

Factors Effecting People's Participation in Community Development in Sub-District Administration Organization

Taweetil Koolnaphadol⁺

Faculty of Education, Rajabhat Rajanagarindra University, Chachoengsao, Thailand

Abstract. People's participation was the main principle of democratic system development, which needed the procedure of working together between a local administrator and the people. There is a need to have the administrator who intended to empower people in the community in order to lead to more concrete decentralization in the given area. The factors involved with the people participatory were the diversity of communication channel in the community, social group, economic group and leadership of the administrators. Transformational leadership of the sub-district administrator was congruent with the leader's characteristics that provided the decentralization to his followers and resulted to the effectiveness of the participatory process in a community. This study found that the transformational leadership's mean of the successful administrator was higher than that of the unsuccessful administrator in all aspects. The transformational leadership in ideological influence had the highest mean. This revealed that the administrator gave precedence to personnel in the local district administration organization and also everybody in the community.

Keywords: Participation, Transformational Leadership, Sub-District Administration Organization.

1. Introduction

The present tendency of community development is focused on self development, the increase of people's capability in local participatory administration, creating vision in local area development by themselves beneath their own context and prominence of local area. The ninth national economic and social development plan was the important strategy and it was clearly specified the prominence of self dependent development. It formulated human development as the centre of the development, community empowerment which was the base of the country's development, setting the concept of both government sector's and private sector's organizational development to establish a good governance, including the central and local administration organization, both formal and informal participation. This meant that the stakeholders were free to directly take action and the organization who involved with the civil society was the intention of the nations (United Nations Economic and Social Commission for Asia and the Pacific, 2003).

One of the dominant implementation of community's development by community and for community was the decentralization of country's governance to local area by setting up the local administration organization, especially the sub-district administration organization. The important duties of the local district administration organization were local area development according to the need and participation of all people and promotion of local administrators from the local people. These led to an important usefulness which was the development that based on local people's need, not the development which based on the government's policy. The emerging of Thailand's constitution year 1997 and plan and process for decentralization to the local administration organization act year 1999 was congruent and implemented in the same direction which was to emphasize the local administration organization to freely set policies and to make decision on their own local activities. Therefore, the characteristic of that kind of development tendency is the hope of Thailand's development nowadays. There are many factors influencing people participation, i.e., leadership and others factors which should be studied.

2. Objectives of Study

This research aimed to study the Factors that influence people's participation in the community development.

⁺ Email: my2003work@yao.com

3. Conceptual Framework

People's participation development is the ideal that every community needs to be real in the higher stage. Politicians, sub-district administration organization's administrator, have their role in leading communities to achieve the development goals, not only by themselves but every people in the community. In addition, other factors that influence people's participation are communication in the community and social groups and economic groups. A lack of social interaction and erosion of social contacts have been identified as serious issues.

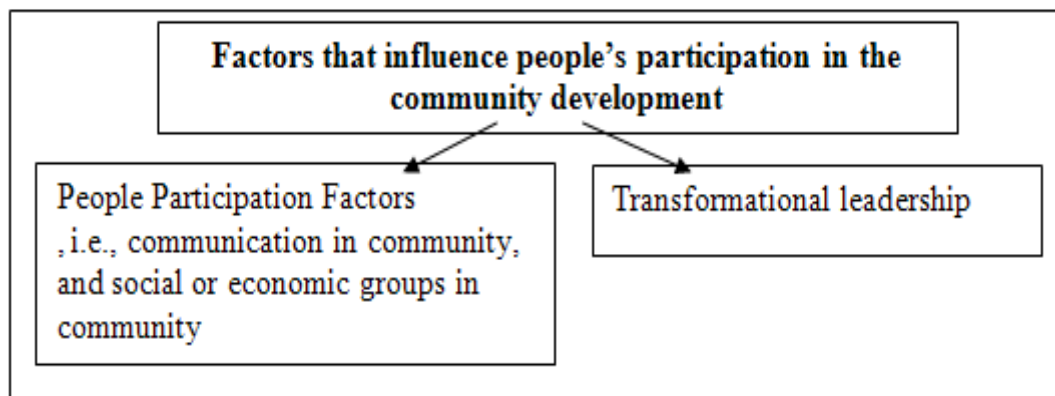


Fig. 1: Conceptual framework shows factors that influence people's participation in the community development.

4. Methodology

4.1. Population and Sample

The population of the study was the persons who were involved with the local development in the sub-district administration organization located in Chachoengsao province, referring to the people of the sub-district administration organization which was accepted to be the successful organization, indicated by receiving the good governance award. The others were the people of one of the normal sub-district administration organization. By using the simple random sampling, the 100 people were selected from those 2 kinds of administration organization each. Total 200 samples response research questionnaire and all returned to researcher.

4.2. Instrument and Data Collection

A questionnaire was used to collect quantitative data, while the qualitative data were collected from interviews. The questionnaire's title was "Leadership of local district administration organization questionnaire", which using 5 level rating scale with Cronbach's Alpha internal consistency .97.

4.3. Data Analysis

Information from the questionnaire was analyzed by using descriptive statistics which were the frequency, percentage, mean, and standard deviation of leadership of local district administration organization score. As for the interview consequence, content analysis was used, and t-test was used to compare the mean of leadership.

5. Results

Results of the data analysis of the sample group's status showed that males were at 57.5 percent of all sample, and females were at 36.5 percent. There were 47.50 percents of them graduated the secondary school or got vocational certificate, whereas 38.0 percents graduated from high school, and 60 percents of them were agriculture. The results of study show in following table1 and table2.

The result of transformational leadership means comparisons of the successful and unsuccessful sub-district administration organization administrators was found that the transformational leadership of the successful organization's administrator was different to the unsuccessful organization's administrator with the statistical significance at .05.

Table 1. The result of factors that influenced the participation of the people in the community development means comparisons of the successful and unsuccessful local administration organization's administrators.

Factors that influenced the participation of the people in the community development	Local administration organization				df	t
	unsuccessful		successful			
	\bar{X}	SD.	\bar{X}	SD.		
1.Communication Leadership	3.31	0.56	4.34	0.47	198	7.28*
2.Diversity of the communication channel in the community. Communication in the community.	3.52	0.61	4.18	0.48	198	4.67*
3.Developing infrastructure in community's communication.	3.23	0.57	4.01	0.52	198	5.52*
4.Giving precedence to the social and economic group in the community.	3.44	0.48	3.98	0.49	198	3.82*
5.Doing traditional and cultural activity regularly in the problem or the community's development issue, the people would cooperate well.	3.36	0.71	4.21	0.48	198	6.01*
6.Human resource development in community.	3.12	0.78	3.97	0.69	198	6.01*
7.Consideration of the advantage of joining the activities.	3.55	0.75	4.26	0.71	198	5.02*

P < .05

Table 2. The result of transformational leadership means comparisons of the successful and unsuccessful local administration organization's administrators.

Transformational leadership	Local administration organization	\bar{X}	SD.	df	t
Ideological Influence	unsuccessful	3.28	0.59	198	6.58*
	successful	4.21	0.52		
Inspiring	unsuccessful	3.30	0.55	198	5.94*
	successful	4.14	0.56		
Intellectual Stimulation	unsuccessful	3.26	0.81	198	4.67*
	successful	3.92	0.48		
Consideration of the individuals	Unsuccessful	3.28	0.57	198	5.79*
	Successful	4.10	0.52		
Transformational leadership	Unsuccessful	3.29	0.64	198	5.87*
	Successful	4.12	0.51		

P < .05

6. Conclusions

The result of factors that influenced the participation of the people in the community development means comparisons of the successful and unsuccessful local administration organization's administrators consists of significant difference in all factors. These factors consist of leadership, diversity of the communication channel in the community, communication in the community, developing infrastructure in community's communication, giving precedence to the social and economic group in the community, Doing traditional and cultural activity regularly in the problem or the community's development issue, the people would cooperate well, human resource development in community, consideration of the advantage of joining the activities. Communication leadership is the factor which have highest mean.

The result of transformational leadership means comparisons of the successful and unsuccessful sub-district administration organization administrators was found that the transformational leadership of the successful organization's administrator was different to the unsuccessful organization's administrator with the statistical significance at 0.05 in ideological influence, inspiring, intellectual stimulation and consideration of the individual. Comparing the overall transformational leadership, it was found that there's a statistical significant difference at 0.05.

7. Discussion

For developing people's participation to let the people play an important role in local administration organization's administration and management, one of the important issue was developing the throughout information perception of the people in the community which was congruent with various researches, for example, Phuksawan (2003) found that the information perception of the people was related with the participation in forest administration and management. Chaowana (2000) concluded the participation of the people that key factors was information perception from various kinds of media such as newspaper, books, journal, documents, radio or television. Therefore, the local administration organization should develop the effective and diversify infrastructure which was concerned about the communication process in the community. Communication to the people to let them participate should begin at the first stage of the preparation process, before the implementation process of the organization's administrator. There were various groups of people in the community extremely provided the participation of the people. This issue was congruent with the study of Prateeprakmanee (2003) that one of the key factors which influenced the participation of the people was being the members of the group and the people benefit expectation. The important economic groups were occupational group and OTOP(One Tambon One Product) entrepreneurial group. The social groups were elder club and sport club. To reinforce the strength and sustainability of those groups were the development of participatory process.

Transformational leadership of the sub-district administration organization's administrator were the most, comparing with other kind of local administration organization, and it was related to the management success of the organization too. Panpluem (2007) studied the influence of community's perception factor and transformational leadership of the community leader which influenced the knowledge management in the community and it was also found that transformational leadership of the community's leader influenced the community's knowledge management. Transformational leaders were found in the study of Mayan Amitay, Micha Popper, Raanan Lipshitz, (2005) to significantly affect organizational learning values, and ultimately these values affect organizational learning mechanisms. This pattern is consistent with the structural-cultural approach that is relevant to participation of the people in the community.

8. Acknowledgement

The author would like to extend special thanks to Prof Dr. Sermsak Wisalaporn and Prof Dr. Pongpan Kerdpitak for many valuable suggestions throughout this research. The financial grant of the research was from The Thailand Research Fund.

9. References

- [1] Chaowana, P. 2000. Local Management Participation of Chawang: A Case of Chawang Sub-district administration organization, Nakhon Si Thammarat. M.A. thesis, Ramkhamhaeng University, Bangkok, Thailand (in Thai).
- [2] Mayan Amitay, Micha Popper, Raanan Lipshitz. (2005). "Leadership styles and organizational learning in community clinics", *The Learning Organization*, Vol. 12 Iss: 1 pp. 57 – 70.
- [3] Panpleum, P. 2007. *Influence of Perception on Community Factors and Transformational Leadership of Community Leaders on Knowledge Management in Community: A Case Study of the Tambon Administration Organization in Southern Region of Thailand*. M.Sc. thesis, Kasetsart University, Bangkok, Thailand (in Thai).
- [4] Phuksawan, N. 2003. *Factors Effecting the Participation of People at Ban Rongkla in Forest Resources Management Administration at Phu Hin Rongkla National Park, Phitsanulok Province*. M.Sc. thesis, Kasetsart University, Bangkok, Thailand (in Thai).
- [5] Pratheeprukmanee, P. 2003. *People's Participation in the Community Development in Bang Khun Thian Seashore Area, Bangkok Metropolis*. M.A. thesis, Kasetsart University, Bangkok, Thailand (in Thai).
- [6] United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP). 2003. *A Guide to the Application of Public Participation in Planning and Policy Formulation Towards Sustainable Transport Development*. UNESCAP, Bangkok, Thailand.