

## **The Effective Model of Municipal Management based on Good Governance Prepared for the ASEAN Community**

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### **Abstract**

This article is a part of the research findings entitle “The Effective Model of Municipal Management based on Good Governance Prepared for the ASEAN Community” which aims at presenting the results of the study and developing the model of management by using mixed research between quantitative research and qualitative research. Data collection was from government officials, militaries, students, tourists and general people in Surin Municipality. The results of the research were as followed; the rule of law, such as the agency has laws or regulations regarding the rights of the people or personnel. Morality, such as executives and personnel perform duties with integrity. Transparency, such as Management is accurate, transparent, profitable and checkable. Participation, such as the agency opens for personnel, public and private organizations and general people to participate in procurement in some cases. Accountability, such as the agency provides quality public services and continuous benefits. And management prepared for ASEAN community, such as senior executive plays a role in development and change in various areas, especially operations, operational standards and service quality.

**Keywords :** Management, Local Administrative Organization Municipality  
Good Governance, ASEAN Community

### **Introduction**

According to Royal Decree on Criteria and Procedures for Good Governance that is the implementation of the concept of government based on good governance as an important concept in public administration. This means that an effective management requires linking the different parts of society by focusing on each other, being righteous and fair both in thought and practice, having the same aim, being equally responsible for transparency and taking into account the collective benefits which is the main factor in bringing the organization to success and sustainable development (Office of the Public Sector Development Commission Thus, 2003 : 12). Governance is a rational governing principle and not a new concept in society. But the accumulation of knowledge that is a culture of coexistence in the society of humanity for

thousand years. Good Governance is the principle of peaceful coexistence in the country and society. It can harmonize the benefits and solve conflicts in peace and sustainable development of society. It is used in conjunction with economic development and public administration. The basic principles consist of Participation, Transparency, Accountability, Efficiency and Effectiveness (Thawinvadee Bureekul, 2004: 2). For the goal of good governance is the development and peaceful coexistence of all sectors of society. Therefore, structure and process of governance will lead to the goal. It must be a structure and process that regulates the relationship between the economy, politics and society of every country, whether government, private sector, private sector, civil society, individuals or families contributed to social power forward. Local Administrative Organizations (LAOs) as an organization close to the people and is a unit that acts on behalf of the state to provide public services. They have managed various missions in the area responsible for the people and maximize the benefits to the people. LAOs with Good Governance should follow at least six major principles: 1) Rule of Law; 2) Morality; 3) Transparency; 4) Participation; 5) Accountability and 6) Cost-Effectiveness (Sutchit Nimitkun, 2000: 42). At present, Thailand has a total of five LAOs; namely, Bangkok Metropolis, Pattaya City, 76 Provincial Administrative Organizations, 2,441 Municipalities, 5,334 Sub-district Administrative Organizations, totaling 7,777.

In addition to the need for the local administration to change its form and management role with Good Governance as the above-mentioned, one important factor that LAOs need to realize is ASEAN Community. The integration of such an ASEAN community will enable LAOs to take on more diverse responsibilities. Due to the increasing needs of the people, whether in education, public utility, etc., LAOs need to be prepared to adapt and change their roles in public service delivery to be in a direction that corresponds to the context of such changes to be very harmonious (Aranya Muangdaeng, 2006: 64). Therefore, the adaptation and preparation of LAOs in entering the ASEAN community is very important. Because if they do not have any measures or plans to support their entry into the ASEAN Community, there may be a competitive disadvantage as well as damage to local wisdom and local culture considered to be a long-standing Thai society.

From the background and significance of the problem, the researchers interested in finding out the effective model of Municipal management based on Good Governance prepared for the ASEAN Community to get a prototype of a suitable model for use as a management tool for LAOs and to educate and adapt to local community planning to support and prepare for the ASEAN community.

## Research Objectives

To study the effective model of Municipal management based on Good Governance prepared for the ASEAN Community.

## Research Methodology

The research is a mixed research methodology between quantitative research and qualitative research which was divided into 2 phases; Phase 1 quantitative research, the samples used in the study were government officials, militaries, students, tourists and general people with was derived from the sample size determination using the Tarot Yana formula at a 95% confidence level and performed on a multi-stage sampling method. The data collection was a questionnaire with whole confidence level of 0.916. Statistics used to analyze the data included percentage, mean, and standard deviation. And phase 2 qualitative research, data were collected by interviews with key informants consisting of government officials, militaries, students, tourists and general people. By using the method of selecting the specific information (Purposive Sampling), the qualification is not a sample person in quantitative research. The research tools were structured interviews, which were used in the literature review of quantitative data.

## Summary and Discussion

By conducting a research on the effective model of Municipal management based on Good Governance prepared for the ASEAN Community, it can summarize and discuss the results as follows;

1. Rule of Laws was at a high level in overall which shows that Surin Municipality has administration towards legal and regulations with accuracy to be a good example to the society and has laws or regulations regarding the rights of the people or personnel. In addition, the agency has to issue orders and regulations and take into account the rights of freedom of the stakeholders of the people as well. The result of the research is consistent with the research of (Supatammas Jariyavechwattana, 2005 : 23) conducted the research on the management of Municipality based on Good Governance: A Case Study of Ban Chang Sub-district Municipality found that Ban Chang Sub-district Municipality was equally distributed thoroughly and had no discrimination and a joint community committee has been set up for a development plan and a procurement plan with most of the processes had a straightforward revelation.

2. Morality was at a high level in overall which shows that Surin Municipality encouraged the duty of personnel adhere to good accuracy and improved the quality of life in society. Managers and staff were ready to serve and morally responsible. Morality and ethics operated with readiness and willingness to serve. The result of the research is consistent with the research of Aranya Muangdaeng (2006) conducted the research on People' Satisfaction

on Service: A Case Study of Lamphun District Municipality found that the samples were satisfied with the services of Lamphun District Municipality for the people's service under good governance on morality by the municipal staff working honestly on the basis of morality and ethics.

3. Transparency was at a high level in overall which shows that the working procedures and regulations of Surin Municipality were straightforward and could be checked. The report was finalized and publicly disclosed. The result of the research is consistent with the research of Ratchana Sattiyanon (2001) conducted the research on a New Model of Good Governance in the Universities found that Good Governance was a recognized practice among those involved in higher education today. It focused on efficiency and effectiveness by encouraging accountability and transparency while still attaching importance to participation, decentralization and justices.

4. Participation was at a high level in overall which shows that Surin Municipality focused on management that allowed staff to perceive work planning in collaborative work. Managers and staff were glad to hear advice and suggestions from public and private organizations as well as the people. In additions, people participated in activities thoroughly. The result of the research is consistent with the research of (Supatammas Jariyavechwattana, 2005 : 1) conducted the research on Ban Chang Sub-district Municipality based on Good Governance found that Ban Chang Sub-district Municipality was equally distributed thoroughly and had no discrimination and a joint community committee has been set up for a development plan and a procurement plan with most of the processes had a straightforward revelation.

5. Accountability was at a high level in overall which shows that the performance of Managers and staff were socially responsible. They were ready to serve, monitor, evaluate, and handle inefficiencies projects, activities, or plans that clearly stated. The result of the research is consistent with the research of Bussabong Chaicharoenwatana and Boonmee Lee (2004) conducted a study on Governance Indicators found that the concept of good governance was beneficial to the promotion of democratic society in Thailand. Encouraging people to participate in decision-making and checking the work of the government.

6. Cost-Effectiveness was at a high level in overall which shows that Surin Municipality had a resources management for operating properly and the maximum benefit could be verified. The result of the research is consistent with the research of Aranya Muangdaeng (2006) conducted the research on People' Satisfaction on Service: A Case Study of Lamphun District Municipality found that people satisfied with cost-effectiveness, especially the appropriateness of placement of personnel and expertise in practice.

7. Management prepared for the ASEAN community was at a high level in overall which shows that Surin municipality's management prepared for the ASEAN community. Senior executive played a role in development

and change in various areas, especially operations, operational standards and service quality. The result of the research is consistent with the research of (Sutchit Nimitkun, 2000 : 15) said good governance were important guidelines for organizing the society as a whole such as public sectors, private sector and people. This covered the academic department and operations department, the Government Department and the Business Department lived together peacefully. In addition, having the knowledge, love, unity and power together to create sustainable development. And strengthening or immunizing the country for relief. Because society was aware of justice, transparency and participation, it was an important feature of human dignity and democratic rule in accordance with both Thai constitution and current world.

Based on the research entitle “The Effective Model of Municipal Management based on Good Governance Prepared for the ASEAN Community”. The researchers received the knowledge from this research and synthesized from the quantitative and qualitative research recommendations, the following were the effective model of Municipal management based on Good Governance prepared for the ASEAN Community as a guideline in the management of LAOs. This can be summarized as a body of knowledge as follows;

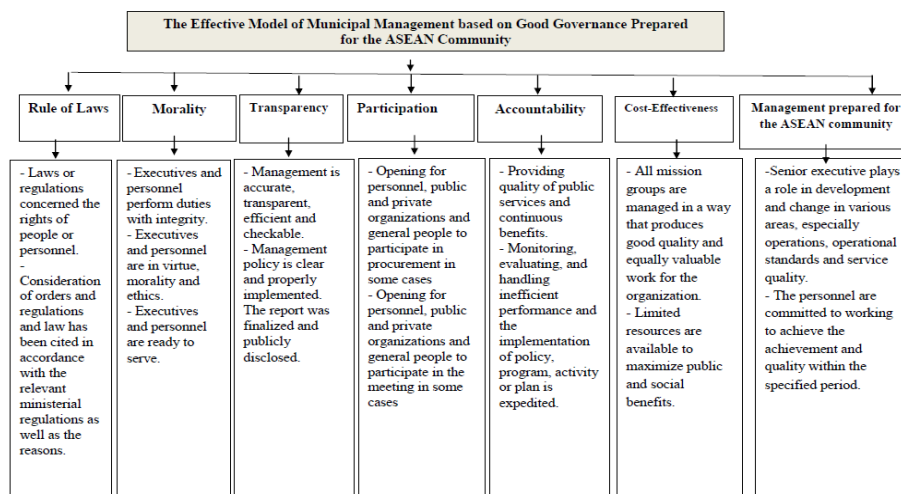


Chart 1 Knowledge Based from Research

## Suggestio

### Suggestions for practice

Municipality Management should have laws or regulations on the rights of the people or personnel clearly. Executive and personnel should perform their duties with integrity, managed with accuracy, transparency and maximize the benefits, open for personnel, public and private organizations, as

well as the people to participate in the exchange of ideas and ideas for use in development planning and focus on providing quality of public services and continuous benefits.

#### **Suggestions for conducting the next research**

Research should be conducted to compare between Local Administrative Organizations (LAOs) and the management of Surin Municipality should be conducted in other dimensions, such as political dimension, social dimension and economic dimension in the management of the municipality for development entering to the 21st century.

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