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**PUBLIC SERVICE OF CREATIVE CITY IN PHUKET FROM  
THE PERSPECTIVE OF URBAN DEVELOPMENT**

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**ABSTRACT**

Public Service in Thailand is changed by national and international social factors which it can be said that an investment from private sector in government affairs are one of the efficiency service opportunities to people. The public service of the creative city in Phuket according to the mission of the local government organization where the power and duty to solve problems in the area to meet the needs of the people. The local government organizations carry out their missions in accordance with the National Economic and Social Development Plan provincial development plan district development plans, district development plans, public policies and policies of local administrators. Regarding to the seven (7) missions of local government organizations with Act Prescribing Plans and Decentralization Procedures for Local Government Organizations in 1999 which are comprise of: (1) Standard Structure; (2) Quality of life; (3) Social discipline and safety; (4) Investment plan and Commerce and tourism contribution; (5) Conservation management in natural resources and environment; (6) Religion, Culture, and Local

innovation; and (7) Managing and supporting in missions of government agencies and local government organizations. In addition, the innovation of public service in the creative city of Phuket is to develop a city which can support the city growth. Therefore, the purpose of this paper is aimed to provide a brief overview of the public service innovation and creative city: Phuket, Thailand. This can serve as a lesson to the government in terms of formulating policies and strategies to handle the pandemic in the future.

**Keywords:** Public Service, Innovation, Creative City, Local Government Organizations, Public Policies, Thailand.

## INTRODUCTION

Based on the contribution of local government in Phuket to urban design creative City or Creative City Network, it is another project of UNESCO which carries out activities at the same time as the Declaration of World Natural Heritage Resources. It was opened every four years from 2000 to 2004 to promote the development of creative industries and international cooperation of civil society. Creative cities in Phuket are as follows:

1. City of Literature
2. Film City (Film City)
3. Music City (Music City)
4. City of Handicraft and Folk Art (Kraft City & Fox Art City)
5. City of Design
6. Media Art City (Media Art City)
7. City of Food Science. Phuket has chosen a food science city (Full Stomach City), which will develop Phuket into a genius city, that is, creation.

### Smart City

The concept of "smart city" means a city that uses modern and intelligent technology and innovation to improve combat effectiveness. Characteristics of Smart City Development Smart Environment (smart environment). It is a city with the goal of improving quality, improving management efficiency, and actively monitoring environmental conditions. Intelligent mobility, it is a city-

centred, environment-friendly city that improves the convenience, efficiency and safety of transportation. Smart life, it is a service-oriented city conducive to people's livelihood, such as health service, which provides people with particularly good health conditions. Smart citizen, it is a knowledge-oriented, technology-oriented, economy-oriented, life-oriented city, creating conditions for the development of citizens. Intelligent energy, it is a city that focuses on improving urban energy efficiency, or uses renewable energy (such as renewable energy) as an alternative energy source. Intelligent economy, as a key city, improve the efficiency and agility of enterprise management, and establish the connection and cooperation between enterprises and applications. Intelligent government management, as a city oriented to the development of service system, it will provide citizens with convenient and fast public services, and increase channels for citizens to participate, including open channels. Elements of Intelligent Urban Development Plan, the Smart City Development Steering Committee encourages and supports the implementation of policies and plans to promote the development of smart cities.

### **Innovation and Innovation**

Innovation and innovation refer to the introduction of new things, new ideas, new methods or new inventions (Merriam-Webster, 2011). Innovation is a process of innovation, innovation and development, which can be put into practice and spread to the society with its characteristics. Therefore, the concept of innovation is the realization of something new or a new way. To create a competitive advantage for the future, there is an important focus.

### **Public Services**

Prayoon Kanchanadul (1995) explained that public services refer to businesses under the supervision or control of the administration. It is created to meet the public needs of the people. According to Nantawat Bormanan (2011), public services are activities performed by governments for public purposes. It consists of two conditions:

1. Activities deemed to be public services must be activities related to legal entities under public law. be the operator of activities that are public services by themselves, including activities that the state local

government organizations, public organizations or state enterprises are the operators. and includes the case of a juristic person under public law entrusting certain types of their business to a private entity to undertake on their behalf. But the organization also controls/supervises the operation of the activities in the same condition as the donor organization itself. A juristic person under public law means a juristic person with powers and duties to provide public services, such as the state, the governing body, local governments, public organizations and public enterprises.

2. Activities that are considered public services must be activities that are intended for the public benefit and meet the needs of the people. There are 3 criteria for providing public services as follows, first, the principle of continuous service provision shall be consistent and continuous. This is because the public service is a business that is necessary for people's livelihood. There is a need for service at all times, public service preparation. Therefore, there must be continuity and cannot choose to operate for a specific time period and because it will cause trouble to the users. Second, the principle of equality because the provision of public services is not intended for any specific person. but aims for the people as a whole. People are therefore entitled to or benefit from such public services equally and cannot be discriminated against. including equality in terms of service prices and services. And organizations that provide services must enable people to access public services in multiple channels and easy to receive services without complexity. Finally, the principle of adaptation. The state must provide public services to suit the needs of the people and to be suitable for the changing economic and social conditions. The state should therefore consider the need to improve the provision of public services in accordance with the evolution of society. including when the people's needs change public services should be changed according to the needs of the people.

### **Local Decentralization**

Decentralization of power is a form of local government to allow local people to participate in governance and administration among themselves. which the Sub-District Administrative Organization is a local government organization in a dizzying form. It is established under the Tambon Council and Sub-District Administrative Organization Act, B.E. 2537 as a juristic person. There is autonomy in

the administration of local people. They have a mission to organize a public service system to solve problems, develop, promote and support for the benefit of their local people. In addition, the Tambon Administrative Organization has the authority to organize the public service system. for the benefit of the local people. According to the Act Prescribing Plans and Procedures for Decentralization of Powers to Local Administrative Organizations, B.E. 2542, the number of 31 subjects under section 16 and according to the plan to decentralize powers to local government organizations has set to transfer public service missions to local government organizations in 6 areas, consisting of infrastructure, quality of life promotion on community/social organization and maintaining order in planning to promote commercial investment and tourism, management and conservation of natural resources, environment and arts, culture, customs and local wisdom. It is a basic public service that is the power and duty of the Subdistrict Administrative Organization. And it is important to directly affect the lives of the people to meet the basic needs of the people, culture, customs and local wisdom.

**Disadvantages of Decentralization There are Four Disadvantages as Follows.**

1. Political - Decentralization of power can lead to conditions of political instability and instability.
2. Finance - This could lead to the country's fiscal instability because when the proportion of fiscal in the public sector is mostly at the local level.
3. Equality - The greater the decentralized equality, it can easily lead to differences and inequalities between different areas or localities. Both in the economy, finance, quality of life, and public services.
4. Resource use - The problem of resource use when each community is independent in its own framework. The use of domestic resources may tend to be inefficient because each area uses resources according to their respective needs.

## CONCLUSION

Public service delivery is generally related to activities or services provided by the state to meet the needs of the people as a whole or the provision of public services by the state operated in the form of a welfare state. There is a law to support the continuity, as it does not change according to the state of the government. However, it can be adjusted according to the needs of the society. The preparation of public services of the state has the goals and concepts of the provision of public services that are important such as, (1) The state must have a market-based public service administration; (2) The state must be able to manage the provision of public services in order to provide service recipients with multiple choice of services; (3) The state must distribute responsibility to have public service providers instead; (4) The state must have a plan to enhance the capacity to provide public services; and (5) The states must have the aim of success in the provision of public services rather than on process. Thus, making public services as a service provided by the government or local government organization or organized by a private sector but under the control of the state in order to respond to the needs of the people for the benefit of the people.

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