

Learning Management for Increase the Potential Capacity of Human Resource to Enhance the Economic and Society of Chiang Mai Rural and Urban Areas

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Abstract

The objective of this research is to study guidelines to optimal management principles that are designed to increase the potential capacity of human resources and consequently to enhance the economics and social development of local communities in Chiang Mai rural and urban areas of Thailand. The research design used participatory action research and SWOT analysis with a sample group of leaders from 42 sub district administrative organizations within 18 districts in Chiang Mai. The research approach is based on the contents of four social and economic developmental plans; (a) economics, agriculture and tourism, (b) society and culture, (c) education, and (d) hygiene and the environment. The guidelines that are studied are those pertaining to (i) arranging learning management concerning the business, the marketing and the human resource developmental plans for community business and evaluation of the projects (ii) focusing on society and cultural principles aimed at creating peace in communities by emphasizing public participation as well as strengthening the potential capacity of community leaders both mentally and physically, emphasizing morals and ethics. iii) education: learning management by studying what is suitable and satisfies local community needs and allow learners to think and analyze by themselves rather than learning by memorizing, allow local people participate in arranging education as well as creating an emotional quotient for learners and (iiii) evaluating education and learning management by studying what is suitable and satisfies local community needs and allow learners to think and analyze by themselves rather than learning by memorizing, allowing local people participate in arranging education as well as creating an emotional quotient for learners and (iiii) also focusing on community hygiene and the environment: and the management of ecology, natural resource preservation and environmental preservation.

Keywords: human development, learning management,

1. Introduction

The past four decades of Thailand's development has been unbalance partly due to uneven access to the globalization of information technology, communication and the opening of free trade areas as well as information about environmental conservation. These factors have affected changes in the Kingdom's socio-economic system but with a lack of inappropriate operational system meant that many Thai people couldn't adjust effectively when confronted with these globally-based changes. (Srikaew, 2001). All of these rapid changes had affected not only, people in urban areas but also rural people who are the majority of people in the country. These people have worked inefficiently because they lack knowledge about home effective systems work and as a consequently their current working system are out of date so that people can't respond to the present situation and solve all of the problems that are confronted. Chiang Mai's leadership has thus far followed a strategic plan for community development; socio-economic, culture, tourism, public health and environment that is out of date.

In 2007, Chiang Mai Rajabhat University in collaboration with the representatives from 128 sub district administrative organizations in Chiang Mai thereby arranged the workshop concerning the guidelines to develop the socio-economic of communities belongs to these 128 sub district administrative organizations. It illustrated that all of these communities confronted various problems. Primarily the problems consisted of 1) lack of efficient management; 2) followed the governmental policies which are not satisfy with their real needs; 3) low quality and low standard of products; 4) a lack of price competition among entrepreneurs who do the same business; 5) a lack of unity among the members of communities and 6) environmental pollution problems. Communities can adjust themselves and operate their work efficiently if they have capable leaders, followers and an efficient management system where they have opportunities to participate and exchange their ideas and knowledge together.

It thereby help to satisfy their real needs. This study will examine the guidelines to increase the potential capacity of human resource so that it can develop the socio-economic of Chiang Mai province.

2. Literature Review

2.1 Learning Concept

Learning is the process comprised of memorizing, understanding, thinking, perception, analyzing and problem solving including practice (Chatbunchachai, 2002). Participatory learning is learning which can help learners search for appropriated knowledge for themselves. The process of participatory learning for communities is how they learn with other people by exchanging knowledge and opinions. This is the start of developing the potential capacity of people because all of people can learn with other people and learn how to analyze their capacity. As a result, they can understand their real capacity so that they can find ways to develop their capacity. In addition, if people meet and exchange their knowledge and opinions, it can create new ideas and enlarge their knowledge. Thus it will cause creative thinking (Walaisathien, 2001). According to Phasukyued (2002), people usually have steps in learning. There are four steps of people's learning; 1) unknown; 2) known; 3) imitating; and 4) learning. All of these four steps of learning consist of 1) learning by oneself; 2) learning with colleagues; 3) learning with strategic partners and 4) learning with all parties.

2.2 Management Concept

Management has an important role in creating the potential capacity of people and organizations. The principle of management consists of 1) regulation; 2) duty and responsibility; 3) organizational structure. As communities consist of many people as a group and joining working together and all of these people have a limited capacity, it is necessary to have regulations that they can follow. This is consistent with Kasemsin (2001) that management is how to make the regulations perform the activities in the organization equivalently. It will indicate the duty and responsibility of each person. As organization has to operate by depending on the resources and the process of operating, the connection and the process of management are as follows (Harold & Koontz as cited in Kanachana Sura, 2001) 1) planning; 2) organizing;

3) staffing; 4) directing and 5) controlling.

2.3 Community Development Concept

The community development is based on human resources. Human resources are important factor in creating development for community. If humans have the capacity, are able to reason, create and have wisdom, they can create a community that is vigorous and self reliance. As a result, human development is necessary for community. The important thing in developing human resources is to develop their knowledge (Sanyawiwat, 2001). If people develop their knowledge, it can help them to develop themselves so that they can be self reliant and make their community prosperous.

3. Objective

The objective of this research is to study the guidelines of learning management for increase the potential capacity of human resource to enhance the economic and society of Chiang Mai rural and urban areas. A number of technical terms are employed and they are as follows.

Technical Terms

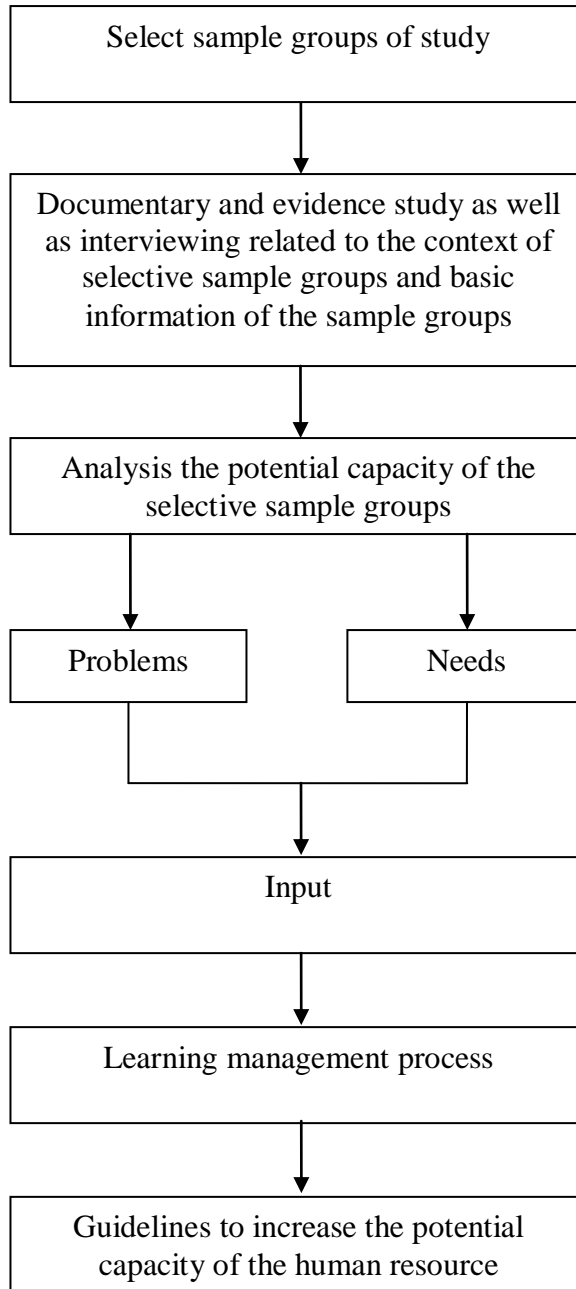
Human resource refers to representatives from 42 sub district administrative organizations join in learning management principles designed to increase their potential capacity with the researchers. These representatives are directors of each sub district administrative organizations and local people who play the vital role to work and drive in socio-economic development.

Communities refer to sub districts which join in learning management to increase the potential capacity of human resource with the researchers. Learning management refers to the process of learning to attain the happiness and success. It consist of learning by themselves, learning with their colleagues, learning with alliances and learning with parties.

Socio-economic refers to socio-economic which classify by socio-economic strategic plan of communities. They consist of (i) economic, agriculture and tourism plans; (ii) educational plans; (iii) social plans; (iv) hygiene and environmental plans

Rural and urban areas; rural areas refer to sub districts which are outside the city of Chiang Mai; urban areas refer to sub districts which are in the city of Chiang Mai Sub district; the criteria to establish a district in Thailand is that there must be at least 25,000 inhabitants; the income gained from local tax must be 100,000 baht per year. A sub district must have 3,200 inhabitants and 8 villages.

4. Framework of the study



5. Research Methodology

The research methodology is based on participatory action research and SWOT analysis. The research process is as follows;

- 1) Notify 128 sub districts administrative organizations in Chiang Mai concerning the learning management to increase the human resource’s potential capacity. There are 2 sub district administrative organizations in urban areas. The remains are municipalities. (Department of Local Administration, 2007). There are 126 sub district administrative organizations in rural areas.
- 2) There are 42 sub district administrative organizations in Chiang Mai apply to participate in this project

- 3) All of these 42 sub district administrative organizations select one project that they want to develop from the community strategic plan; 17 organizations want to develop economic, agriculture and tourism, 14 organizations develop society and culture, 6 organizations develop education and 5 organizations develop hygiene and environment.. (An illustration of the groups involved in the local strategic plan are shown in table 1 to table 4)
- 4) Select groups of representatives from sub district administrative organizations; one director of each sub district administrative organizations, 3 people who play important role to drive the development of project.
- 5) The research is conducted with the participation of 168 representatives who are the sample groups and experts of economic, agriculture, tourism, education, society and culture, hygiene and environment worked together by participatory learning management such as brain storming, exchange ideas, focus groups interview and SWOT analysis to study the general context of communities, the potential capacity of sample groups concerning their abilities and knowledge in management, leadership, participation and creativity. Sample groups have a chance to express their success and failure of their work. Thus, it helped other people who joined in this learning management process and consequently learned how to develop a case study.

Table 1 illustrates projects for development the potential capacity of human resource in economic, agriculture and tourism

No.	District	Subdistrict administrative organizations	Potential capacity of human resource developmental projects
1	Doi Saket	Thepsadet	Sufficiency economy
2	Doi Saket	Pamieng	Sufficiency economy study center
3	Doi Saket	Samranrat	Promote groups of Samranrat careers
4	Fang	Sansai	Processed potatoes of Kanlaya community enterprise
5	Fang	Mae ngorn	Sufficiency economy
6	Fang	Mae ka	Agricultural technology transferring base on sufficiency economy
7	Mae tang	Ban paow	Tourism conservation
8	Mae tang	Intakhin	Sufficiency economy village
9	Mae tang	Sanpayang	Sufficiency economy study center
10	Mae rim	Huay sai	Free pesticide vegetables
11	Saraphee	Tawangtan	Wiang Khumkam tourism
12	Doi towa	Pongthung	Wood carving
13	Mae jam	Chang khoeng	Woven cloth handicraft
14	Mae jam	Maenajorn	Agricultural based tourism
15	Sankhampaeng	Sankhampaeng	Aluminium handicraft
16	Mae eye	Banluang	Sufficiency economy community
17	Phraow	Pathum	Highland agricultural development at Doi Monlarn

Table 2 illustrates projects for development the potential capacity of human resource in society and culture

No.	District	Sub district administrative organizations	Potential capacity of human resource developmental projects
1	Mung	Sanpheeseau	Thammasanjorn
2	Mung	Changphuenk	Mong happy new year
3	Jomthong	Banpu	Thammasanjorn
4	Sanpathong	Banklang	Group welfare
5	Sanpathong	Thungsatonk	Aids resistant
6	Maetheng	Maetheng	Buddhism
7	Sankhampaeng	Ontai	Huay larn reservoir conservation
8	Fang	Wiang	Children's activities
9	Hod	Bantan	Thammasanjorn
10	Sansai	Nongyang	Home's hope
11	Hangdong	Harnkaew	Unity
12	Maejam	Maesuk	Historical background of Krongkarn
13	Maewang	Thungruagthong	Thammasanjorn
14	Mae rim	Donkaew	Improve the life quality of disable people

Table 3 illustrates projects for development the potential capacity of human resource in education

No	District	Sub district administrative organizations	Potential capacity of human resource developmental projects
1	Sanpathong	Yuwa	Sufficiency economy
2	Sanpathong	Sanklang	Promote and develop child care center
3	Maejam	Banthup	Develop local education
4	Doi saket	Mae ku	Develop child care center
5	Sankhampaeng	Buakhang	Primary education
6	Mae aye	Mae saow	Child care center

Table 4 illustrates projects for development the potential capacity of human resource in hygiene and environment

No	District	Sub district administrative organizations	Potential capacity of human resource developmental projects
1	Mae rim	Sanpong	How to use compost
2	Mae rim	Pongyang	Forest conservation
3	Maetang	Khilek	Beautiful village
4.	Doi lor	Santhisuk	Forest conservation
5	Doi saket	Papong	Water and forest conservation

An open ended questionnaire was used to collect the data concerning the management of the project, problems and obstacles for running the projects. Descriptive analysis was used to evaluate data in order to identify the guidelines for learning management that would increase the potential capacity for human resource development in communities under analysis.

6. Conclusion

The study reached the following set of conclusions that can be useful policy bases for increasing the human potential of urban and rural residence of the Chiang Mai region other parts of the Kingdom of Thailand and beyond. The conclusions are as follow;

1. The guidelines to increase the potential capacity of human resource concerning economic, agriculture and tourism for representatives of 17 sub district administrative organizations are as follow;
 - 1.1 Arrange learning management concerning the business, the marketing and the financial plan for representatives from 6 sub district administrative organizations; Pa Meng, Thepsadet, Samranrat, Mae Ka, Inthakhin, Sanpayang and Huaysai.
 - 1.2 Arrange learning management concerning product distribution, promotional plan for products for representatives of 6 sub district administrative organizations; Pa Meng, Samranrat, Huay sai, Sansai, Sankhamphen and Maenajorn.
 - 1.3 Arrange learning management concerning English language communication for groups of people who operate the tourism business and personality improvement such as representatives from 5 sub districts, Maejo, Thwangtan, Changkoeng, Maenajorn and Banluang.
 - 1.4 Arrange the learning management to evaluate the projects for representatives of 3 sub district administrative organizations; Pathum, Banluang and Inthakhin.
2. The guidelines of arranging learning management to increase the potential capacity of human resource concerning society and culture are as follow;
 - 2.1 Arrange learning management to create peace in communities by emphasizing public participation for representatives of 10 sub districts administrative organization; Sanpheseau, Chang Phuek, Banpae, Bantan, Nongyang, Thungruangthong, Ontai, Wiang, Hankaew and Maesuk.
 - 2.2 Arrange learning management to strengthen the potential capacity of community leaders both mentally and physically, emphasis in morals and ethics for representatives of 4 sub district administrative organization; Banknag, Thungsatok, Donkaew and Maesuk.

3. Guidelines to increase the potential capacity of human resource in education are that arranging learning management by studying what is suitable and satisfies local community needs and allow learners to think and analyze by themselves rather than learning by memorizing, allow local people participate in arranging education as well as creating an emotional quotient for learners for representatives of 6 sub district administrative organizations; Yuwa, Sanklang, Banthub, Mae ka, Banluang and Maesaow.

4. Guidelines for arranging learning management to increase the potential capacity of human resource in hygiene and environment are ecology management, natural resource conservation and how to look after local people's health for 5 sub district administrative organizations; Sanpong, Pongyang, Khilek, Suntisuk and Papong.

7. Discussions about policy implications

It is felt that the findings of this study would lead to the following areas of study with respect to the study's findings as related to public policy and private sector initiatives.

1) Guidelines to arrange learning management to increase the potential capacity concerning economic, agriculture and tourism are that the communities' economic will be good depended on how people in the communities can create the business plans. The main components of business plan are that 1) they have clear production plans and good management. This finding is consistent with the concept of Bunyong Tojinda (2002) that the organizations will operate their work efficiency and catch up with the change of external environment if they have capable people who have knowledge and can manage very well. These will help them to adjust strategic and tactic to catch up the globalization's change. It is also relevant to Kinicki (2003, p.12) that enterprise will likely successful if it has capable workers who perform well in the areas of general management. Concerning the financial management, people in the organizations can seek the current capital and spend it usefully and efficiently. It is relevant to Thientakoon (2001,p.80) who found that the organizations will be progressive and survive if they have capable people who can accumulate the capital and spend them appropriately. In addition, the finding of the guidelines to increase the potential capacity of the people in agriculture is that they should create value added to their agricultural products by making processed products with good quality. This will help these people to have income and survive.

This finding is similar to Chaston (2002, pp.16-18) who found that development of products quality to attain standard can help local people to sell their products so that they have income and depend on themselves. This will improve the economic situation. The study also found that if people in communities have knowledge and understand how to manage tourism in their communities efficiently including know how to do the marketing plan and access to the target groups of consumers as well as publicize the tourist attraction. All of these will make their communities' economic to be better.

2) Guidelines to arrange learning management to increase the potential capacity in society and culture. For society, the study found that it should emphasis people in local communities to pay much more participation to develop the society and consider their needs rather than follow the government policies. These will create the unity among these people. This finding is consistent to Soonthornpiset (2003, p.34) that if people have chance to work together, to share their ideas and opinions, it will help them to have close relationship and unity.

It is also important to emphasis in leadership if local communities have good and capable leaders because it will help the local communities to be successful in working. This finding is relevant to Witayaudom (2004, p 65) that capable leaders with mentally and ethic will help the organizations to be progress.

Regarding to culture, if people follow the culture that local communities have, it will create bond and sense of belongings. As a result, it will make local people love their communities. This is consistent with Jantrakul (2004, p.55) that if people follow the culture of their own communities, it will make them to have close relationship and create the unity to communities.

3) Guidelines to arrange learning management to increase the potential capacity in education are that it should have a good quality and standard of educational management. Planning and action plan must be conducted and consistent with communities' real needs. Educational system should emphasis learners to analyze by themselves and also allow people in the communities take part in creating the curriculum. In addition, it should develop mental and ethics to learners. This finding is relevant to Khaemane (2005,p.66) that learning system will be succeeded if every party such as teachers, learners, administrators, parents and communities join and develop the curriculum which follow learners to think and analyze by themselves.

4) Guidelines to increase the potential capacity of human resource in hygiene and environment are that it should stimulate people in the communities to be aware of the importance of taking care of their health. Promotion and giving knowledge for looking after their health should be done continuously. This finding is similar to Khumkaikham(2004.p.54) that the quality of people's life particularly their health will be improved if they are aware of the importance of their health and try to seek for ways to look after their health.

And finally, it should be made clear that people in the communities have much more knowledge regarding environmental management including natural resource conservation and community hygiene. If people have knowledge and be aware the importance and value of natural resources, they will join to preserve natural resources. The finding is relevant to Mclarney (Malarney 2000 as cited in Kaseamsin, 2001, p.43) that if people are aware of the importance of resources and can manage resources efficiently, it will improve the quality of people's life to live with happiness.

These will help their society to be peaceful, stable and productive. People tend to know their strengths and weakness and they are sufficient wise as to use the guidelines put forth in this study to manage their public and private sector affairs in ways that will help them to increase their potential capacity. The study's findings, can assist communities generally to improve the quality of life for people.

In conclusion, people can bring these guidelines found in this study to operate and improve themselves continuously so that it can help them to increase their potential capacity. If they have much more potential capacity, they can perform and develop their society well. In addition, it should enlarge the result of study in other communities outside Chiang Mai so that it will help other communities to know themselves and their real needs. Thus it can help them to improve themselves and develop more fully their communities.

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