

THE SUSTAINABLE AGRICULTURAL DEVELOPMENT APPROACH IN THAILAND

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ABSTRACT

The problems and difficulties of Thai agricultural development mostly concerned about agriculturists. The policy specification, performers, and processing problems were the main issue occurred continually since the past. The aim of this research was to study agricultural development operational approaches in Thailand, using the qualitative research, collected data by documents, and done via in-depth interview with the 20 relative officers, and bring analyzed for the result by examining its content. The result indicated that the agricultural development operational approaches in Thailand were to improve the locals to be as new agriculturists, change their aspects to keep up with digital era: using existed digital applications into their agricultural works, build the team to advices others or being as a coach for Thai agriculturists, and create cooperation by private organizations.

Keywords: Development, agriculture, and sustainability

INTRODUCTION

Thailand agricultural development has continued operated for over 10 years since the administration change Governance. The major reason is because most of population work on agricultural activities for self-reliance and their families. By societies created their food resources on the occupied planet, reaching to the increasing economic and social changes of capitalism and materialism, cause their previous life changed into an economic system which uses money as the medium exchange to replace food production and public utility by themselves. Thus, the aims of agriculture have changed as before to build the food resources for their families and communities became making more income through this economic system, bringing purchased the facilities more equally. The agriculturist means are required to increasingly have the investment skill, management and administration, marketing and other skills. In fact, in the current capitalist economy, those who hold much more capitals will be easily able to influence and control many business activities, so it shows that agriculturists have less skill than experienced people for this such investment (Wattanachai Prommana, 2560).

The impacts occurred for last 10 years on agricultural countries were forced by industrialization and capitalism with investment flows, money exchange, trade, and increasing profit. To exchange good is guiding and being popularity for people in agriculture sectors, they need to provide strategy and methods to make more money for purchase and exchange goods and services. The business development impacts allowed agricultural entrepreneurs could not furnish a negotiation based on the capitalism. Besides, economic system now has improved to technology for wireless digital communications, causing their competitions and handicaps skills lower than businessman and industrialists (Drilling the problem of Thai farmers system, 2017).

Thus, the agricultural development in Thailand for more sustainability significantly needs to be understanding on basic agriculturist roles, agricultural technology, the appropriate environment, possibly market, administration and management, as well as must consists the digital technology to reach the perfect market conditions of this time and this coming future.

Objective

To study agricultural development operational approaches in Thailand

LITERATURE REVIEWS

The means of local development with TDRI against Thai agricultural problems. (2560) provide various concepts as following:

1. The preceding community improvement used the three capital features, including as 1) capital of innovation driven enterprise; 2) capital of cross sector collaboration; and 3) external capital support.

2. The preceding community development characterized as vertical development meant that government or government agencies had defined the developed approaches. The capital and expenditure resources which its aims were inconsistent with community particular methods so can not be able to improve or even solve it on point. The vertical structure of administration and management also remained the capital resource and technology problems, causing them not passing these sources to the lower level performers. In the end, when they use money for private reasons, so that such capital could not arrive to the real agriculture at their places.

3. Development of expenditure structure for local community engaged to specify means, strategy planning for budget spending, mutually showing their voices between government sectors and locals, makes the expenditure development in Thailand more progressive to a certain extent. This improvement, however, not achieves all purposes because

budgeting yet reaches to individual agriculturist. Likewise, when in communities and agriculturists obtain the expenditure for diverse forms of development but lack of marketing part which is the main reason to acquire income for people and agriculture, so it would indicate that they would get a large stock but could not market for consumers, effecting producers themselves not be able to define any cost.

4. The idea to improve the creative industry village (CIV) with integrated processing concept of relative government agencies as upstream, midstream, and downstream is to emphasize this kind of advance reaches the local into the administrative and management process of industry, by cross to an agricultural industry. What remains the problem is none any cooperation from private sector who is a group of agricultural consumers. Such issue still needs to be solved and improved on marketing which is unchanged problem of producers for a long time.

5. When foreign solution concept is used by campaigning to jointly create the local community goals for collective impact, this can stimulate participators improved together with conscience and understanding to perform by themselves. After they change their mind and continue improve themselves, but Thailand turns to face a problem as concept development which is the basic factor improving personnel in the country, causing most people could not be more efficient on reading and writing skills. The entire levels of learning and teaching in Thailand, moreover, generally focus on memorization rather than created ideas and inspirations, thus these become the major obstacles to use that mentioned concept.

6. The social solution concept has together collected leaders and specialists from various organizations as foundation, business sector, government agency, and nonprofit institute. Harvard Business School started using this concept in 1999 and the creative share value was the first concept they used for gathering skilled persons on many fields to help those who required to learn such particular field even included a small expense. This activity brought many organizations between partner groups to collaborate with people that would like to improve themselves, participating for develop and share each other strength.

7. The strategic partnership concept is the idea to expand the foundation trends onto those local leaders who require to change and extend its result to the local performance, finally creating the developed process to provide the new bull economy or namely New S-Curve.

METHODOLOGY

This research used the qualitative research which its samples were agriculturists and involved government officers, 20 persons. The purposive sampling was considered by documents and collecting data with in-depth interview. The result also was analyzed via its quality to use acquired information for priority as content.

CONCLUSION

Agricultural development operational approaches in Thailand

1. It is to develop the local to be new generation of agriculturists and highly support their service skill and less focus on product skill to increasingly create the value, for instance, agricultural tourism, their life and culture. They have the low cost of life because of normally daily life conforms with free trade policy: making highly foreign tourists in Thailand and creating educational activities and agricultural practices for Asian personnel, as well as improving specialization and learning as production in the end with Thai knowledge which provides the particular character to be a creative culture.

2. To create Thai agriculture 4.0 is to start modifying Thai agriculturist's attitude as 4.0 from beginning together with improving two groups, included agriculturist with current career and the new generation that might be their descendant or those downtown people who interest to start agricultural businesses. For initial agriculturists will be improved on skill of basic digital technology, where its process is used similarly with telephone and Internet learning. Applications must be developed more easier and provide other software supports as the primary of business: cost controller, accounting payment, store of value, basic taxation, search engine for weather, and etc. These developments need to continually and gradually run. Other group in different fields or descendant of previous agriculturists that require to turn doing agriculture work on digital 4.0 would start by adjusting technology of administration and management with their works: all developments as tool and equipment, management, controller, marketing which is not only the market across place or Thailand but also being the market with none boundaries, the communication for customers, good and service transportation. The new generation can find the capital sources appropriated with agricultural good property and create more value with consumer needs that finally will be the mechanism controller on price and market.

3. Thai agricultural development through existed application now can be utilized for many agricultures to practice their skills and apply with their business profitable: using existing

digital applications on agricultures, by allowing good owners expanding these applications onto Internet or mobile phones in community, specially adapting essential applications with agricultural management such as purchasing agricultural goods, transfer and cash on delivery, logistic connection, and etc.

4. It shows to create teamwork for advices or being a coach to produce Thai agricultures 4.0. These agricultural coaches of Thailand 4.0 consist the team with several skills, digital, management, marketing, legal and tax rates, cost administration, environment, quality of good and service, and packaging. The agricultural coaches 4.0 would help to advice planning and evaluating with local agricultures to reform the good process and service able to make income rather than expanse, acquiring more productive, preparing the long-term plans in advance for agricultures and defining prices as well as positioning such agricultural products.

5. This can be collaboration backed by private organizations with many potentials as management and costs of established businessperson to invest on transferring all liabilities and signing mortgage agreement of agriculture with conditions concerning locations, agricultural properties, farming, the standard and quality of products, and other essential.

RECOMMENDATION

1. Improving Thai agricultures 4.0 with Farmruks IT Platform to use define and plan for member products and set the ways to distribute appropriately, utilizing with Agricultural Cooperatives of saving group to produce the village and urban area funds, community store, and community store used IT Platform to sell their products inside and outside communities without middleman, can increase their abilities to learn and develop the production efficiency, causing capability of competition on price and goods performance, allowing more salability as real-time customer requirements.

2. They need to create coaches for Thai agriculture 4.0 because performers should have assistant to help evaluate and plan on their process. When there is collaboration between team Thai agriculturist and coaches 4.0, the local agricultures would role as performer following the defined plans by their team. Thai agricultural coaches 4.0 will be an advisor to suggest and specify strategies. After selling those agricultural products, they will divide profits with appropriate ratios, letting both groups continued getting earnings. This process can be one of the means to solve the urgent problem for current agricultures, particularly on inadequate income to spending.

3. It sets the collaboration by letting private sectors help those agricultures included depts, using the rightful agreement and obvious conditions on their process. According to agriculturist goals of each place, collecting locations and groups of performers should be proper with each business group. So that, development and agricultural business can bring significance of both sides to support each other, preventing insecurity things that may occur on business works.

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