GUIDELINES FOR PROMOTING PEOPLE’S PARTICIPATION IN THE LOCAL DEVELOPMENT PLAN OF PA PHAI SUB-DISTRICT MUNICIPALITY, SAN SAI DISTRICT, CHIANG MAI PROVINCE

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ABSTRACT:

This research aimed to study the level of people participation, problems and obstacles and recommendations in the development plan of Pa Phai Sub-district Municipality, San Sai district, Chiang Mai Province. The sample population consists of 400 people, and this research was carried out with a qualitative method. Questionnaires and observations were used as tools for data collection and were analyzed using the SPSS program to process statistical values such as percentage, mean and standard deviation. The result of this research found out that, the level of people participating in the local development plan of Pa Phai Sub-district Municipality shows that overall, it was at a moderate level. Problems and obstacles that arose, were because of the people who lack knowledge and understanding about their rights, roles and duties. The administrators give people the opportunity to participate in every step, causing some lack of publicity and good coordination. The level of people’s participation in the preparation of the local development plan of Pa Phai Sub-district Municipality Overall, the average level of the problems caused by the lack of knowledge and understanding about the roles and responsibilities of the executive and the opportunity to citizens to participate at all stages less lack of publicity and coordination that has questions. Therefore, based on the result from this research we recommend thorough publicity and dissemination of information regularly to the public. The administrators expressed sincerity and gave the people an opportunity to participate in every step including explaining or clarifying for the people to see the importance of real participation in developing local development plans.

Keywords: Promotion Guidelines, People Participation, Local Development Plan

I. INTRODUCTION

The organization that plays an important role in the development of democracy of Thai society is the Sub-District Administrative Organization because it is responsible for local development in terms of economic, social and cultural aspects, and also organize some activities in the sub-district area, for advancement. However, each local government organization has the potential and readiness for community development differently based on many factors, such as readiness of the people, community organizations must be alert and active and there must be some movements from the organization to enable them to govern themselves and most importantly, Sub-district Administrative Organization will the administrative mechanism of the management in the district. To truly protect the interests of the people. But nowadays, the Subdistrict Administrative Organization has faced many problems that made the administration of the Subdistrict Administrative Organization unsuccessful as it should and does not meet the needs of the people. Especially the problem of people participation, most of them still lack political participation, partly since politicians who had been elected rarely go or come back to visit the people. They tend not to clarify the working status or not allow people to participate in the development of their local area. Most people look are filled with negative minds towards the politicians and paint them negative too. Therefore, they decide not to cooperate in various activities. These problems are important to the local political development and affect national politics and especially The Constitution of the Kingdom of Thailand 2017, Section 43, Section 133, Section 254 and section 256. Etc. outlines the direct participation of the people in politics [1]. Therefore, political participation is essential in a democracy. Political development takes place when people get involved in politics [2].
Pa Phai Sub-district Administration Organization is an important government agency that plays a vital role in local development and is closest to the people. It serves as the agency that acknowledges the people’s problems and solves them, accordingly, including dissolution of conflicts that occurred in the local community. Although the sub-district municipality is closer to the community and can recognize the problems that happen within the community, that was not the real purpose of the sub-district municipality. The key issue is to encourage local people to participate in various operations or activities, with the district municipality such as attending meetings, participation in the Sub-district Development Plan, project participation. The monitoring process of the Sub-district Municipality working condition must be done with residents. But in the past, most of the operations were carried out by the sub-district municipality unilaterally operates by themself, which now becomes the major problem for the Sub-district municipality [3].

During the research, it was discovered that the People in Pa Phai Sub-district, San Sai District, Chiang Mai Province involvement in the development of the five-year infrastructure plan was at a very level, and the main reason was that the people's self-thought that it’s not lawfully indicated in the law that they had to participate or get involved in the process. Therefore, government agencies and other organizations should motivate and encouraged people to play their role in various ways. By providing them more knowledge, schedule meetings, set up training seminars, promote the establishment of networks and establish various groups of associations and organizations. For the development of local communities, as well as attracting people to play their respective roles in the management of local government municipality, by joining various committees in the local government organization and also encourage the people to play their role in the development of local areas according to proper democratic way.

From the aforementioned problems, the researcher is therefore interested in studying ways to promote people participation in the local development plan of Pa Phai Sub-district Municipality, San Sai District, Chiang Mai Province. For the sake of knowing how much the people participated in the local development plan. And to serve as a guideline for promoting the development of people’s participation in the most accurate and relevant possible way. This will result in the majority of the people participating more effectively. Hence, this will be beneficial for the development of Thai politics towards a democratic regime of government in the future.

Research Objectives

The objectives of this research article were 1) to study the level of People’s Participation in the Local Development Plan of Pa Phai Subdistrict Municipality, San Sai District, Chiang Mai Province 2) to study the problems and obstacles to people participation in developing a local development plan for Pa Phai Subdistrict Municipality, San Sai District, Chiang Mai Province. 3) to suggest and give guidelines for the promotion of people’s participation in the participation of local development plans of Pa Phai Subdistrict Municipality, San Sai District, Chiang Mai Province

II. RESEARCH METHODS

A: Population and sample groups

The population in the study were people who have domicile and residence in Pa Phai Subdistrict Municipality, San Sai District, Chiang Mai Province consisting of 14 villages, a total of 12,947 people 4,218 households [4] the researcher used the Yamane formula (1973), with a confidence level. 95 and set the error level to 5 and also use simple random sampling on 400 people.

B. Research tools

The tools used to collect data in this research were Questionnaires that the researcher created from the theory Concepts and research related to guidelines for promoting people participation. By using the same questionnaire which is classified into 3 parts as follows

Part 1 General information of respondents The question were in form of checklists divided into 6 such as sex, age, marital status, education, occupation and income.

Part 2: Questionnaire on the level of people’s participation in the local development plan of Pa Phai Subdistrict Municipality, San Sai District, Chiang Mai Province has the following steps:
There are 5 levels of a rating scale with scoring criteria as follows:

5 means the highest level of participation
4 means a high level of participation
3 means the level of participation is moderate.
2 means the level of participation is low
1 means the lowest level of participation.

Part 3 Problems and obstacles to people’s participation in the preparation of local development plans of Pa Phai Sub-district municipality, San Sai District, Chiang Mai Province It has an open-ended questionnaire style.

Part 4 Suggestions and guidelines for promoting people’s participation in local politics in the preparation of local development plans of Pa Phai Subdistrict Municipality, San Sai District, Chiang Mai Province was carried out in an open-ended question.

While testing the reliability of the first 30 questionnaires with real samples in the nearby municipalities. We found that the value is 0.921, which is close to 1, so it is considered a high level of reliability.

C: Data analysis

Methods for analyzing the data for this study were descriptive statistics, such as frequency, percentage, mean and standard deviation.

III. RESULTS

1. General information of the respondents, most of the respondents were female, 227 people (57.47) per cent, aged 41-50 years, 128 people (32.14 per cent), married 239 people (60.51%), educational level diploma level/Vocational Certificate 123 people (31.14 per cent) Occupation, sales / personal business, 102 people, income 20,001-30,000-baht, 110 people (27.84 per cent)

The research results according to the objectives are as follows.

**Objective 1**: Data analysis on the level of people's participation in the local development plan of the Pa Phai Subdistrict Municipality, San Sai District, Chiang Mai Province. Overall it was at a moderate level.

<table>
<thead>
<tr>
<th>People participation level</th>
<th>( \bar{x} )</th>
<th>SD</th>
<th>Evaluation criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Participation in problem solving and causes of the problem.</td>
<td>3.28</td>
<td>0.87</td>
<td>moderate</td>
</tr>
<tr>
<td>2. Participation in planning and decision-making</td>
<td>3.29</td>
<td>0.87</td>
<td>moderate</td>
</tr>
<tr>
<td>3. Participation in the implementation of project activities</td>
<td>3.31</td>
<td>0.88</td>
<td>moderate</td>
</tr>
<tr>
<td>4. Participation in monitoring and evaluation</td>
<td>3.23</td>
<td>0.89</td>
<td>moderate</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3.28</strong></td>
<td><strong>0.84</strong></td>
<td><strong>moderate</strong></td>
</tr>
</tbody>
</table>

**Objective 2**: problems and obstacles to people participation in developing a local development plan of Pa Phai Subdistrict Municipality, San Sai District, Chiang Mai Province. In general and specific issues it can be classified as follows: (1) The people do not seriously consider participating in the problem finding and the cause of the problem. (2) The people lack knowledge and understanding of their rights and duties. (3) the people lack
knowledge and understanding in analyzing and scrutinizing problems before the community gathering. (4) Officials did not give priority to participate in the project seriously. (5) the management policy is not a solution and does not meet the needs of the community (6) Village leaders did not allow people to participate thoroughly. (7) The lack of publicity and coordination of staff causes problems and obstacles in the preparation of local development plans. (8) The people do not take part in setting regulations of projects or activities, which is consistent and suitable for the area (9) The staff does not have the proper method or approach to staging the planning and in the preparation of plans and projects.

Objective 3: Recommendations for promoting people participation in the preparation of local development plans of Pa Phai Subdistrict Municipality, San Sai District, Chiang Mai Province

1. Participation in problem-solving and its causes. The recommendations for participation can be summarized as follows: (1) The sub-district municipality should have a guideline to encourage people to focus more on inventing problems and the causes of problems. (2) Officers or leaders should allow people to participate widely. (3) Officials and agencies should place greater emphasis on people participation (4) Relevant officials should organize training sessions or organize meetings to educate people to have more knowledge and relevant information to figure out the problem and the cause of the problem. (5) officials have to meet and educate the people and participants to plan the development of communities and villages. Through the community platform

2. Participation in planning and decision-making: The recommendations for promoting participation can be summarized as follows: (1) Municipalities should encourage citizens to focus on active participation in planning and decision-making. (2) Develop appropriate methods or guidelines for planning and decision making, for example, Consultation meetings are held, and in every planning of plans and projects, a community forum should be made for the villagers to make decisions based on their priorities based on a majority vote. (3) Should be trained to educate people to have more knowledge and relevant information for planning and decision making.

3. Participation in the implementation of project activities. The recommendations for participation can be summarized as follows: (1) The implementation of the project requires the people to participate in the responsibility as well. By dividing into each section have the correct documentary evidence and make it transparent and verifiable (2) The municipality should campaign to encourage people to pay more attention to participation in the project. (3) projects should have a committee or working group with a variety of role and ability (4) Municipalities should take an active part in the implementation of the project, and (5) Should encourage the use of knowledge in project management to achieve success.

4. Participation in monitoring and evaluation: The recommendations for participation can be summarized as follows: (1) In terms of Evaluation Methods: There should be a committee to monitor the performance of projects and activities, of the community or village and report the results of the assessment at every monthly meeting. (2) The people should actively participate in the assessment, at least 3 people. leaders and officials must be jointly responsible for the assessment. (3) Municipalities should actively take part in public assessments; (4) The peoples should be trained, educated to enable them to have relevant information for evaluation; and (5) Officers and leaders should provide opportunities for people to participate in comprehensive assessments.
IV. DISCUSSIONS RESEARCH RESULTS

There are important issues that have been discovered based on the research objectives. The researcher has presented the results according to the following objectives.

1. Participation in problem-solving and causes of the problems: The overall and individual results of the study were at a moderate level. This is because Sub-district municipalities did not encourage people to focus on problem-solving and the causes of the problems, and there was also a lack of publicity. Allows the people to participate in every step and attend meetings with the people to plan the development of communities and villages through the community forum. The result from the research was consistent with the result of Nongnooch Yabunna et.al (2016) on the participation of people in the process of preparing a 3-year subdistrict development plan (2014-2016) of Ban Pong Sub-District Municipality, Hang Dong District, Chiang Mai Province. They found the people’s lack of knowledge, lack of analysis and screening, community problems, Leadership problem both politics and governance, no operational plans to achieve clearer objectives, lack of coordination and insufficient budget for the proposed project [5] The result was also consistent with the research study of Thanasilp Siewthong (2010) that studied the participation of the people in local governance at the village level: a case study of Tak Bai District, Narathiwat Province. The results of the study showed that people do not take their participation seriously. Village leaders did not allow people to participate thoroughly and government officials or agencies do not attach importance to participation in the implementation of the project seriously. People are ignorant and lack relevant information and villages lack strength. [6] The result of our study was also consistent with the research of Watanyu Upananchai and Chainanthorn Khao-ngam (2019) they studied the effectiveness of the preparation of a three-year development plan of the Phra Luang Sub-district Administrative Organization, Sungnen District, Phrae Province. The result of their study found that people still lack the knowledge and understanding of how to draw up a three-year development plan. They believed that it is the role of government and local authorities in solving community problems [7]. In addition, the result of our study was also consistent with the research results of Phakamas Palkachentra, Poonchat Wichaidit, and Wasana Jaturat (2020) on People's Participation in Waste Management of Local Administrative Organizations in Ban Na Doem District Surat Thani Province. It was found that the local government organization had organized a community meeting with the people, this is to allow people to propose their problems, find the cause, and jointly make plans for the management of the waste that occurs in the community. Campaigns and public relations were done to provide knowledge and understanding about correct waste separation. The local government organization should organize activities or give information by using modern technology as a tool to encourage the new generation to participate in various activities [8]

2. Participation in planning and decision-making: The overall results of the study were at a moderate level. This is because leaders or officials do not allow people to participate thoroughly, nor do they recognize the people to seriously get involved in planning and decision-making. Therefore, participation in planning and decision-making is important. The result of our study was consistent with the study of Parichat Walaisathien (1999), it was stated that participation in development by allowing people to participate in the development from the beginning to the end of the project; These include participating in problem-solving, planning, decision making, mobilizing resources, evaluating and receiving benefits arising from projects. However, the project must be consistent with the way of life of the community's culture. [9] Our results were also consistent with the research study of Sopida Srinun (2015) That studied people’s participation in the development of the Betong Municipality Development Plan, Betong District, Yala province, the results showed that participation in decision-making was at a moderate level. There are issues of attendance to propose local development problems and involvement in thinking and formulating development solutions to address local problems [10].

3. Participation in the implementation of project activities. The overall results of the study were at a moderate level. When considering each issue, it was found that both male and female of all age groups, occupation, education level, income, and participation were at a moderate level. This is because most people are traders/ owns a personal business. Making it very impossible for them to sacrifice their working time for attending events and meetings, which were scheduled at the same time they had to go look for their daily bread. However, they were not also informed and unaware of the benefits of participating in the projects. Our result was consistent with the research study of Chuannphit Mahaprom (2007), who Defined people’s participation as giving people the opportunity to participate in every step of the activities. Either activity arranges by government or private organizations, including activities arranged by people in that community, which might affect the people individually or the community as a whole. The people should participate from studying the problems, think together and brainstorm, think of a probable
solution, get involved in decision making and planning, participate in activities and projects monitoring and assessment, as well as being fully responsible for all work [11]

4. Participation, monitoring and evaluation: The overall and individual results of the study were at a moderate level. This is because most people have not been given the full opportunity at the district municipality to Participate in monitoring and evaluation in various projects. Our research result was consistent with the research of Sunatilak Yokthep and Yupap Rayupas (2017) that studied the participation of the people in the development of the Ban Duea Sub-District Municipality Development Plan. Mueang Nong Khai District, Nong Khai Province. The results of the study found that the level of people’s participation in the follow-up and evaluation was at a moderate level [12].

5. From the Result of this Research Study, it was found that problems and obstacles to people participation in developing local development plans of Pa Phai Subdistrict Municipality, San Sai District, Chiang Mai Province, can be categorized as follows: The people do not seriously consider participating in the search for problems and their causes. The people lack knowledge and understanding of their rights and duties. The management has unclear policies, thus solving problems that do not meet the needs of the community. Lack of public relations and lack of coordination. From the aforementioned problems and suggestions, therefore, the people should be educated to see the importance of making a plan before making a development plan. There should be publicity, meeting for the people, so they can be thoroughly informed and clarify to the people the importance of participation. The people should be allowed to participate in every step also for effective and efficient use of resources and ideas. As proposed by Thanyaporn Ruangpattachok's research (2010) research on the people’s participation in the preparation of the three-year development plan of the Bo Thong Sub-District Administrative Organization, Bang Raka District, Phitsanulok Province. Management recommendations are as follows: The administrators should educate the people on the importance of the preparation of the plan, before making the three-year development plan, there should be some publicity on plan-making, and a meeting on the preparation of the development plan. However, a good three-year development plan should be based on the needs of most people and the administrator should open an opportunity for the people to participate in every step, create acceptance among the people, be transparent and verifiable, support the participation of the people following the intent of decentralization to the locality. Lastly, the administrators should educate people about rights and freedom of political participation, local administration and development at all stages [13].

V. RECOMMENDATIONS

Suggestions for applying research results for use: The preparation of the local development plan of the sub-district municipality should be open to the public to participate in every step, listen to public opinions before formulating plans for various projects by exploring the real demand, problem and provide adequate budget support as appropriate. Engage in training or meetings to clarify their knowledge and relevant information to the people before allowing them to jointly determine projects or activities.

Suggestions for further research: 1) study the motivation factors for participating in the local development plan of the municipality of Pa Phai Sub-district, San Sai District, Chiang Mai Province. 2) Make a comparative study of people's participation in the preparation of local development plans with other sub-district municipalities in the nearby area 3) Study other techniques that should be used for data collection in research. To enable the researcher to get more detailed information such as in-depth interview and group discussions, etc.

VI. CONCLUSION

From the study research on ways to promote people's participation in the preparation of local development plans of Pa Phai sub-district municipality, San Sai District, Chiang Mai Province. Which aimed to study the level of people's participation, problems, obstacles, and recommendations for the preparation of local development plans, this study was carried out with a quantitative method, with a sample population of 400 people. The data collection tools were questionnaires and observations. We use the SPSS software application to analyze statistical values, such as; percentage, mean, and standard deviation. The results of this research showed that The level of people's participation in the preparation of the local development plan of the Pa Phai Subdistrict Municipality overall was at a moderate level. As for the problems and obstacles that were caused by people's lack of knowledge and understanding of their rights, roles and duties, and the administrators give the people fewer opportunities to participate in every step causing a lack of public relations and good coordination. Therefore, according to the result of this research study, we give the following recommendations as follows: information should be publicized
thoroughly and regularly to the public. The administrators should show their sincerity and give people the opportunity to participate in every step, also they need to explain or clarify for the people to see the importance of participating in planning for real local development

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