

The Factors Affecting the Success of Ban San Thang Luang Community's Environmental Management

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Abstract

This research paper is part of the study of the factors affecting the success of Ban San Thang Luang Community's environmental management in Moo 8, Chanchawa Tai Sub District, Chiang Rai Province. The proposes of this research were to study the factors affecting the success of Ban San Thang Luang Community's environmental management and to decrypt the findings of Ban San Thang Luang Community's environmental management in Moo 8, Chanchawa Tai Sub District, Chiang Rai Province. The qualitative research was conducted by analyzing documents, doing an in-depth interview, and observing the project onsite. From the research, the findings show that there are four factors that affected the success of environmental management. First, the leaders must create and encourage the belief for changes. The leaders need to be able to pass on their experiences and become successful examples that can see changes. Moreover, they need to be able to work as a group and communicate with others. Second, problem determination must be done by the people in the community to the utmost. Third, the people utilize social capital within the community and the co-operation of neighboring networks. Lastly, the utility of knowledge will reduce the risks and build trustworthiness for the people joined in the project.

Keywords: Leadership, Social Capital, Problem Determination

Introduction

Ban San Thang Luang in Moo 8, Chanchawa Tai Sub District, Chiang Rai Province is a mixture of urban and suburb community. Agriculture is a mean of making a living for many people. Some people work in government offices and others work in urban private sectors. The people are descendants of Thai Yong and they still cherish their original cultures as social capital. The geography is consisted of a canal that flows through the community which has long been a part of the place. People use and consume water from the ditch in their daily lives. In the past years, there was no reservation of the ditch in Ban San Thang Luang community. People living near the canal disposed their waste into the canal and intoxicated the water. Such water could not be consumed and utilized in agriculture and the sight became unattractive. It is a social problem that the people agreed to develop and bring back the canal to its originality.

Apart from the problems related to the canal, it was also found from the community committees' survey that houses were not hygienic. It is a personal or family problem that can affect the beautiful sight of the community. Lack of household cleanliness is a problem that affects the entire community even though it is caused by people with different behaviors. That is to speak that people see the canal as a public property and there are offices assigned to take care of the property. Although disposing waste into the water is an unlawful conduct, but

there was no law enforcement. Therefore, people conduct based on their convenience without a concern that it will cause negative consequences to the community.

While the canal is perceived as a public property, houses are personal. It is one's personal right to decide whether to keep houses cleaned and hygienic. People could neglect the fact that different thoughts and utilities of houses may cause unattractive scenes in the community. The community committee led by Mae Luang Sangwian Paramarom, the head of Ban San Thang Luang community in Moo 8, applied for the fund from Thai Health Promotion Foundation. The fund would be used to create a lively Ban San Thang Luang community, take care of littering in public, dwelling cleanliness, and organic farming.

Research Objectives

1. To study the factors affecting the success of Ban San Thang Luang community's environmental management in Moo 8, Chanchawa Tai Sub District, Chiang Rai Province.
2. To decrypt the finding of Ban San Thang Luang community's environmental management in Moo 8, Chanchawa Tai Sub District, Chiang Rai Province.

Research Methodology

The research was conducted in qualitative methodology as follows; a workshop, a meeting of the focus group, an in-depth interview, and an onsite observation.

Population and samples

The populations in this research were leaders and people living in Ban San Thang Luang community in Moo 8, Chanchawa Tai Sub District, Chiang Rai Province. Thirty-one examples were categorized as follows; 1) a sample group of 15 people in a workshop, 2) a sample group of 10 people in a meeting, 3) a sample group of 6 people in an in-depth interview.

Data Collection

The researcher collected the data from the documents related to general projects' supports, innovation, and the funding process of Thai Health Promotion Foundation, along with primary and secondary data. The workshop meeting of focus group was synthesized as information of the following aspects; an acknowledgment of the project's purposes, co-operation, perspective, and satisfaction towards the project.

Data Analysis

The data collected from the workshop conferences, a meeting of the focus group, an in-depth interview, and an onsite observation were content-based analyzed. The summary, the analysis, and the synthesis are presented as the findings.

Research Findings

The findings of the study on the factors affecting the success of Ban San Thang Luang community's environmental management in Moo 8, Chanchawa Tai Sub District, Chiang Rai Province were as follows;

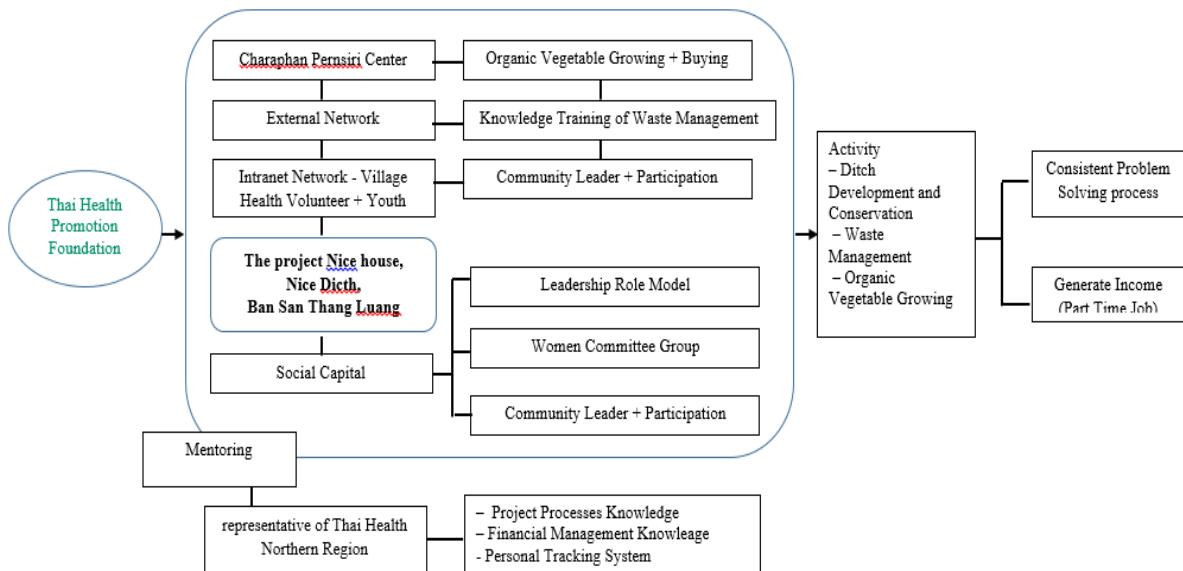


Figure 1 Critical Success Factor of Ban San Thang Luang Community's Environmental Management in Moo 8, Chanchawa Tai Sub District, Chiang Rai Province

Leaders

Conducting activities by forming a group, leaders play an important role in driving the group. Therefore, in the implementation, leaders should have leadership and should conduct activities and manage the group (Prasertsri, 2001) First, leaders should build confidence for change to the villagers to believe that environmental conservation would result in better quality of life for the community and use participatory management ranging from planning, carrying out activity, assessment and mutual benefit (Phakamat, 2015) Second, leaders should be capable to transfer knowledge and experiences as they have confidence in applying knowledge in the implementation gained from training courses and study visits in canal environmental conservation and then passing on their knowledge to the villagers as well as paying attention to constantly take additional training courses and applying the knowledge. Third, the good leadership should engage people in the community to the operational activities and involve them to be part of decision making. (Kalyanamitra et al, 2018) Leaders should be a model for the villagers to assure of this practical implementation. Being a model of leader (Mae Luang Sangwian Paramarom) to conserve the public ditch, can possibly help build confidence for the villagers which will increasingly draw them to participate in the project. Fourth, they should be a visionary leader to foresee success, mutual future, perception, understanding and the aim of environmental conservation activities can be beneficial to health. Fifth, leaders should have communicative skills to pass on accurate and continuous information to villagers, including knowledge gained from training courses, study visits, and any information related to activities. Finally, leaders should focus on the participatory work on the conditions of participation, decision-making, and co-operation with the community through village community meeting regarding the cause of a problem and their needs. The problem found was polluted water and shoal of the public ditch that people use for consumption and agriculture in daily life. Once the problem and needs have been addressed, planning, implementation, activities, follow-up evaluation will be carried out via the village community meeting for knowledge sharing for the benefits of clean water.

Problem determination

According to the problem determined by the community, it could be concluded that littering into the public ditch has become the community and public health problems, whereas home

cleanliness, which was a personal problem, had affected the public. The project, therefore, had been determined to issue the problems used as a project implementation regarding environmental problems, which needed to be rectified, appointed by the community's joint resolution. Human was the sole cause of the problems, however; what led us to different conduct is the basic way of thought (Kwanboonbampen, 2017) that is to say according to some villagers' perception regarding littering into the public ditch, which was considered as a public property of which a municipality was responsible to maintain cleanliness. Although littering into the canals was unlawful, there had no law enforcement. As a result, littering into the public ditch by people in the community for their convenience sake without concern how this could affect the public causing the decadence of the public ditch of Ban San Thang Luang. Meanwhile, it was considered that people had the right to maintain cleanliness of their own household without concern how it could affect the scenery. When the way of thought of was different, therefore, it could also result in different implementation.

Determining mutual problems of the community depends on the key issues that should be as the following issues. First, the issues were consistent and could solve the problems of the community. The problem must be a "social problem" of the community in which the community had agreed to resolved. Second, the source of the problem may be gained from villagers' opinions or a reliable community data analysis. Third, the issues that were neither too vast nor difficult for the community solved, however, not trivial which lacked motivation to proceed. Fourth, the issues selected were not necessarily a problem that could be inclusively solved in the community, but rather successfully accomplished with the cooperation of the existing community network or in the future.

Social capital

Implementation of the project to create a livable community and local of San Thang Luang were to solve the problems regarding the decadence of the public ditch, littering in the community, and dwelling cleanliness had been supported by fundraising within the community itself and several community network (Trakunwaranon, 2009) The good leadership should be concerned with constructing networks between inside and outside communities. (Kalyanamitra et al, 2018) First, the cooperation network consisted of an internal network, Chanchawa Subdistrict Administrative Organization (SAO) who supported training instructors on waste management, the Children and Youth Council of the village was in charge of the environmental patrol, cleanliness campaign in public ditch and public areas. External networks namely Chakkaphan Phensiri Seed Center of which H.R.H. Princess Maha Chakri Sirindhorn granted the Chaipattana Foundation, in collaboration with the Mae Fah Luang Foundation, was established by participating in organic vegetable planting project with the Chakkaphan Phensiri Seed Center who provided seed stock and purchase. Although there was not much income, the activity had motivated the villagers. Moreover, the beneficial outcome was an honor of the community members in receiving the visit of H.R.H. Princess Maha Chakri Sirindhorn in Ban San Thang Luang on February 3, 2015. By this, there had been a great reliability and trustworthiness of the leader (Mrs.Sangwian Paramarom). Second, the integration of various women's groups in the community namely Village Health Volunteers (VHV), vegetable planting groups, etc. These group members had participated in the activities as the mainstay of the project implementation.

The factors resulting in villagers' participation of the project were as follows: First, the project implementation conformed with the key problem, which was the problem of littering into the public ditch causing polluted water and shoal that affect village's daily lives. Second, the benefits that the villagers received was extra income from selling organic vegetables. Furthermore, organic farming also helped reducing the cost of cultivation as well as better public health by using organic fertilizers. Finally, villagers' group formation was not only beneficial to career, but also to better social relationship.

Using knowledge as a tool in the operation

Using knowledge as a tool is an essential factor which lead to successful operation, especially network in creating knowledge. (Apakaro, 2004) The operation of building community project and making the local area livable, Baan Santangluang has knowledge networks, which is Prince Chakraband Pensiri Center For Plant Development and Agricultural Office. They have come to educate people in the village about diseases caused by polluted water. In order to create awareness in rehabilitation, keeping things clean, and not dumping garbage into Lammuengklang canal, the youths have been educated about environment conservation, dumping garbage, and the impact of garbage. In addition, there were also an education on making bio-fertilizer from rice stubble and manure by local wisdom, and also education on unsafe food. By using knowledge as a tool in the operation can help reduce risk in trial and error, and build trust from people in the village that joined the project.

Discussion

From the study of factors that influence the success in environment management in Baan Santangluang, Moo 8, Tambol Chanjavatai, Amphoe Mae Chan, Chiangrai province community. The lesson on the successful of the project's operation is learned by using mixed method in the environment management, which starts from the process of problem analyzing and environmental status, then lead to problem-solving planning. To create capacity in environment management and guidelines which bring about performances, in order to manage resources to have a potential for sustainable use. Moreover, able to manage waste and pollution in the environment sustainably (Chankaew, 2013) Consequently, factors that influence the success in environment management in Baan Santangluang are; firstly, the leader needs to build trust for a change, has capacity to pass on knowledge and experiences. At the same time, the leader should be confident in using knowledge in operation and give priority to learning and additional training all the time. The leader should be a prototype to the people in the village, showing that it is practical. The leader should have vision to see the success, seeing future goals together among people in the village, having the same perception and understanding in the same direction. The leader should have ability to communicate information to the people in the village correctly and continuously, emphasizing on working collectively among people in the village on the conditions of sharing knowledge, sharing thoughts, sharing decision, and sharing activities. Secondly, the problem determination among people in the village must use the process that brings about the most participation in order for the people in the village to perceive and acknowledge the problem together. Consequently, this leads to responsibility in solving the problem together and the issue is not too big and not too difficult for the community's potential. Thirdly, social capital is considered to be one that is related to cooperation which allows every party to work together (Romerattanapan, 2005) Environment management in the community of Baan Santangluang, Moo 8, Tambol Chanjavatai, Amphoe Mae Chan, Chiangrai province, there is the use of social capital within the village and many networks have participated and cooperation from many sectors. First, collaboration network consist of internal network, which is Subdistrict Administration Organization of Chanjavatai and the Children and Youth Council within the village. And external network, which is Prince Chakraband Pensiri Center For Plant Development. Social fundraising and other networks, all will be the empowerment of the people in the village, for them to have potential to solve the problem and operate the project to be successful and the result can be seen from more concretely project management. Lastly, using knowledge as a tool in the operation, the knowledge must match the needs and the problem which was determined together. By operating with knowledge will help reduce risk in trial and error, and build trust from people in the village that joined the project.

Recommendation

Recommendation for applying results from the research

According to this research, the results can be applied in other area that has the same environmental problems. However, some thoughts should be giving to the differences of contexts. Here are the points to be considered as follow:

1. Looking at the problem as the overall image, the community problem does not happen from just one person or one group, but happen from every person in the community and has been accumulated for a long time. So, solving the problem is responsible by every member of the community. The problem should be “social problem”, which is agreed by everyone that it has impact on the peace of community and the problem should be solved.
2. By having participation from the people in the village, it should benefit both personally and publicly. Personal benefits should be money, things, or none of that. For example, reputation, honour, pride, etc. Therefore, in order for a community to have genuine participation, shared benefits for both community and people must be thought of.
3. In order to use social capital in the area, there must be a survey. Especially, the capital in the form of tradition or culture that has been practiced and carries on. This will be social capital that can combine things in community to participate in doing activities.

Recommendation for future researches

If there were future researches in order to solve environmental conservation problem, there are still some interesting issues as follow:

1. Study about environmental management that has integration among government agencies, private sectors, and other civil societies, to be able to solve the problem more effectively and develop to best practice in the national level.
2. Study about supplying innovations to solve environmental problem, which the people can use that innovations to truly solve the problem permanently, for creating environmental sustainability.

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