maintaining good conduct; Pariccaga: working selflessly; Ajjava: working honestly; Maddava: deporting himself with gentleness and congeniality; Tapa: rejecting indulgence through austerity; Akkodha: adhering to reason, not anger; Avihimsa: bringing tranquility through nonviolence; Khanti: overcoming difficulties with patience; Avirodhana:

not doing that which strays from righteousness.

Phradhammapitaka (P.A Payutto) (2003: 124) suggests 4 Brahmaviharadhammas: holy abidings, sublime states of mind., that must be kept in the heart and used to regulate behavior.

They are as follows:

1. Metta, loving kindness: goodwill and amity, The wish to help all people attain benefits and happiness.
2. Kuruna, compassion: the desire to help other people escape from their sufferings; the determination to free all beings, both human and animal, of their hardships and miseries.
3. Mudita, appreciative gladness : when seeing others happy, one feels glad; when seeing others do good actions or attain success and advancement, one responds with gladness and is ready to help and support them.
4. Upekka, equanimity : seeing things as they are with a mind that is even, steady, firm and fair like a pair of scales; understanding that all beings experience good and evil in accordance with the causes they have created; ready to judge, position oneself and act in accordance with principles, reason and equity.

It can be concluded that the principles of 4 Brahmaviharadhammas are the principles for the rulers. They are Metta, loving kindness, Karuna, compassion; Mudita, appreciative gladness; and Upekka, equanimity.

Five Precepts

The principles of Five Precepts are the standards of the complete human beings. They are considered to be the fundamental principles of Buddha's teachings, which the political leaders must fully apply for their behavior and practice. They are as follows:

1. Abstaining from killing: not taking life or doing bodily harm.
2. Abstaining from taking what is not given; not stealing, pilfering or filching; not violating (others') properties.
3. Abstaining from sexual misconduct; not violating the loved or cherished ones of others, thereby destroying their honor and dignity and confusing their family lines.
4. Abstaining from lying: not telling lies or using deceptive speech; not violating other people or their interests through speech.
5. Abstaining from alcohol and intoxicants: not taking wines, liquor, intoxicants, which are causes for heedlessness and drunkenness, and lead to damage and blunders such as accidents due to lack of mindfulness. ((Sibandon Thiradhammoṃ , 2552 : 159)

It could be concluded that the 5 precepts are justified for humans. They make people completely human. They are basic principle which the leaders should behave as good examples. They consist of not killing animals, not stealing, not violating the loved ones of others, not telling lies, and not taking alcohol and intoxicants.

4. Research methodology

Research methodology uses qualitative research methods by analyzing the document and by studying of data from secondary sources, which may be in the form of data that others collect or data through data processing or data analysis.

5. Research results

Buddhist political leaders are people who have gained trust from others. They are influential persons to control, to convince others to move or carry out various activities and to act in connection with political, economic and social decisions in order to achieve their own goals and members of the community. The political leaders are divided according to the nature of the action: they act by using self-thought as an autocratic leader, they act by using comments from the group. There is a division of work as a democratic leader. And the leader who is the only person who gives advice to the members to participate in the least action, as a liberal leader. The good political leaders Should have intelligence, intelligence, good education, good mood control with creativity, good morality, responsibility, honesty, integrity, self-confidence, recognition by others

The characteristics of good political leaders according to the Buddhist guidelines are as follows. They have to be fair; they adhere to the principles of accuracy rather than desires; they adhere to the principle of Dhamma; they sacrifice for the public; they perform duties in good faith and wish others to be happy. Buddhist principles that can be applied for political leaders can be summarized as follows: Dasavidha rajathamadhamma for the people in the society to live happily; 4 Brahmaviharadhamms, for making people in the society live happily. 4 Agatis are the principle for avoidance, when administrating the group; and Five precepts are basic principles for administration of the political leaders, which the leaders should behave as good examples.

6. Summary of discussion results

Buddhist political leaders must be accepted by another person. They are persons with intelligence, and good control of emotions. They have a good morality, responsibility, honesty, integrity, justice and self-confidence, which corresponds to the principle of 5 precepts of Phrakhu Sophonpriyasuthee, who found that if the leaders do not cheat, the development of various organizations will have progress. The leaders should also have a gentle heart and do not forget the consciousness. The characteristics of good political leaders according to the Buddhist guidelines are as follows. They have justice, adhere to the principle of Dhamma, to sacrifice for the public, to perform duties in good faith and to wish others to be happy, which

is consistent with the concept of Phrarachawichitpatiphan, who found that good leadership features are as follows. They have an intelligence, they examine the things before being done, they do not believe people easily without reason, they do not be bored with your own duties, they do not lack consciousness, they must have mercy on the followers; they must be fair, and rely on the principles of Dhamma.

7. Suggestions

7.1 Political leaders should apply the principles of Buddhist leaders to the administration.

7.2 Political leaders should adopt the principles of Buddhist leaders to create prototypes for political leaders.

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Collaboration Pattern of Gems and Jewelry Industries Development in ASEAN Group countries: Case study of Thailand-Cambodia

Chananun Rintanalert, Wijittra Srisorn

College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: s59484944008@ssru.ac.th, wijittra.sr@ssru.ac.th

Abstract

The purpose of this research is to study the status and problems of gem and jewelry industry development in Thailand 2 to study the development strategies of gem and jewelry industry in Thailand and Cambodia. 3 To study the competitive strategies and cooperation between Thailand and Cambodia in Development of gem and jewelry industry The research found that the problems of industrial development are mostly caused by unskilled labor and the cooperation between Thailand and Cambodia in the development of the gem and jewelry industry is still at a relatively low level as they think how to do Creating profits and exporting for their own country, so to solve these problems is to create a strategic plan to develop skills Labor, domestic as well as providing funding to entrepreneurs with the potential to compete with any country in the world.

Keyword: Thailand, Cambodia, Gemstone, Jewelry, ASEAN

- *This research presented on 30st International Conference on Business, Education, Social Science, and Management (BESM-30): Taipei/Taiwan, July 15th-16th, 2019.*

1. Introduction

Gemstones and Thai jewelry are always a major export product. And it is also known that this gem and jewelry industry Not only generating income in foreign currency only But still deducting income to create a career throughout the production chain to the people in the country, not directly or indirectly However, Thai gem and jewelry products rely on the main export market. Only a few countries, such as the United States, Japan and the United States of Europe When the demand for the stock market falls as a result of the economic crisis in the United States and adversely affect other countries As in the years 2008 to 2009, it has affected the gem industry. And Thai jewelry is broad Although the current economic conditions of various major markets Began to improve And there is a tendency to demand for jewelry products with signs of recovery in order And Thai entrepreneurs should not ignore the potential volatility in those key markets.

At present, there has been economic expansion, mainly from the Asian countries, and it is likely that the economic center itself has a combination of cooperation, especially in terms of economic and trade. Of free trade zone development By the ASEAN Free Trade Area or AFTA (ASEAN FREE Trade Area) in which Thailand is one of the founding members, is considered an outstanding international cooperation in the region. And may become a high potential market in the future. In addition, cooperation between ASEAN and other countries has also been expanded. Korea, India etc. Which leads to a larger market And increasing trade opportunities for Thai entrepreneurs From the value of all gem and jewelry exports in Thailand in the year 2012 was at 6, 509,41 USD. The average growth per year during 2001 to 2012 was 12.34% which is considered a high growth rate of export value. And close to the growth of the world market, important export markets Including Hong Kong, Belgium, the United States, Switzerland and Germany, with Thailand exporting to the United States the most, accounting for 21.5 percent of the country's total exports. But has a relatively low growth rate over the past several years due to the continued high market to saturation, while the Hong Kong, Switzerland, Germany and India markets have higher rates

Gemstones and Thai jewelry are the most important export products in the past, only creating income for 3 countries and also creating a career throughout the production chain for a small number of domestic populations. Only a few major export markets, when demand in the primary market slows down, as happened in 2008 to BE 2009 The gem and jewelry industry is inevitably affected.

Therefore, in seeking a trade approach, investing in new markets, especially countries, cooperation with Thailand such as the ASEAN market is under the agreement of the AFTA (ASIAN Free Trade Area) is one way that can support risks. Due to potential fluctuations in the original market In addition, Thai entrepreneurs are able to use additional benefits from the

state to expand cooperation between ASEAN and other countries such as India, China, South Korea, etc.

In the manner of a market that has a variety of challenges on the important issues that Thai entrepreneurs should consider in the following ASEAN market penetration

1. Thailand should consider upgrading the management to be the only manufacturer and exporter as partners for both gem and jewelry, silver and gold jewelry, especially gold 18 and 22 k.
2. Products that Thailand has high potential in competition, including silver jewelry, with Indonesia being a major competitor, but the market value of silver jewelry is still much lower than gold jewelry because ASEAN people prefer gold more than money. Thailand has therefore developed the gold jewelry market. More than Thai money, therefore, should develop and penetrate the gold jewelry market more, especially the market with high popularity and promising and prominent trends such as Malaysia, Brunei, Vietnam and Myanmar.
3. Thailand should push the use of FTA more by exempting raw materials and goods into the market by reducing and canceling taxes in order to increase exports to ASEAN, especially in the market. Which has collected import tariffs such as Brunei and CLMV countries While importing jewelry from abroad makes Thailand able to develop as a center for jewelry trade in the region and can export products to foreign countries in the same manner as Singapore and Hong Kong that have already been implemented, including being Thai. Promote products to be known and encourage foreign tourists to buy products in Thailand
4. Keeping the original market should study the market and market to increase export opportunities in ASEAN such as design, development of sales channels and product development, business matching, understanding of local rules of origin Each product Different FTAs Marketing should be combined with tourism and trade along the border.
5. Supporting the upgrading of product standards which increase the quality of production as well as adjusting the product standards to be consistent, such as the 18 and 24k gold standard and gemstone jewelry standards certification which many countries do not yet have standard certification and Thailand may consider establishing. Research institute, gemstone analysis and inspection agency and design, including export quality certificates that will help Build trust with customers.
6. Maintaining and promoting the image of Thai products to create confidence and create product quality at the industrial level
7. Determination of jewelry, silver and gemstones.

8. Promoting workers to develop skills in order to be able to compete with foreign markets, coupled with the standard of promoting and motivating workers to not move to work outside the country.
9. Promoting the public and private sectors of Thailand to develop and cooperate with the ASEAN market by organizing marketing and training activities for entrepreneurs, manufacturers, marketers and Thai designers to understand the culture of Consuming and doing business perfectly
10. Develop the relationship between Thai private and private sectors of ASEAN member countries in order to promote business relations and cooperation between trade partners.
11. Providing appropriate funding sources to support the development of production to meet international standards and increase the variety and value of products
- 1.1 From the above presentation, research on the theme of cooperation in the development of gem and jewelry industry in Thailand and Cambodia is of great importance for use in the development of gem and jewelry industry of member countries. ASEAN

2. Research Objectives

- 2.1. To study the status of the gem and jewelry industry development of Thailand and Cambodia
- 2.2. To study the cooperation between Thailand and Cambodia in the development of gem and jewelry industry.
- 2.3. To study the forms of cooperation in industrial and jewelry development

3. Research questions

- 3.1. What are the status of gem and jewelry industry development in Thailand and Cambodia?
- 3.2. What are the cooperation between Thailand and Cambodia in the development of gem and jewelry industry?
- 3.3. What is the pattern of cooperation in the development of gem and jewelry industry in Thailand and Cambodia?

Research concept framework

From the theme of cooperation in the development of gem and jewelry industry in ASEAN countries, the case study of Thailand and Cambodia The researcher will rely on the theory of cooperation in industrial development and jewelry according to the pattern. Theories and concepts used in research, including

1. International cooperation
2. Economic development
3. Assembling the gem industry

Expected benefits

1. Information about the status of the gem and jewelry industry in Thailand and Cambodia
2. Obtain information about problems related to the development of gem and jewelry industry in Thailand and Cambodia.
3. Obtain information about seeking cooperation in the development of gem and jewelry industry in Thailand and Cambodia.

Scope of research

1. Study the potential of the gem and jewelry industry in Thailand and Cambodia under the cooperation between ASEAN members
2. Study the cooperation between the states, Thailand and Cambodia and the private sector together.
3. Study during the last 10 years to the present (Wed. Fri 2007 - Sor. 2562)

Definition of terminology

- Cooperation - Intergovernmental cooperation means exchanges and interactions that occur across state borders that affect cooperation or conflicts between countries in the world.
- Development - Development is making progress. Means changing in a better way, growing up Or planned Preset direction
- Industry-industry refers to activities that use capital and labor to produce gems or provide services. Gemstones refer to precious stones or minerals. The cut is beautiful. Durable, rare, expensive, such as rubies, sapphires, garnet, zircon, etc.
- Jewelry - Jewelry refers to objects or objects. That any person produces for sale to others For body decoration Jewelry in this group Therefore created from valuable objects or having a popular look in those days

ASEAN-ASEAN is the Association of Southeast Asian Nations, intended for the first time. With the aim to promote and cooperation in peace, security, economy, knowledge, society and culture Based on equality and mutual benefits of member countries For the theoretical concepts used in this case, if not at this time, is the concept of the national strategy. Free trade, marketing mix concepts Participatory management Sustainable development Skill development and related research

4. Method

This research is a qualitative research. The researcher focuses on in-depth interviews (In Depth interview) by interviewing entrepreneurs. In many places, there is also Focus Group, 3 skilled workers, 8 groups each, including Focus Group interview with 30 unskilled workers, divided into 3 groups, 10 people per group.

5. Analysis and discussion of results

Based on interviews and discussions with entrepreneurs, they will receive similar answers: lack of skilled workers due to the use of skilled labor can save a lot of costs because there is no damage from being Must solve the job and from interviewing many skilled employees, answering questions, the researchers who are quite in the same direction are able to choose the job that they are satisfied with, because various entrepreneurs focus on finding skilled workers. Attending the event because of unskilled labor training requires a relatively high cost of training, so entrepreneurs want to hire skilled workers because they don't have to practice. The purpose of the new saving both time and resources.

6. Suggestion

Based on the research results, the researcher considers that the government should play a role in promoting and developing the jewelry business more than it does, whether it is training for skilled workers or promoting capital because the jewelry business is Is a business that brings hundreds of millions of baht in revenue per year Therefore, the government should consider reviewing in order to encourage entrepreneurs to have skilled workers and resources at relatively low prices. May use tax policies to help reduce the cost of entrepreneurs And has a unit that will provide training and advice to entrepreneurs about marketing to be stronger than it is

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