

MANAGEMENT OF COMMUNITY ECONOMY IN RAYONG PROVINCE*

การจัดการเศรษฐกิจชุมชนในจังหวัดระยอง

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Abstract

Objectives of this research article were 1. to study the management of community's economy in Rayong Province. 2. To study factors affecting the management of community economy and 3. To propose the appropriate method for the management of the community economy by using the mixed research methods. The quantitative research, data were collected from 378 samples, purposively sampling from OTOP customers, with questionnaires with reliability value level at 0.969. and data were analyzed with frequency, percentage, mean, and standard deviation. The qualitative research collected data from 20 key informants purposefully selected with structured in-depth-interview script by face-to-face-interviewing and from 10 participants in focus group discussion. Data were analyzed by descriptive interpretation. Findings were that the community economy in Rayong Province. Mostly the OTOP products, were the most popular that helped communities earn high incomes from tourists who came to the ocean and to fruit gardens in seasons. Rayong Province still lacked community economy management such as lacking of the committee to control product quality, marketing, public relations and coordination with other agencies, government and privates. The factors affecting the community economy movement consisted of 5 factors, from low to high levels as 1) annual budget for management and development of community economy, 2) product quality, 3) personnel, continuously developed, 4) management with annual market plan and 5)

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Papanikadhamma; the principles of successful merchants and leaders consisted of Cakkhuma; vision, shrewd, Vithuro, capable of administering business and Nissayasampanno, having good credits, good human relations. As for the appropriate model for the management of community economy in Rayong Province was the integration of 4 M's principles: Man, Money, Materials and Management with Papanikadhamma with 3 principles. These two principles were integrated into an appropriate model of community economy management in Rayong Province.

Keywords: Management; Community Economy; Rayong Province

บทคัดย่อ

บทความวิจัยนี้มีวัตถุประสงค์เพื่อ 1. ศึกษาการจัดการเศรษฐกิจชุมชนในจังหวัดระยอง 2. ศึกษาปัจจัยที่มีผลต่อการจัดการเศรษฐกิจชุมชน และ 3. เสนอสำหรับการจัดการเศรษฐกิจชุมชนในจังหวัดระยอง โดยใช้วิธีการวิจัยแบบผสมวิธี การวิจัยเชิงปริมาณ เก็บข้อมูลด้วยแบบสอบถามที่มีค่าความเชื่อมั่นที่ 0.969 จากกลุ่มตัวอย่าง 378 คน เลือกแบบเจาะจงจากผู้ซื้อสินค้าโอท็อป วิเคราะห์ข้อมูลด้วย ความถี่ ร้อยละ ค่าเฉลี่ย ค่าเบี่ยงเบนมาตรฐาน การวิจัยเชิงคุณภาพ เก็บข้อมูลจากผู้ให้ข้อมูลหลัก 20 คน เลือกแบบเจาะจง ด้วยการสัมภาษณ์เชิงลึกแบบตัวต่อตัว และจากผู้มีส่วนร่วมในการสนทนากลุ่มเฉพาะอีก 10 คน วิเคราะห์ข้อมูลด้วยการพรรณนาความ ผลการวิจัยพบว่า เศรษฐกิจชุมชนในจังหวัดระยองได้แก่สินค้าโอท็อปเป็นสินค้าที่ได้รับความนิยมสูงสุดและสร้างรายได้ให้กับชุมชนจากนักท่องเที่ยวที่มาท่องเที่ยวช้อปปิ้งและสวนผลไม้ในฤดูกาล แต่จังหวัดระยองยังขาดการบริหารเศรษฐกิจชุมชนเช่น การจัดตั้งคณะกรรมการ การดูแลคุณภาพของผลิตภัณฑ์ การตลาด การประชาสัมพันธ์และการประสานงานกับหน่วยงานทั้งภาครัฐและเอกชน ส่วนปัจจัยที่มีผลต่อการจัดการเศรษฐกิจชุมชนในจังหวัดระยองมี 5 ประการ คือ 1) งบประมาณประจำปีสำหรับการจัดการและพัฒนาเศรษฐกิจชุมชน 2) คุณภาพของผลิตภัณฑ์ 3) บุคลากรได้รับการพัฒนาอย่างต่อเนื่อง 4) การจัดการที่มีแผนธุรกิจประจำปี และ 5) ปาปานิคมธรรม 3 คือ จักขุมาวิสัยทัศน์ วิธูโร บริการจัดการดี และนิสสัยสัมปณโณ มีมนุษยสัมพันธ์ดี มีเครดิตดี ส่วน วิธีการที่เหมาะสมสำหรับการจัดการเศรษฐกิจชุมชนในจังหวัดระยองได้แก่การบริหารแบบ 4M's ได้แก่บุคลากร งบประมาณ วัสดุุดิบ และการจัดการบูรณาการกับ ปาปานิคมธรรม 3 สองส่วนนี้บูรณาการเข้าด้วยกันกลายเป็นรูปแบบการจัดการเศรษฐกิจชุมชนในจังหวัดระยองที่มีประสิทธิภาพ

คำสำคัญ: การจัดการ; เศรษฐกิจชุมชน; จังหวัดระยอง

Introduction

"Community Economy" is often used to refer to localized business activities in community and economy generate a different approach to how we understand and engage with ways of living and working. The community economy is a multi-faceted term that condenses a number of distinct elements. Community economic developed only with growing the local capitalist economy or with attempts to establish "small-is-beautiful" green self-sufficiency or with achieving community self-determination through promoting homegrown, locally oriented community business. Whether explicitly or implicitly, these conceptions of the community economy draw on normative ideals of the community as a fullness and a positivity. Not only is economic difference suppressed (if only lightly), but any ethic of being-in-common, of coexistence with the other, is relegated to a remnant. (Gibson-Graham 1996)

In Thailand, community economy concentrated on local products originated at district level which is called Tambon, now known as One Tambon One Product or OTOP. This concept originated in Japan in Oita village, known as One Village One Product or OVOP. There are three basic principles: first, local yet global, second self-reliant and third creative and human resource development. These three basic principles can be concluded that local is global. This means the strong development of locality can lead to the success in global level. This project is mainly to assist improving people's life in the local community. It means that producing and managing local resource can be quality product to export the worldwide which contain own local unique identification. In other words, this project propose is to bring local resources to be known across the world and also to earn for the local people and community. (Hiramatsu, 2019)

In Thailand, OTOP products do not represent just a product of Thailand but it is also a process of Thai wisdom. The Office of the Prime Minister issued regulations for the OTOP National Board 2001 according to five objectives: 1.) To create jobs and incomes for communities, 2.) To

strengthen communities to become self-dependent, 3.) To promote Thai wisdom, 4.) To promote human resource development and 5.) To promote communities creativities in developing products in harmony with the local culture and way of life.

Community products have the local identity which represents wisdom, culture, and lifestyle of people in the community. Many of these products should be connected with quality and standards of services at the community level, ASEAN and global forum. The activities in community are also necessary to take the strength of the network to be ready to bring out the strength of the community. Cooperation of the people and academics in community should be shared resources effectively, the sustainable self-reliance will contribute to the strengthening of the community.

Even the OTOP was initiated by the government directly, there were many significant problems on OTOP issues in Thailand. The Thai community entrepreneurs do not embrace culture of entrepreneurship that honors commercial agreements, as farmers grow OTOP products in their spare time outside the main growing season. In making high value-added products, Thai OTOP entrepreneurs neither make products and goods that use local capital or natural resources, culture and items unique to the area, nor develop them into globally marketable products that could provide self-reliance and sustainability.

One Tambon One Product, OTOP had originated in line with the principles of the “Sufficiency Economy Philosophy” since the ninth National Economic and Social Development Plan that has been and continue to be vital element of development strategy as they underpin the promotion of modernization, reasonableness and resilience. These principles have significantly contributed to balanced and sustainable development in Thailand. In formulating the Twelfth Plan, the Office of the National Economic and Social Development Board (NESDB) adhered to the 20-year National Strategy framework (2017-2036), the country’s Sustainable Development Goals (SDGs), the Thailand 4.0 Policy, as well as other reform agendas. In order to set out development directions and strategies to

achieve the objectives of “Security, Prosperity, and Sustainability” (Office of the Prime Minister, the Twelfth National Economic and Social Development Plan)

From these research problems, the researcher will conduct the research on the management of community economies in Rayong province. Since Rayong Province is famous for native natural resources and tourist attractions with the hope that the results from this research will contribute to local economics strength, peaceful, harmonious and sustainable communality.

Research Objectives

1. To study the management of community economy in Rayong province.
2. To study the factors affecting the management of community economy in Rayong province.
3. To propose the appropriate model for the management of community economy in Rayong province.

Methodology

The research design of this research is mixed methods research; consisting of quantitative research and qualitative research. For quantitative research, it is the survey research by using the questionnaire for collecting data from mainly the OTOP customers at Bankhai sub-district in Rayong Province. Qualitative research is conducted both in-depth interview and focus group discussion. The first is by using the in-depth interview of key informants who are associated with community economy strengthening management issues at Bankhai sub-district in Rayong province. The second part is the focus group discussion by participants, a group of experts who have had experiences and dealing with the community economy management at Bankhai sub-district in Rayong province.

This survey method collected data from 378 samples, derived from the populations of 6,628 people, who are the customers from 4 main OTOP

product categories in Bangkhai Sub-District, Rayong Province. The sample size is computed by using Taro Yamane's formula with the confident level set at 0.05. Thus, the sample size is 378 customers.

The in-depth interview is selected the 20 key informants from the persons who administered and involved in the community economy and OTOP projects. The focus group discussion is divided into two main groups and selected the 10 experts from the persons who work in the community economy and OTOP projects both local government and entrepreneur in Bankhai Sub-district at Rayong province.

Results

The findings from the research can be concluded as follows:

1. The management of community in Rayong Province was particularly focused on OTOP project at Bankhai in Rayong province which is located in the East of Thailand, one of the big business hub in the country. The management of the community economy applied management theories and Buddhadhamma and concentrated on product quality, moderate price, marketing, public relations and coordinating with public and private sectors

2. The factors that affected the management of community economy in Rayong province were five factors: 1) money; the annual budget for community economy operation, 2) materials; the products with trustworthy quality. 3) man; human resources who contributed to the group success and 4) management; running business with good vision and plan, 5) *Papanikadhamma*; the principles of successful merchants and leaders consisted of *Cakkhuma*; vision, shrewd, *Vithuro*, capable of administering business and *Nissayasampanno*, having good credits, good human relations.

3. The appropriate model for the management of community economy in Rayong Province was the combination of 4 M's: Man, Money, Materials and Management with *Papanikadhamma*: *Cakkhuma*, vision, shrewd, *Vithuro*, capable of administering business and *Nissayasampanno*, having good credits and human relations which is strong participative

management with good organizational plans. This integration of management theory and Buddhadhamma was the most appropriate method for the community economy strengthening management in Rayong province.

Discussions

The objectives to achieve the outcomes of this research topic: community economy management in Rayong province was follow as 1.) To study the community economy management in Rayong province. 2.) To study the factors affecting the community economy management in Rayong province. 3.) the propose the appropriate model for the community economy management in Rayong province.

1. The community economy management in Rayong province were crucial OTOP products at Bankhai in Rayong province. The first priority to increasing performance of OTOP was the involvement of local people for strengthening community economy. Strong collaboration and participation of local people are the key success of community economy development that can achieve the goal of community management. There is shown that lack of local people participation needs to be addressed. Furthermore, the sustainable policy for a stronger community is the second priority to lead a successful community strengthening management in Rayong province. These findings were related to this research works by Chamnan Ukham (2010) who studied “a development of community identity product for tourism of Mukdaharn Province.” that was found that using the provincial brand identity can attract the consumers especially the tourists. Finally, collaboration with the financial institution and external network could assist financial support which is the significant problem for OTOP entrepreneur in Thailand. Financial support is one of the priorities to success of OTOP product development.

2. The factors affecting the community economy management in Rayong province. There were various factors affecting the community economy management. The findings indicated that the most important

factor is the management by Buddhism principle that can lead achievement of the community economy strengthening management in Rayong Province. “Buddhism is the main principle to guide the entrepreneurs in running OTOP products honestly”. The next important factor is maintaining product quality by the entrepreneur. Buddhism was pointed by the respondent that these two points were associated with the main concerned point of lack of OTOP product in Thailand. The honesty of entrepreneur in product quality was the third priority to lead the community economy strengthening management in Rayong province. The later point result presented that marketing of product such as suitability, price and promotion. The last factor was the participation in local management. Good participation from local people could solve future problems and helped maintain the quality of local products that would keep loyalty of customers.

3. The appropriate model for the community economy management in Rayong province. the combination of 4 M’s: Man, Money, Materials and Management with Papanikadhamma: Cakkhuma, vision, shrewd, Vithuro, capable of administering business and Nissayasampanno, having good credits and human relations which is strong participative management with good organizational plans. This integration of management theory and Buddhadhamma was the most appropriate method for the community economy strengthening management in Rayong province which was related to the research work by Sukanya Chorchardchuwong (2009) researched (2009) “Effectiveness of the village fund implementation in Tambon Nong Bua administration, Ban Khai district, Rayong province”, that was found that village fund implementation was to be effective with good structure that the administrative committee must be responsible to oversee and lead members to abide by the rules and regulations of the Fund. The fund loaned must be for the purposes of community development and occupation creation. The village fund administration would be very effective and beneficial because it was run by the integration of 4M’s principle and Papanikadhamma

Body of Knowledge

This synthesis model was concluded from body of knowledge and created to the new model that can apply to use for community economy management in Rayong province and other province as follows:

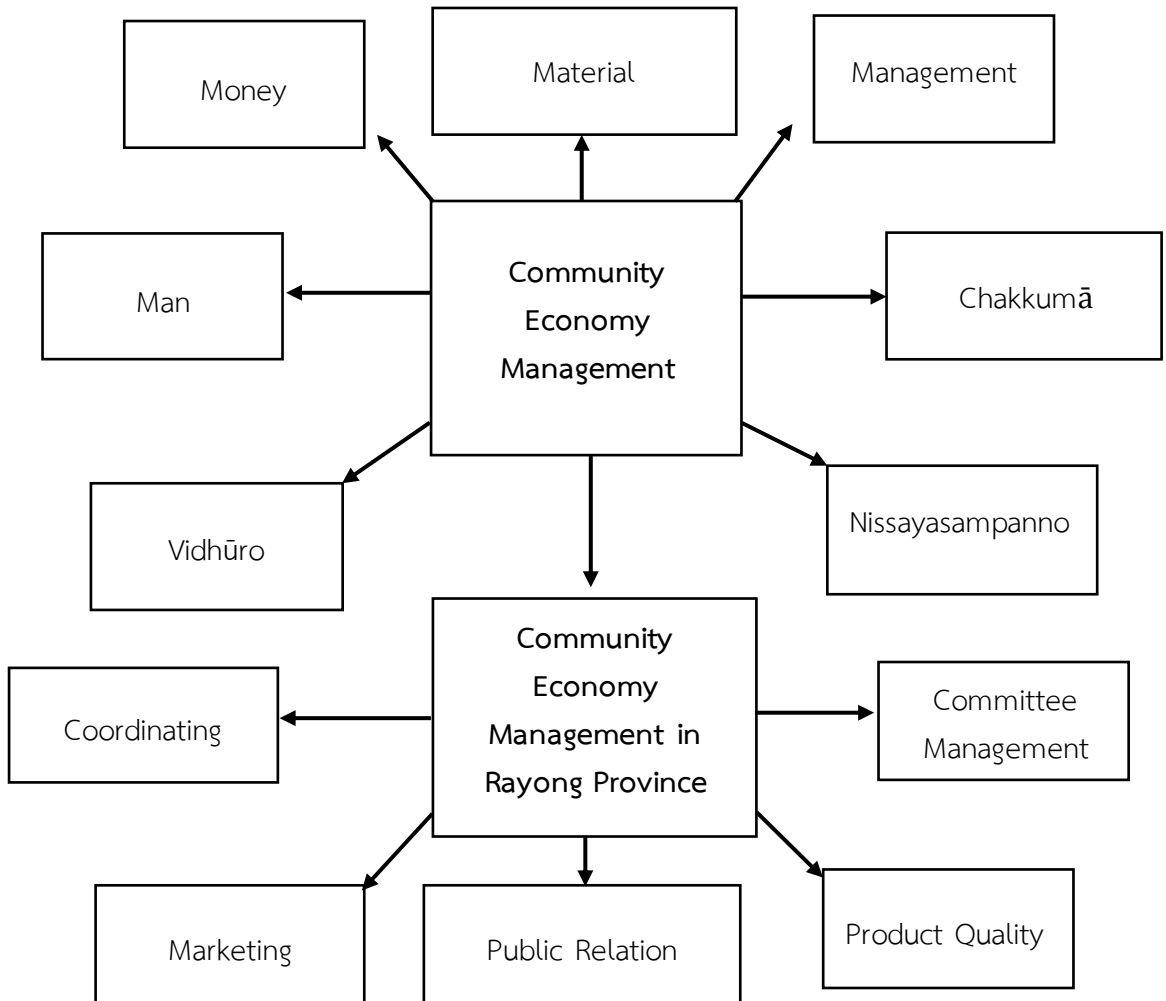


Figure 1 Synthesis Model

As a consequence of this research can be indicated the body of knowledge in community economy management in Rayong province. There are 7 factors affecting for instance starting with management factors: man,

money material, management then Pāpaṇikadhamma principles: Vidhūro, Chakkumā and Nissayamsampanno.

It can be concluded that in the step by step to achieve in the research topic: community economy management in Rayong province. This can start with the annual policy budget of government to lead community economy management in Rayong province. There should be amount of money for local community to operate on the community project (OTOP) which can increase the gathering of community members and job of community members. After that the community members can come out of the idea how to create community project that use local material to produce the product which show identity of community to attract the tourist or the customer. It means that community members have a clear-cut mind set of what kind of product the community can do for move on the community. The result of crystal-clear idea of community members, it should set up a set of committees by voting or selecting to manage the community project. Therefore, community committee is the first step of participation in converter term of community project. Moreover, this means community committee can take underpin on the local issues. This also can help to focus the present and future of community project and members. In term of OTOP which is based on the concept of using local material to gain the income, therefore committee is the first peer to select the quality local material to make product. For the qualified material is needed to select by the member and committee of the community to confidence the criterial of selected material. The final point this will get the qualified product that present the local dignity and identification. It means to the final point is the community can create qualified product to advertise in the market both in domestic and international level. All these can increase the strengthening of community economy in Rayong province in stability term.

Recommendations

1. Administrative body of OTOP should practice according to the findings of this research at Bankhai in Rayong province.
2. OTOP entrepreneurs should follow the model from the finding of this research how to conduct economy community management in Rayong province.
3. For further research, since this research was conducted at Bankhai District, Rayong Province which is the center of OTOP product with the mixed research methods, should conduct similar research in other parts of the country by the qualitative research and focus group discussion to get in-depth findings of how to run the community economy effectively and profitably.

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