

The Strategy for the Preparation for the ASEAN Community of the Local Administration

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Abstract

This study has the objective to study the basic readiness to be the ASEAN community of the government sector, private sector, and public administration of Thailand by the qualitative research and interview such as provincial governor, deputy provincial governor, deputy governor, local provincial officers, chief executive of the provincial administrative organization, Chairman of Provincial Administration Organization, local district officers from Srakaew, Chantaburi, and Patumthani totaling of 24 persons by interviewing as semi-formal and informal. Furthermore, the study employs the analyze method by interpreting the linking relationship and create the conclusion. The result shows that the basic readiness to be the ASEAN community of the government sector, private sector, and public administration of Thailand need to prepare the integrated management process systematically from the government policy makers to the practice units in each ministry. The local administration prepares to develop the basic infrastructure, service providing, and internal personal development. The private sector improves the quality of products and services to be standardized and labor skilled development. However, there are lacking of the government support in the laws or clearly ASEAN policy.

Keywords: Strategy, ASEAN, Local Administration

The Background and Significance of Problem

The change in the world society at present is the unbound world. The influence of the globalization, the growth of the science and technology, and the telecommunication create the broad impact to several countries all over the world in the aspect of the politic, social, economics, and education and generate the high competition. These encourage the combination among the south east Asia region country under the Association of South East Asian Nations: ASEAN) to support and strengthen the economic, politic, and social. Although, the ASEAN is successful in supporting the security and the regional cooperation respectively in the international, it has some problem need to solve to avoid the obstacle of the cooperation in the future, some important problems are the delay of the implementation and the country member do not follow the agreements.

In addition, the implementation to succeed the target of the ASEAN community creation in 2015, ASEAN has to pay attention on the citizens for both citizen participation and the ownership feeling that they build. The European experiences indicated that the community cannot succeed if the citizens did not support. Thus, until 2015, Thailand has attempted to push the ASEAN to be the community practically with connecting and communicating together closely to be the community which is really useful to the citizen. The local administration is the organization which is mostly close to the citizen. The mission

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of the local administration broadly relates to the citizen well-being in every aspect and affect directly to the people. Therefore, it is important to the local administration to have the organization personnel development be ready toward a part of the ASEAN community to create the achievement in the efficient management.

Consequently, the local administration and government should have the readiness, planning, potential development within organization, and the management process in order to create the awareness and provide the important information to the citizen. This will make the Thai people realize the opportunity and generate the competitive ability to receive the most benefits. At the time when the ASEAN moves toward the ASEAN community in 2015 under the ASEAN charter 2008, the researcher as the local officer position, realized that the study of the readiness of the local to support the incoming ASEAN community be the urgent and important topics. Thus, this study collects the data showing how people prepare and how much they understand for the change toward the ASEAN community in 2015 including the data of economics, social, and culture which affect directly to the job of the local administration officers in the future.

Objective

The objective is for study the basic readiness of the government, private sector, and the local administration of Thailand to be the ASEAN community in various aspects i.e. 1. the readiness of the government administrative and management 2. the readiness of the private management and 3. the readiness of the local administration management and the concepts to build the strategy of the preparation to be the ASEAN community of the Thai local administration.

Scope of the Study

This research will study the case of the readiness to be the ASEAN community of the local administration. The researcher aims to study the management policy and the implementation processes to support the change of the local administration to be the ASEAN community by studying the related information to define the strategies and policies. The study areas includes such as the provinces of Srakaew, Chantaburi, and Pathumthani. The conceptual framework to study the readiness to be the ASEAN community of the local administration such as the dimension of the basic readiness to be the ASEAN community of the government, private sector, and the local administration of Thailand and the strategy of the local administration.

The Research Method

This research is the qualitative research and interview such as provincial governor, deputy provincial governor, deputy governor, local provincial officers, chief executive of the provincial administrative organization, Chairman of Provincial Administration Organization, local district officers from Srakaew, Chantaburi, and Patumthani totaling of 24 persons by interviewing as semi-formal and informal and using the analytic induction by editing the data

and classifying systemically. Then, the data is interpreted the meaning linking the relation and create the conclusion.

The Analytical Result

The basic readiness of the ASEAN community

The results found that being the member of the ASEAN community has the important impacts to the country development especially in the social development. Also, the main expected problems such as the higher resource competition, the inequality of the development among the member countries, more social problem, and other serious social problem that needs to pay attention because it affects directly to Thailand such as the immunity creation of the target group, the standard of the social welfare for the target group to have the better life quality, the conduct under the cooperation agreement and the intention to follow the obligation under the ASEAN community, the cooperation of the ASEAN to compete with other regions, and the protection of the human rights of the target group. Thus, to prepare the happening change as mention above, Thailand has to prepare the personnel, budget, and integration the activity of the government units. Also, local part will support the citizen participation, strengthen communities, juvenile development, and create the network of the social development including generate the necessary skill for the change, the realization, and the awareness of the local and community participation in the development efficiently.

The dimension of the readiness of the government management

The results showed that the role of the government will aim to create the international relationship among the ASEAN member countries. The government will have the duty to define the visions, policies, and the development framework for the overview. At present, the government has the policy supporting more ASEAN than other member countries. For the national administration, the government defined the supporting policies to the government units in the central, regional, and local levels to aware the importance of toward the ASEAN community. However, this policy definition still cannot generate the concreteness or the clearness of the policy that should be implemented or practice obviously. Most of the interview respondents shows that the provincial administration or the local administration adopted the government policy framework to define the strategic plan in the local development under the roles and duties that the law defined. However, the government should support the related organizations to have the readiness for incoming ASEAN community by defining the obvious policies to integrate the related work for ASEAN support concretely.

The dimension of the readiness of the Thai public sector management

The results found that the private sector or business groups mostly aware the importance of toward the ASEAN community because it will affect to the more opening of the free trade area, more freely movement of labors making the private sector be able to increase the production, expand the location site, and plan the manpower to produce goods and services more efficient particularly in coordinating or policy making to define the concept of business activities between the private and public sector clearly. Since, the private

sector has a role to coordinate with the government sector and other related sectors in several issues such as the correction and improvement of the law consistent with the competitiveness in the ASEAN market, the potential development of the private sector and Thai workers to response the need, etc. Moreover, the private sector has the potential to adjust for the competition with other business group of the neighboring ASEAN countries. An important issue is how the government sector supports the private sector to compete with other private sector in the ASEAN region with full capacity in the globalization.

The dimension of the readiness of the Thai local administration management

The result found that the local administration defined the policy concept to support the development of the local to have the readiness toward a part of the ASEAN community. There are the strategic planning to develop the local and is filled in the organization strategy. Furthermore, there is the connection of various projects in the annual budget plan according to the local development before coming to the ASEAN community such as infrastructure, public health, service providing, personnel potential development, etc. The local administration will manage according to its own power in the duty, law, and existing budget. However, when considering the dimension of the central government administrative, most people agree that the government aims to create the policy direction for the overview more than the local. The policy from the central government to the region and local level, in some projects, cannot all implement concretely because of the clearness of the policy, the continuity of the policy, budget limitation, personnel, and local regulation and law. Also, the role of the central government to the ASEAN community is still focus more on the broad framework with other ASEAN member country than in detail or not relate to the role of the local administration such as the problem to manage the labor which is in the responsibility of the ministry of labor and the ministry of foreign affairs. However, the impact is the fighting to share the natural resource from the local people or the crime problems that the local administration does not have the power to manage. This reflects that the government policy or management cannot implement concretely for the public and cannot deny that the conflicts of the government or the corruption are also the important obstacles of the readiness toward the ASEAN community.

The Strategy for the preparation to be the ASEAN community of the local administration

The research found that the preparation of the local administration is necessary to depend on the integrated management process systemically from the government policy making through the administrative processes of the ministry, department, province, sub-province, and local administrations to obtain the management achievement and most benefits for the citizens and private sectors. The government has to aim to create the strategy for the development in the country infrastructure, appropriate tax rate, information technology system development, etc. to support the immigration and the tourists. The private sector has to improve the quality of the goods and services to be more standard. The public should aware to its own potential development as the ASEAN citizenship or good conscious mind to be the ASEAN citizen. In addition, the most important role connecting the citizen and government policy is the local administration which is closest to the people. Thus, the local

administration should have the strategic plan to create the readiness before coming the ASEAN community through the policy of the provincial level and local plan to develop the infrastructure, service providing quality, potential development, supporting the people knowledge to have more understanding of the ASEAN, developing the potential of the personnel and people to be ready for the ASEAN community.

Result Discussion

From the study of the basic readiness of the ASEAN community of the government, private sector, and local administration, it showed that the preparation of the ASEAN community of the local administration have to depend on the integrated management process systematically from the government policy making through the administrative processes of the ministry, department, province, sub-province, and local administrations to obtain the management achievement and most benefits for the citizens and private sectors. The local administration should develop the infrastructure such as the logistics, electricity, roads, water supply for the future labor immigration including developing the registration system with the information technology. Also, it should increase the potential of the job management to be more efficient, support the ASEAN knowledge to the people, and develop the potential of the personnel and citizen to be ready for the ASEAN community. Also, the private sector should support the quality of service providing; develop the labor skills standardize for the incoming ASEAN community. This study corresponds to Chalakorn Sethabandit (2011) researching on the preparation of the Thai workers for the ASEAN community found that the labor movement in the border create the circulation of the manpower or the labor market need to develop the quality of people and labor. Also, the ASEAN aims to set the human is “the center of the development” by supporting the labor to have the job which has the potential to support the competitiveness and have more live quality to support the development of economics, social and country security.

Recommendation

The study recommendations of the basic readiness of the ASEAN community of the government, private sector, and the local administration are shown as follow

1) The government should create the policy or strategic plan to support the ASEAN, law, and the administration clearly from the policy makers to the practical units in the ministry, department, or the local administration by integrating systemically to obtain the management achievement and most benefits to the citizen and private sector including creating the units for supporting the ASEAN activities in each ministry.

2) The local administration should prepare or develop the infrastructure, public health, service providing, or support the knowledge and understanding of the citizens especially in the local organization should support the potential of the personnel for both service and language.

3) The government and private sectors should support the business potential development to have the competitiveness including developing the labor skill to obtain the international quality standard.

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