

**PROMOTION STRATEGY FOR FISHERY COMMUNITY INVOLVEMENT:  
LESSON LEARNED FROM BAAN BANG-RONG, TALANG DISTRICT, PHUKET**

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**ABSTRACT**

The coastal management project mainly emphasizes on the taking part of the community regarding the coastal management. But due to the decreasing income of fishery households resulted from resource depletion and limitation of finding the additional income of the fishermen, advocating co-management is not enough to aid fishermen and community collaboration. One way to encourage the involvement of fishermen in such project is to promote the activities leading to income raising for the household and using mainly local resources. The community involvement promotion of Baan Bang-Rong fishery community starts with the promotion of the involvement in community fundamental information learning, planning and decision making in order to process the community development plan. Regarding this, the community has chosen economic development plan of the community using mainly local resources, which is not only the household income raising but also the learning process of community resource management such as capital, labor and other natural resources. From the promotion strategy and the encouragement of learning development in the operational manner of the community mentioned above, the community becomes stronger and capable in long-term, self-development.

**Keywords:** promotion strategy, fishery community involvement, income raising activities

**INTRODUCTION**

Nowadays, the coastal management gives the priority to the community involvement by creating the learning process of the community. According this, the community will be potentially self-reliable and have the strength to develop by itself in long term. But due to the fundamental problems of the community, especially the community that is poor and has debt problems resulted from the decreasing of fishery income and having only one source of income from fishing, cause the unstable living conditions affecting on the participation of any community activities. One method to promote the involvement of fishery community is promoting the economic activities of the community in order to increase income and decrease household debt.

In the past, the fishery development came like a package promotional style with the decision-making made by the central government. Even though this could respond to the requirement of some communities, but the fundamental factors and the requirement of the community that differs in each community, had an impact on the promotion and the acceptance of the community including the loss in terms of economic and trustworthy of the promotional process conducted by the government. Therefore, the strategy to promote the agricultural development of Thailand now is to emphasize on the promotion according to the community requirement. Like this, the community will have the most involvement in the community development of their own.

Regarding this, in order to have the mentioned community development with involvement conducted effectively, the government has improved the framework by decentralizing the authority and decision-making to the local community. From the said principle, both government and community have to adjust themselves to such process. In this, the government has conducted work restructuring in central, rural and

local sectors, especial the Ministry of Agriculture and Cooperatives, which is the governmental body servicing in technical and encouraging the agricultural occupation development which most people are involved. There is the work restructuring in order to blend into the community and to provide one stop service by establishing the Agricultural Technology Transfer and Service Center (TTC). TTC has the duty to supply the agriculture technical information and to support the agricultural development in the community along with coordination with other supporting governmental organizations involving in the agricultural occupation development. The agricultural development plan of this new restructuring composed of 3 major plans. They are: development and technology transfer plan; the plan of natural resource and environmental management in the community for sustainable utilization; and the plan for agro-business investment, marketing and processing in order to support livelihood and add the value to the community products. Regarding this, the team working and local resource utilization is emphasized aiming to develop the strong and self-reliable community.

### **Community development with involvement of Baan Bang-Rong**

Baan Bang-Rong is a local fishery community located at Tambon Pa-Klog, Talang District, Phuket Province, along the east coast. Main occupations are fisheries, rubber plantation and general employment. The problems of Baan Bang-Rong community are similar to those of other fishery communities such as fishing income decreasing and debt burden increasing. In the year 1994 the government came to support the learning process and join the community development plan. As a result, now the Baan Bang-Rong community has achieved economic development of the community at one level and the continuity in community learning process including exchanging and transferring the way of community development with the involvement to other communities.

The operation of Baan Bang-Rong community development plan has started from developing the fundamental business that the community has readiness of their own initiation along with local resource utilization in order to increase the household and community income. Those important businesses in Baan Bang-Rong community are:

- Investment of agricultural necessities business: to support various occupational groups in the community such as fishing gear for fishing group, animal breeding stock for livestock group and etc. through financial funding to buy fishing gears or animal breed stock.
- Investment of other necessities business: such as house building and repairing, household utensil including motorcycle for convenient trip or others necessary for living in the community.
- Occasional market investment business: at which the public place in the community is used for occasional market every Tuesday and Saturday. The purposes are to be the place for selling and buying the agricultural products of the community and deduct the sale amount for place maintenance expenses and group's income.
- Agro-tourism business: Tourist activities are arranged to see various areas of the community and the lifestyle of the local people including the nature of both the sea and mountains.
- Community restaurant business: This is the business that uses the combination factors between the community agricultural produces and the intelligence of local people.

- Community pier business: This is the business originated from the collaboration of the Tambon administrative organization which is responsible for building the pier, leaving the management to the public/community to look after.

The above-mentioned business operation has been only at the start but with continuity by utilizing the community resources as labors, local people intelligence, agricultural produces including an economical value-addition of community resources under the sustainability of resource utilization. The development of the community business mentioned not only encourages the collaboration regarding natural resource conservation of the community but also being the pilot community for other communities to learn from. Moreover, there is also establishment of network such as local people intelligence network, community network, and youth relation council.

### **Development plan of Baan Bang-Rong community**

There are 4 main plans as follows:

#### Traditional occupation development plan

Those occupations are such as fisheries (aquaculture and fishing), livestock (goat and domestic fowl raising) and rubber plantation. These are done by promoting and supporting the traditional occupation to be maintained in the community and also increasing the occupational varieties for the local people.

#### Community business investment plan

Most of the plans aim to develop the new occupations and to add the value to the resources in the community such as community restaurant, agro-tourism business, pier business, and occasional market business.

#### Resource management plan

There are group activities as volunteer activity, activity of conservative group, and activities of youth group

#### Network set-up plan

The network is set up for exchanging the experiences and learning from outside community *e.g.* youth relation council, community network and local people intelligence network.

In Table 1 is showing the activities undertaken and the agencies or group responsible for execution from 1994 until present.

**Table 1** Activities of Baan Bang-Rong, Tambon Pa - Klog, Talang District, Phuket Province

Activities	Executed by	Year
1. Community learning process establishment - Community committee forming - Community information and problems collecting - Collaborative solution finding	Development officer, Tambon agriculturist, concerned parties and community committee Community	1994
2. Community planning - Saving group setting up	community committee community	1997
3. Community fund establishment - Co-investment on traditional occupation development activity - Fisheries group - Livestock group e.g. domestic fowl and goat - Co-investment on occasional market activity - Co-investment on activities for leading a living e.g. repairing and house extension, community business shop investment - Co-investment on agro-tourism activity - Co-investment on restaurant activity - Co-investment on pier for local transportation of Community products	Village community and various occupational groups e.g. fisheries and livestock	1999  1999 1999  2002 2003 2003
4. Social activity - Community security - Community social activity promotion (e.g. anti-drug campaign) - Community residence aid e.g. helping out the poor to have the land for house building and for earning the living	community committee community	1994 1997  1997
5. Network extension - to promote occupational training to house wife group to increase occupational option and to be income raising for the family - to promote the learning about resources and management to young people - to promote other network such as city and rural community network, traditional conservation network, and etc.	Community, community committee, government sector and other organization	2002  2003  2003
6. Resource management - setting up of resource conservation team to take care and maintain the mangrove areas	Village community and community	2001

**Perception evaluation**

From these 4 plans, the analysis results from 63 samples regarding satisfaction of the community on the 4-main community development plans (traditional occupation development plan, investment plan for community business, natural resource management plan and network set-up plan) have been shown as follows. **As a whole**, the satisfaction could be ranked from the highest, high, medium and low satisfaction at the percentage of 11.34, 32.41, 35.49 and 20.40, respectively. In case of the **investment plan for community business**, the results are as follows: the highest, high, medium and low satisfaction scores were 31.50%, 46.03%, 18.65% and 3.97%, respectively. Moreover, from the detailed results shown in Table 2, it can be seen that the community has satisfied with most of the plans.

**Table 2** Perception of the community development plan

Community development plan	Highest	High	Medium	Low	Lowest	Total
1. Traditional occupation development	-	21.69	41.27	37.04	-	100
a. Fisheries	-	55.56	26.98	17.46	-	100
b. Livestock	-	-	39.68	60.32	-	100
c. Rubber plantation	-	9.52	57.14	33.33	-	100
2. Investment plan for community business	31.35	46.03	18.65	3.97	-	100
a. Restaurant	9.52	90.48	-	-	-	100
b. Agro-tourism	-	22.22	60.00	15.87	-	100
c. Pier	22.22	65.08	12.31	-	-	100
d. Occasional market	92.65	6.35	-	-	-	100
3. Resource management plan	-	23.02	48.81	28.17	-	100
a. Volunteer activity	-	9.52	55.56	34.92	-	100
b. Conservation activity	-	17.46	26.98	55.56	-	100
c. Youth group activity	-	23.81	74.60	1.59	-	100
4. Network set-up plan	11.11	39.15	34.39	15.34	-	100
a. Youth relation council	-	26.98	50.79	22.22	-	100
b. Community network	-	46.03	30.16	23.81	-	100
c. Local people wisdom network	11.11	44.44	22.22	-	-	100
Total	11.34	32.77	35.49	20.41	-	100

## **LESSON LEARNED FROM BAAN BANG-RONG**

### **The main factors for community involving development at Baan Bang-Rong**

Those factors are:

- The community collaboration: This is necessary especially in the meeting to give the floor for problem raising, opinion and planning sharing, and to continually follow up and assess the results of operation.
- The ability of the community committee: This is the competency to collaborate with various organizations and communities in order to gain cooperation in the community development.
- The integrated working of government: This is required to make the development more efficient, faster, systematic and continual.
- Team work operation idea: This idea is the fundamental of working with responsibility sharing. It can be started with small group and then be expanded to be bigger group like community, tambon and province.
- Local resource utilization: The aims are to create economic stability for the community, to add the value to local resources, and to learn how to utilize and keep them for future use.
- Economic development for traditional occupation: The aims are to expand such occupation to other parties concerned, both horizontally and vertically, for more supportive role from each other and continuity; and to encourage the team working and increase the community strength.
- Resource conservation plan: This plan is necessarily applied in order to support the economic development plan of the community leading to the sustainable community development.
- Learning together at all time: This idea is suggested to both community and government agencies including the opinion exchange among the other groups or net work outside the community.

The mentioned community development with involvement at Baan Bang-Rong is an economic development strategy that the community has a share in ownership and administration. All of these will be executed by taking the impact on natural resources in to account as well as having the promotion plan to let the community take part in social development. According this, in 2005 Baan Bang-Rong community has set up the plan for community development as follows.

### **Effective business-economic development plan**

This is not the idea to increase the number of business in the community but to emphasize on developing the original businesses to be continual and constant by paying most attention to the impact on the resource in the community.

### **Promotion plan on community social development**

This is done by supporting various activities leading to the reduction of the gap between the people in the community and the solution of social problems by giving them chances of working and places to earn their lives and to live happily together in the community.

### **Community development plan for learning center**

This plan is to develop the community to be as a learning center and to promote the network of development and resource conservation.

## **CONCLUSION**

Baan Bang-Rong community development, at present stage, has community developed by community concept with community committee to collaborate with the concerned government agencies in order to promote training and technology transfer for efficient upgrading in each plan. Anyhow, such agricultural and Baan Bang-Rong community development will definitely take some time from now on. More than that, it will also require the collaboration between the community and the concerned parties in order to create a learning place and a systematic operation in the community. Other necessary factors are leadership (community committee), community collaboration, staff readiness, promotional process, and support from various government agencies. All of these are key factors or lessons learned that might be applied and adjusted for using in other areas. The government should encourage the extension of the Baan Bang-Rong community development plan according to the community's requirement, especially learning and training of the leader and the community in order to develop the efficient staff and to be the model for further transferring this form of community development to other areas.

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