

**Administration in Accordance with Good  
Governance Principles of the Special Local  
Administrative Organization of Pattaya City**

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**ABSTRACT**

This research has the objectives of studying the good governance level ,factors affecting the administration and proposing the development guidelines for the administration.

This study uses both qualitative and quantitative research methods.The results show as follows;

- The level of good governance in general is high.
- The level of participation, morality, rule of law and transparency is high; while accountability is medium.
- Sex and education affect the administration in a positive way; while income negatively affects the administration.
- Number of family members negatively affects the administration; while social group memberships and the duration of living in Pattaya City affect the administration in a positive way.
- Service factors that affect the administration in a positive way are types of service numbers, number of participating time and media exposure.
- Knowledge and understanding in the administration affect the administration in a

positive way.

The authors suggest that Pattaya City should develop the administration especially in the aspect of accountability.

**Keywords:** Administration, Good Governance, Pattaya .

## 1. INTRODUCTION

After the financial crisis in 1997, Thailand accepted the IMF policy recommendations to reform bureaucracy under the guidance of good governance principles. Since then, Thailand has implemented them to improve administrative work of all levels in order to serve people's interest.[1]

The important Act that states the principles is National Government Organisation Act, BE 2545 (2002). There are 10 principles of good governance ,that are, [2]

1. responsiveness
2. effectiveness
3. efficiency/value for money
4. equity
5. consensus oriented
6. accountability
7. transparency
8. decentralization
9. participation
10. rule of law.

The overall objective of the principles is to reform the administration in order to uphold and enhance the people's interests.

Under the above mentioned Act, the administrative services of the executive branch of the government are divided into three levels: central, provincial and local. The central administrative structure is structured on centralization basis, the provincial on the deconcentration basis and the local on decentralization.

Decentralization lies at the heart of democracy. Local government organizations are important in the process of decentralizing governing power. The benefits of the local government are as follows;

1. lessening the burdens of the central government.
2. responding to the real needs of the local people.
3. solving local problems directly and suitably.
4. constituting an arena for learning democracy and training political

leaders.

Pattaya city is the Special Local Administrative Organization. It is established under the Royal Act for Pattaya's Special Local Region, implemented since 1978. Its status is equivalent to the Metropolitan administration. Thailand Constitutional Act drawn in 1997 enforced the local administrators and the Local Council Members to come from the popular election. Accordingly, the Royal Act for Pattaya's Special Local Region drawn and implemented in 1999 has replaced the old one.

According to Article 62 of Pattaya City Administrative Organisation Act 1999, the authority of Pattaya city includes "peace keeping; environmental and natural resources preservation; protecting and taking care of public property; city planning and construction; residential area management and improvement; traffic management; city sanitation and regulation; getting rid of waste and garbage and water treatment; arranging clean water and tap water; organizing markets, ports and parking areas; health and safety management in restaurants, theatres and others businesses; controlling and promoting tourism; local arts, culture, tradition and ideal preservation; other authority according to Pattaya city law.[3]

Pattaya City has unique characteristics in many aspects ; economic , social, politics and administration that contribute to local development. Advantages of Pattaya city are as follows, [3]

1. Its policy , principle of policy, vision and strategy encourage people participation and cooperation.
- 2 . A world renown beach resort with 15 km. coastline. It is about 150 km southeast of Bangkok. It attracts both Thai and international tourists.
3. The center of the eastern region in economics, banking, service business ,commerce, transportation and telecommunication.
4. The service and tourist center of Eastern Seaboard Development Program.
5. The education center of all levels. Complete public utility system and efficient waste water treatment system and waste disposal system foster production , investment and tourism.
6. A water sports center at the national and international levels. [4]

However, there are some administration problems of Pattaya City. The study result of "The Future Management Administration of the Pattaya City" finds that the main problem is that some dishonest local officers performed their duties without regard to people benefits.[5]

The result of the study "The Evaluation of Management Administration with Regard to Coordination for the Development of the Pattaya City" indicates that

the important problem City is unqualified officers responsible to coordination.[6]

The study "Development and Trends of Management Administration reveals that the major problem of management administration in an aspect of information services are that some officers provided the information services irresponsible to the people 's needs.[7]

Pattaya city is one of the two Special Local Administrative Organization in Thailand.It holds vision and direction through the cooperation of people while facing with the present challenges.Pattaya city applies good governance principle to cope up with the economic, social and technological changes that promote materialism more than ethics and morality.Therefore, it is interesting to study its administration in accordance with good governance principle and the factors affecting it.The findings , the suggestion and problem solutions can be used to benefit administrators and related organization to improve their work.

## **2. SCOPE OF THE STUDY**

2.1 Duration of the study : The study conducted for 8 months, from June 2014- January 2015.

2.2 Place of the study : The Special Local Administrative Organization of Pattaya City.

2.3 Content of the study : The study on the good governance level of the Special Local Administrative Organization of Pattaya City, factors affecting the administration and also problems and obstacles in the administration according to the good governance principles.

## **3. RESEARCH ASSUMPTIONS**

3.1 The personal background factors that are sex, age ,income, education, occupation, marital status affect the administration according to the good governance principles of the Special Local Administrative Organization of Pattaya City.

3.2 The social factors explain that are number of family members , social group memberships and the duration of living in Pattaya City affect the administration .

3.3 The service factors that are types of service numbers, number of participating time and media exposure affect the administration.

3.4 Knowledge and understanding in the administration according to good governance principles affect the administration.

## **4. OBJECTIVES**

The research has the objectives as follows;

4.1 To study the good governance level of the Special Local Administrative Organization of Pattaya City.

4.2 To study factors affecting the administration and proposing the development guidelines for the administration according to the good governance principles of the above-mentioned organization.

## 5. METHODOLOGY

This study uses both qualitative and quantitative research methods. Techniques of data collection include a focus group and an in-depth interview for qualitative analysis and a questionnaire for quantitative analysis. 10 key informants are specifically selected for discussion in the focus group and 30 key informants are interviewed deeply. The samples of 400 people living in Pattaya City were asked to complete the questionnaire.

The research uses frequency and mean to explain personal background factors, economic factors, social factors and the administration. Multiple regression is applied to analyse factors affecting administration.

## 4. RESEARCH RESULTS

The results show as follows;

### 4.1 Personal Background

Most samples are females (51.0%) , 20 – 29 years of age (46.5%)  
10,001-20,000 income range (55.7%), Buddhists (92.2%), bachelor's degree or equivalent (40.0%) , business employees/wage-earners (49.0%) , single (65.5%)

### 4.2 Social Factors and Service Factors

Most family's samples have 3-4 members (47.0%) , do not belong to any social group, and live in Pattaya less than six years. (49.5%)

The type of services that samples receiving the most is civil registration.(61.8%)

Most samples participate in the service provided by Pattaya City Hall 1-5 times a year.(74.5%)

Most people receive information through TV the most. (68.5%)

### 4.3 Good Governance of Pattaya City

#### 4.3.1 Overall results

The level of Good governance of Pattaya City in general is high.(3.38)

The level of participation(3.45), morality(3.44), rule of law(3.42)

transparency(3.34), and efficiency(3.37) is high; while accountability(3.28) is medium.

#### 4.3.2 Results classified by aspects of good governance

The aspect of the rule of law that has the highest average (3.42) is Pattaya provisions of law in Pattaya are appropriate with the local condition.

The aspect of morality that has the highest average (3.74) is the use of queuing system in Pattaya City Hall.

The aspect of transparency that has the highest average (3.34) is getting access to news and information of Pattaya City from various channels conveniently.

The aspect of participation that has the highest average (3.28) are

(1) The activities of Pattaya City are publicized.

(2) Pattaya City provides public hearings and public referendum on activities/projects having environmental impacts to gather public opinion.

The aspect of responsibility that has the highest average (3.58) is that administrators and staff are highly dedicated and do their best work.

The aspect of efficiency that has the highest average (3.52) is that Pattaya City performs worthwhile construction projects.

#### 4.4 Knowledge and Understanding of the People in the Administration According to Good Governance Principles.

Most samples have 7 points for the questionnaire with 10 test questions.

#### 4.5 Multiple Regression Analysis Results

The results of the multiple regression analysis are as follows;

4.5.1 The personal background factors explain the administration at the percentage of 19.9.

4.5.2 Sex and education affect the administration in a positive way; while income negatively affects the administration.

4.5.3 The social factors explain the administration at the percentage of 7.5.

4.5.4 Number of family members negatively affects the administration; while social group memberships and the duration of living in Pattaya City affect the administration in a positive way.

4.5.5 The service factors explain the administration at the percentage of 14.3.

4.5.6 Service factors that affect the administration in a positive way are types of service numbers, number of participating time and media exposure.

4.5.7 Knowledge and understanding in the administration according to good governance principles can explain the administration at the percentage of 4.0. Knowledge and understanding in the administration affect the administration in a

positive way.

The authors suggest that the Special Local Administrative Organization of Pattaya City should develop the administration especially in the aspect of accountability.

4.6 Guidelines for developing administration in accordance with Good Governance Principles of the Special Local Administrative Organization of Pattaya City.

4.6.1 Setting up one-stop service centers for people, tourists, and local unregistered people.

4.6.2 Making work and administrative decision-making process more open and transparent, such as using media and websites for information dissemination.

4.6.3 Developing monitoring systems of good governance in order to build the trustworthy and public interest-oriented government and also promoting clean and ethical business practices.

4.6.4 Eliminating partisanship and carrying out the transparent election

4.6.5 Pushing good governance in every sectors of community (the state sector, business sector, and civil society sector), such as preventing corruption.

4.6.6 Reforming law and regulation to keep up to date with the situation.

4.6.7 Cultivating work attitude and culture in accordance with good governance principles.

4.6.8 Building and promoting model leaders that are able to understand and apply good governance principles in their work.

4.6.9 Using marketing methods method in public administration in order to maximize competencies of the organization.

4.6.10 Strengthening cooperation between the state, the private sector and civil society through empowerment , team-working, consultation, negotiation and checking.

4.6.11 Solving the limited budgets and resources by pooling, result based management and enhancing communication by building virtual organization.

4.6.12 Increasing efficiency by deregulation and reduction of work in process.

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