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**แนวหน้า**

*Naewna's Archive*

**Dr. Somkid Jatusripitak's grass roots economic stimulus approach is right but needs network, human capacity building, sustainability and continuity.**

As a former professor at Thammasat University, I am proud that General Prayuth Chan-ocha decided to select Dr. Somkid Jatusripitak to be the economic team leader for this cabinet reshuffle.



**Dr. Somkid Jatusripitak**

Dr. Somkid Jatusripitak was my student who graduated from the Faculty of Economics, Thammasat University. He got Ph.D. in Marketing from Northwestern University. Dr. Suwit Mesinsee, a Debsirin School alumnus is one of his team members.

This economic recession is a challenge for Dr. Somkid Jatusripitak's team. Can they successfully solve it? Can they set up the new economic basis? An important approach is to rely less on export but stimulate grass roots economic growth. Domestic consumption or BOT and grass root incentives must be increased. The high-end BOT has been existing for a long time.

The stimulus at the grass roots and SMEs lacks concrete projects and continuity. I think that we may support such concept to work successfully. My team and I have been

continuously running projects at the grass roots level for 4 years. I would like to provide some recommendations to complement Dr.Somkid team's works.

In the first year, we conducted Research on Tourism and Sports Management Capacity Building for AEC. We discovered 3 main strategies: community-based tourism development, sport tourism development, continuous and sustainable development.

In the second year, we conducted Integrated Tourism and Sport Knowledge in Preparation for AEC Promotion Roadmap Development Project at clusters all over Thailand. The objectives were to explore essential tourism and sport development knowledge for entering ASEAN Community. There were 15 kinds of essential knowledge as follows.

- 1.ASEAN Community and ASEAN Economic Community
- 2.Human Capital Development and Public Spirit
- 3.Sustainable Development
- 4.Tourism and Sport Management for Local Communities
- 5.English, ASEAN languages, Russian, Chinese, Japanese and Korean Communicative Skill Development
- 6.Cultural Capital Development
- 7.Creativity for Innovation Development
- 8.Integrated Sport Tourism for Value Creation
- 9.Leadership and Mindset Development for Excellence
- 10.Product and Service Development
- 11.Network Creation, Partnership Management and Integrative Work for Value Creation
- 12.Marketing and Public Relations
- 13.Thai Tourism and Sport Strategic View
- 14.Standard Internationalization
- 15.Modern SMEs Management

In the third year, we conducted research and organized deepening workshops under Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community. 5 selected clusters in Thailand as the locations for the deepening workshops were Lanna Civilization and the Northern Tourism Cluster, Mekong River Lifestyle Cluster, World Heritage and Ecotourism Linkage Cluster, Miracle of Two Oceans Cluster, and Active Beach Cluster.

These recommendations support Dr. Somkid Jatusripitak's concepts to be sustainably successful.

First, the local stakeholders must involve these 4 groups.

- Civil servants or provincial governors
- SMEs or provincial chambers of commerce
- University academics doing research and understanding local communities
- Local leaders like provincial organization leaders and TAO leaders

There have already been small scale successful case studies. They can be applied to the national level. From my experience, 4 groups of stakeholders' effective teamwork need these success factors.

- Adjust the mindset
- Mutual Respect
- Value Diversity

There should be seniors as mentors or coaches to coordinate. What Dr. Somkid Jatusripitak can do is to set up knowledge center and plan for sub-district, district or provincial level. 4 groups of stakeholders must be involved.

Second, only financial stimulus is not enough. Community Capacity Building must be successfully done. They should be provided with human capital, modern marketing and technology basics. They must work based 2R's Theory: Reality and Relevance. They should focus on crucial factors which can create the concrete results. They should explore opportunities in many provinces.

Communities still lack service standard and product quality. Ban Kok Krai Community, a community-based tourism destination in Phang Nga and an OTOP village for tourism needs internationalization of the standard to accommodate high-end tourists. How can they upgrade the service standard? Investment and management satisfying customers' needs can greatly stimulate the grass roots economic growth. It can truly increase the income. Scattering investment is populism and lack of sustainability.

Final, work continuity and sustainability must be promoted. Ideas were exchanged via social media and continuously created value added.

My small projects have advantage of follow-up projects supported by Ministry of Tourism and Sport for 4 consecutive years. 4 groups of stakeholder work together. They focus on sustainable and continuous human capital development. Leadership development is also needed for these 4 groups. Their teams must be strong. They contact by social media all the time.

These 4 groups must be honored to apply diversity to play the proper role. Instead of financial incentives, they should be stimulated to work with value, honor and dignity. Such approach consists of Networking, Capacity Building, Sustainability and Continuity.

We have been being continuously supported with two civil servants of Ministry of Tourism and Sports, Mrs. Thida Chongkongkiat and Mr. Promchote Traivate. They were royally appointed to be inspectors of Ministry of Tourism and Sports.

*Prof. Dr. Chira Hongladarom*

Source: Learning from Reality with Dr. Chira Column. **Naewna**.  
Saturday 12 September 2015, p.5



## *Human Talk Radio Program*

**Human Talk Radio Program** broadcast on Sunday 13 September 2015

Prof. Dr. Chira Hongladarom congratulated the new economic team which was a Dream Team led by Dr. Somkid Jatusripitak.

Dr. Somkid announced a great economic stimulus. Almost 200 billion Bahts were expected to invest in village funds as economic stimulus. It has both strengths and weaknesses. Village funds started in Thaksin's era. It is no longer a short-term policy. Thaksin and Yingluck's government consistently invested in them. Later, there was SML fund.

Budget in village funds is not donation. It is a kind of loan which the villages must manage. Now, the village fund office is at the Prime Minister's Office. Mr. Suwaphan Tanyuwardhana, Minister Attached to the Prime Minister's Office is the Chairman of this office.



**Mr. Suwaphan Tanyuwardhana,  
Minister Attached to the Prime Minister's Office  
and the Chairman of the Village Fund Office**

Some board members are from Bank for Agriculture and Agricultural Cooperatives. They will go to check whether the spending of the village fund creates the long-term benefits. Instead of investment, the cash flow spent on consumption is just the stimulus. There should be stimulus for several times.

Today, the village fund policy done by General Prayuth and Dr. Somkid is a follow-up project. Village fund board is already available. This board knows the debtors' capability. Each village gets 1 million Bahts. The interest rate is 0% for 2 years. This budget goes into economic system. This year, there is drought and falling crop price. Those farmers and villages can take the budget to expand more activities. Besides agriculture, they can work on community-based tourism and other activities which provide long-term benefits.

Prof. Dr. Chira Hongladarom likes learning village. In the future, there will be some villages which promote forum focusing on human capacity building in several dimensions such as thinking skill, analytical skill, finance, marketing and global changes. Rajabhat University academics should be invited to help those villages. Dr. Somkid should plan this and put on the stimulus for 2 years. In the future, the villagers should be trained.

Prof. Dr. Chira Hongladarom said that, during the past 2-3 years, he worked on tourism as follows.

**Research on Tourism and Sports Management Capacity Building for AEC  
from August-November 2012**



**Integrated Tourism and Sport Knowledge in Preparation for AEC Promotion Roadmap  
Development Project  
from April-September 2013**



**Tourism and Sport Organization Network Integrated Management Development  
Project for Entering ASEAN Community  
on September 29, 2014 – June 26, 2015**



Later, he also worked with sport. Division II football matches are widespread in Thailand now. Prof. Dr. Chira Hongladarom has recently been to watch a football match in Pattani with almost 6,000 spectators. There was no stadium bomb.



**Prof. Dr. Chira Hongladarom and almost 6,000 spectators watched Narathiwat VS Pattani football match in Pattani on August 30, 2015.**



Dr. Somkid and his economic team should also focus on value added agriculture, agro processing, agro tourism and sport. They should be useful in the long term. It is a good news that economic stimulus can be quickly done.

Prof. Dr. Chira Hongladarom talked to his students who were village fund board members. He knew that, in the later period, NPL decreased. Villagers sent their representatives to be village fund board members. Before approving the loan, they knew the loan objectives. 1-million-Baht investment in village fund should be used as business expansion. Then, the small local business can become high quality business. The academics should be invited to exchange ideas as local people capacity building based on local reality. This will be useful.



## *Special Article*

### **PESONA INDONESIA - WONDERFUL INDONESIA**

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*Just a very few days in just a very few places in Indonesia, I have amazingly learnt a lot.*

*Dr. Chiradej Diskaprainai*

**BANGKOK** - Sunday 2nd August 2015



Although travelling by plane these days is very convenient, I find it is more time consumed and boring comparing with some years back.

I left home about six in the morning and went to the airport by skytrain crossing Bangkok from west terminal (Bangna) to north terminal (Jatujak). Having only a few passengers during early morning, travelling became very comfortable. The train arrived at Jatujak Park terminal in less than an hour, so I carried on taking air conditioned bus to Don Muang Airport and reached there within only twenty minutes.

Arriving DonMuang Airport pretty early (Just after seven) as we are reminded lately that passengers should reach the airport about two and a half hours before departure because of custom protocol and I feel this is getting horrendous simply because not long ago an ex-police from Thailand was found carrying a weapon through checkpoint in Japan, and it becomes a burden to all passengers. And it certainly means that going abroad, we have to allow extra two and a half hours on top of flying time not including on the roads time before and after flying. I, therefore ended up with some five hours waiting for flying plus nearly three hours flight etc.

However, through certain troublesome, we have arrived at Soekarno-Hatta International Airport safely. I noticed the construction of the new terminal is rushing away while I vaguely remember that this original airport terminal was rather attractive with Indonesian architecture and decoration. I later was told that the old terminal is only a fraction away from the new gigantic terminal which is becoming in shape soon. Our team was greeted by Ms. Aurora Wibrienne who was one of our students in ASEAN Youth Summit camp last year in

Thailand. After realizing that it's already late to go to the place we planned before coming, we felt we'd rather go for a kind of lunch/dinner sort of meal as the time then was nearly four in the afternoon.



With the same old ideas in the head as we are used to when we're home, the money exchanger should not be far-fetched (we thought), so rushed into town we did. Only half an hour later we are made to realize that the day was Sunday, therefore, all money exchangers and banks close..... plus the traffic into Jakarta is something Bangkok is not yet to compete with!!!

Simply lost in the big city, we had to look for an eating place where they would accept credit card. That evening our team ended up having a great dinner at Pizza Hut in one of the malls somewhere that we never notice because of feeling so hungry.

The dinner didn't even make us feel away from home yet although we all had quite a hefty meal. Poor Aurora felt a bit embarrassed then but we understand that she's also not from Jakarta, so this big place is also strange to her as well!

It was nearly eight in the evening and we still had to wait for the rest of the team who were coming from Medan. So, Aurora kindly took us to P&B Eatery Bakery Coffee Shop where we had the first sip of Indonesian coffee ... and we found it was well worth it, by the way the strawberry cake was terrific too. Feeling a bit tired then, after a rather long journey, we had to return to the airport to see the rest of the team.



It must have been nearly ten when the plane from Medan arrived to Jakarta. At the airport we met Dr. Chira, our team leader and her secretary as well as Reza Nurizki, the official host from Bandung Institute of Tourism. After quite a busy greetings, we all jumped(?.... No, rather squeezed) in another seven seater Toyota van. The reason I said 'squeezed' because our team plus Reza and Aurora, that made seven of us where the chauffeur was not yet included! And, of course,

umpteen amount of bags and suitcases!

Not much different from a sardine can on wheels, we managed to travel through from Jakarta to Bandung with least trouble, in fact it was quite fun that we giggled all the way to Bandung.

### **BANDUNG** – Monday 3<sup>rd</sup> August 2015

Arriving in Bandung as late as 01.00 a.m. Monday morning, felt so exhausted but it was quite an experienced to have travelled from Jakarta on the highways. The traffic was not so congested as expected. On the contrary, the incoming traffic from Bandung to Jakarta was impossible! We noticed miles and miles of continuous traffic lights shining towards Jakarta while the traffic on our side was going smoothly. Reza told us that because Bandung is the place where a lot of Jakarta people would spend during weekends! Why? Here's a bit of introduction to get acquainted to the place:-



**KOTA BANDUNG** or Bandung City is the capital of West Java Province and is the third largest populated city approx. 7.5 million in the metropolitan area. The place is some 160 km. south east of Jakarta and is 768 metres above mean sea level resulting Bandung to be of cooler temperature year-round, thus it becomes weekend paradise for the people of Jakarta. The city lies on a river basin surrounded by volcanic mountains. Hence the place is rather fertile and healthy.

Aurora has booked us in the demonstration hotel of Bandung Institute of Tourism (Sekolah Tinggi Pariwisata Bandung) namely “ENHAI HOTEL” on Jalan Dr. Setiabudhi. The hotel is rather quiet and clean where I did not notice anything much. Just sank my head in the pillow and snapped!



The alarm clock was set at eight and I still felt half alive. After quick shower, I just thank to myself that I did not do unpacking because we would be checking out very soon after that. The only morning in Bandung was nice and cool. The traffic started moving continuously so early. I remember the breakfast was Nasi Goreng, fish crisped, rice in banana leaf, ginger & bean cereal, coffee, bread, butter and jam and I had a bit of each until they became hefty in my tummy.



Hanging around in the hotel until 10.30, we were invited to join the University representatives in the building not far away from the hotel. The meeting was conducted in a rather friendly atmosphere by the Institute team leader and responded by Dr. Chira, the Thai team leader. The outcome was summarized that exchange of personnel in Tourism education and work experience should be carried out in order to moderate the general tourist hospitality of both countries to be well prepared for the coming AEC

as well as the worldwide demand.



**BACK TO JAKARTA** - Our immediate programme was to travel back to Jakarta to pay a courtesy call to the Thai Ambassador at the Royal Thai Embassy by 4.00 p.m. Hence, our lunch was quite rushing. We left the hotel by 12.30 and were quickly on the road again. The traffic was again impossible to maneuver. We stopped by shoe shop on street side for Poor Aurora to get her shoe heel fixed after breaking it from rushing around earlier on. Amazingly enough, fixing the shoe heel took only 15 minutes without fuzz! One convenient thing I notice in Indonesia was the vendors' roadside shops to serve basic needs are still outstanding where we cannot easily do so in Bangkok.



However, the time consumed for travelling to Jakarta was a bit tedious still. We arrived to the Embassy after getting lost in the concrete jungle of Indonesia nearly half past four. The Ambassador was kind enough to wait for us. The meeting took much longer time than expected but was very interesting and the Ambassador was so eager to discuss without time constraint. The essence of the visit was mainly to report our activities to His Excellency as well as wider knowledge learned from him about Indonesia-Thailand

relationship in various aspects and the role in ASEAN approach from both nations. After learning and exchanging conversations, we left the Embassy by nearly six that evening.

It seemed that the only free time we had was shortened by compacted programme set. So, instead of sightseeing of Jakarta as planned (in fact, we had seen more than enough during travelling!),

KOTA TUA - we decided to visit Kota Tua( Old City) or the famous town square of the old Batavia which took us about an hour ride. Before carrying on the tour, let's get to know the place:-

*Kota Tua is a 'what left' of Old Batavia and the first walled settlement of the Dutch in Jakarta. The was established as the capital of the Dutch East Indies. This inner walled city contrasted with the surrounding kampung (villages), orchards, and rice paddies. The area was a center of commerce due to its strategic location within the spice trade industry in the archipelago (Indonesia: Indo = Indian, Nesia = Archipelago).*

Arriving Kota Tua with empty stomach, we didn't waste time to rush to the famous restaurant "Café Batavia" for dinner. The building is part of the old complex of the old Dutch settlement square. I notice the old gigantic timber joists and beams of the building the fantastic timberwork and rustic timber furniture reflecting of traditional Dutch handicrafts and construction. The place looks really nostalgic and is embraced with the spirit of centuries of stories and legends. With such memorable atmosphere did enhance our dinner to its full taste.





## Café Batavia

Source:

<https://www.facebook.com/photo.php?fbid=1181528781872576&set=pcb.1181529028539218&type=1&theater>

We strolled along through big crowd who simply relaxed in the big square, some singing, some eating while their juniors running around with quite a few food vendors, jugglers etc., becoming superb relaxing atmosphere. Until late evening, we decided to take a rest before flying home the day after.

Aurora has booked us to lovely boutique hotel namely “Puspayamaya” which is rather close to Soekarno-Hatta International Airport. MahendraSatriadi, the chauffeur kindly drove us through remote area and lanes where we could actually see the unique way of living there. After stopping to by Indonesian “Sala” at a fruitshop on the roadside, we arrived the hotel nearly 11.00 p.m.



After a farewell session with our dear Aurora, soberly as it seemed, everyone dashed to their rooms without saying goodnight.

## Puspayamaya Hotel

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FAREWELL INDONESIA – Tuesday 4<sup>th</sup> August 2015

It was not that late to climb down from the bed, after waking shower I dressed up quickly. Thanks to my bionic response that I didn't bother to unpack last night, I came down to the foyer before everybody to get ready to go to the air port....

We arrived the airport by 9.30 a.m. and managed to have Pre – breakfast. It was believed that we supposed to be boarding before 2.00 p.m., so we were sitting around waiting for checking in until somebody relooked at the flying time.

“Hey, it's not two o'clock!!! It's twelve!!!” someone exclaimed.

And that was the end of easy life .... Everyone scattered to check-in in such a hurry. And that's the end of the final easy shopping at the airport.

And by 12.45 Air Asia QZ 256 took off in a great speed heading north through thick smog ..... That moment I was completely exhausted and felt asleep without too much trouble and felt myself again when the plane touched Don Muang Airport runway at 16.20. And that's the end of our rush journey with full of memories and promise to return to Pesona Indonesia again.

By the way, the story below was sent by Aurora Wibrienne who spent her time with us through our short stay in Indonesia telling certain moments that are considered important to Thais in general. The story was written about our common historical event during the turn of the century when a group of Thai Royal families had to leave Thailand and went to reside in Bandung, Indonesia:-

*In this section, I returned again to the WisataBumiCekungan Bandung (Bandung Basin Travel Book) as I quoted in a previous article. On page 119 there is written as follows: "In the years that, precisely in 1902, Rama V visited Indonesia and stopped by to Bandung. Perhaps at that moment, Rama V was informed about the natural beauty of the Tatar Priangan (old Bandung's name), so it took time to come to Bandung who was certainly still very quiet. Rama V may also tell his grandchildren about the beauty of Bandung so then the grandson, Rama VII, retracing his grandfather's visit. Even Rama VII had made a garden in the area of JICipaganti( Jl = Jalan = Street / St. ) The following Cipaganti villa. He even visited Curug Dago (Dago Waterfall), it could be because the waterfall is a natural object nearby Bandung Area, which of course was still clear water and scenic. " In the north of Bandung there is a place called the roundabout Siam (locals called it: Siém). The exact location is at the intersection of Jl. Cipaganti with Jl. Lamping (now occupied by a gas station). Roundabout Siam is quite unique, besides its name reminiscent of the kingdom which is called the old Siam, also because there formerly contained a very beautiful garden. The book by HaryatoKunto "fragrant flowers in Bandung Raya" actually has information about this park. On page 132 says: "At the beginning of the 1920s, house construction in Jl.*

*Cipaganti was still ongoing and at the time the most recent one which finished well is a house at the intersection of Jl. Pasteur. But Prince Paribatra, an honorary citizen of Bandung, relatives of the King of Siam (Munghthai), has selected a piece of land in the middle of rice fields in the far north end of Jl. Cipaganti. Assisted by architects Van Lugten, the Prince who underwent "dumping" in Java, set up a beautiful villa as a place of residence. "Unfortunately Bandung lack of flowers," said Prince Siam to the management association BandoengVooruit (MooiBandoeng Magazine, 1937). "Prince Paribatra the expert of orchid plants then build a beautiful garden blooming in the front yard of his house. A few years later, the flower garden, separated from the villa courtyard of the Prince to continue the road of Cipaganti. Flower garden somewhat circular shape on the edge of Jl. Cipaganti known by the townspeople as the roundabout Siem, reminding people of the country of origin of Prince Paribatra. Since the days of independence, the roundabout Siem it has been used as a gas station." So it's clear that building a villa with a garden that became known as the roundabout Siem it is not Rama VII but Prince Paribatra. Then, who is the Prince Paribatra and why he was there in Singapore? SukhumbhandParibatra also known as the Prince of Sawandilahirkan born on June 29, 1888. His father was King Chulalongkorn, while his mother is one of Chulalongkorn's wife, namely SukhumalaMarasrii. Paribatra undergo military training in Germany. Paribatra known as a military officer who was very influential, his position is the Royal Thai Military Leader as well as Minister of Development. In addition Paribatra also headed various other military divisions including personal adviser to King Vajiravudh and then King Prajadiphok. In the reign of Prajadiphok, events financial difficulties around the world are known by the term malaise (Great Depression). At that time, due to the rapid advancement of education in Siam, appears also tendencies to new and modern things, among them the desire of some people to change the system of absolute monarchy to a constitutional monarchy. In 1932 there was a coup without bloodshed in the Royal Thai. The coup ended the absolute monarchy system which has been running about 150 years. In 1934 King Prajadiphokhand over the throne to his brother, AnandaMahidol, who was studying in Switzerland. Prajadiphok then lived in Surrey, near London, until his death. Meanwhile, Paribatra as military leaders exiled to Bandung, Indonesia, which was then under the rule of the Dutch East Indies. Paribatra located in Singapore until his death on January 18, 1944. The body of Paribatra then flown to Bangkok to be buried there. Paribatra has eight children from his wife, Princess Mom Chao or Prasongsom. Two of them are sons & only one lived to adulthood. While from his other wife, Mom Somphan, he had a child, Prince Sukhumabhinanda, that the father of Mom RatchawongSukhumband, Governor of Bangkok today. Former residence Paribatra in Singapore can still be found up to now, which is a house with the words quite prominently on the top of the front wall, "Dahapati", at Jl. Cipaganti. Culinary fans can certainly recognize this house as it is quite famous oxtail soup eatery. Until now, the house is still inhabited by Dahapati relatives, Siamese descent who had gone to Bandung with Prince Paribatra in 1934.*




*Just a very few days in just a very few places in Indonesia, I have amazingly learnt a lot.....chiradejdiskaprakai August 2015*



## **Dago Waterfall**

Source: <https://www.youtube.com/watch?v=AUyIdiMjNIk>

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