

ปัจจัยที่มีต่อความสำเร็จของการบริหารจังหวัดแบบบูรณาการ

**The Critical Success Factors for the Integrated Provincial Administration :  
A Case Study on Lampang Province Annual Traditional Festival**

Mr. Suwan Klaosontorn\*

**Executive Summary**

“Integrative administration” means a co-ordinating and linking operation which aims for a mutual goal or objectives via both vertical integration for linking the central, the provincial, the local, private sector and the people sector together and horizontal integration for linking the public sector, other sectors at the provincial level together. Public sector integrative administration is an action which emphasizes the utmost benefits of the people in solving their problems and answering their need.

A study on the factors that affect the success of the provincial administration with a concentration on Saloongluang New Year Drum Festival of Lampang province of 2009 reveals that administrators at the provincial level holding a position of deputy governor plays a crucial role in mobilizing the provincial important festival with great success. Particularly, significant techniques for the success is good relationship with every unit including personal relationship with the participating units regarding a request for a cooperation since it is well-known that the provincial budget for the operation is not sufficient to create a grand festival. Therefore, a collaboration in extracting budget from every unit for reciprocal promotion is a must. If the administrator is equipped with good human relationship, leadership, cooperative mind, and emotional behaviors which open up for ideas and welcome every unit to participate, the festival will work out smoothly with the administrator at the provincial level as the center of the operation.

In addition, apart from the roles of the administrator, supporting factors for the success as well recognized from every unit is that every unit visualizes the same goal and uses the power of unity to mobilize every activity without disputing that the festival belongs to the province, to the culture unit, to the public sector, to the private sector or to the local sector. Everyone holds an idea that this work belongs to everyone for everyone but someone. Thus results in an overwhelming success in spite of such constraint conditions as a short duration for the preparation, and low budget. Nevertheless, this is considered as a success and a proud reward for those who participate in the work. Consequences from the festival can be classified as follows :

1. Her Highness Princess Soamsavali Phravara Rajatinuddamatu has been invited to preside over the inauguration ceremony. This enables the people of Lampang to have a chance to pay homage and show loyalty to the royal institution as well as protect the royal institution according to the policy of the government and the Ministry of Interior.

2. A response to the government policy to boost the province's economy will encourage people's spending and circulate provincial merchandise far and wide.

3. The unity among every unit in Lampang is strengthened due to the fact that during the festive period the country is in need of unity while the people are worried and unhappy. To organize this festival will help participating people forget their worries to a degree in spite of such a brief duration.

4. It is a means to preserve the culture which reveals the precious identity of Lampang to the public. Especially very few people realize that Lampang has the biggest royal drum in the country at Amphoe Ngao and Saloongluang procession is the activity found only in Lampang. All these activities make the next young generation and tourists know Lampang from a new viewpoint beyond the Lampang's horse-drawn carriage.

5. This activity gives birth to a new program for tourism and it is expected that the Saloonluang New Year Drum Festival will be scheduled in the tourist calendar by the Tourism Authority of Thailand during the Songkran Festival.

6. It is found that this festive holding brings about satisfaction from the people in relation to the operation of the provincial public sector and good attitude as well as confidence in organizing performance of the province which is by no means inferior to commercial organizers. The confidence in the public sector is thus enhanced. Nevertheless, the work is not without flaws one of which is the public relations for the festival is very poor owing to the insufficient budget and the limited time for public relations arrangement. Since the festival also embraces a variety of activities and is held for the first time, the number of the tourists who are not the Lampang people is lower than it is expected. In addition, officers in many units do not have sole responsibility for the festive work, they still have to perform other routine duties. Having very short period of time for preparation, low budget, they are interrupted by other work too.

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\* Vice Governor, Lampang Province