

# Guidelines for Enhancing Participation of the Government, Private Sector, and Citizens in the Policy Implementation for Economic Promotion Through Street Food Vendors in Bangkok: A Case Study of Wanglang Area

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## ABSTRACT

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The objective of this research is to examine the strategy for encouraging the involvement of the government, private sector and citizens in Bangkok in implementing a policy to promote the economy through street food vendors. The Wang Lang area has been selected as a case study. A qualitative research methodology was employed, involving in-depth interviews with the district director, district office officers from the City Police, Environment and Sanitation, and cleaning sections, owners of commercial buildings, the chairman of the Wang Lang Community Cultural Council, officers from the Bangkok Noi Police Station, consumers, and executives from the City Police Department. The latter group included both officers who had implemented the policy and those with a stake in organizing street food in the Wang Lang area, for a total of nine individuals. The study's findings indicated that previous cooperation issues were characterized by a lack of mutual understanding and a lack of cooperation in the same direction. Consequently, the government, in this case represented by the district office officers, is obliged to implement the policies of the Bangkok executives. However, vendors, commercial building owners and the civil society sector all have the aim of conducting business and profiting from it. However, when regulations are issued and enforced with a serious attitude, government officials need to make all sectors understand and find a way to work together to solve the problem in a way that is fair to all parties.

**Keywords:** street food vendors, cooperation, public policy, stakeholders.

## INTRODUCTION

The operation of street food stalls is a business that falls under the jurisdiction of local authorities to ensure compliance with the Public Health Act B.E. 2535, Chapter 9, Selling goods in public places or roads, in order for business operators to maintain cleanliness, hygiene, and sell food that is safe for the public. A study of the food sanitation situation of street food stalls from 2011-2014 found that food stalls' practices that do not comply with the regulations and that occur repeatedly every year include: improper attire, improper collection of waste and food scraps, failure to cover cooked food from animals and disease-carrying insects, improperly covering ice containers for consumption, and improper storage of spoons, forks, and chopsticks.

The study also found that if the economy does not improve, people will choose to buy more street food. This is consistent with data from the Thailand Development Research Institute (2018), which found that there are approximately 20,000 street food vendors in Bangkok, of which 18 have received the Michelin Guide. The primary customer group for street food is office workers. The data indicates that government officials, students and low-income workers, of whom 60 percent earn less than 9,000 baht per month, are the primary consumers of street food.

The disappearance of street food vendors would result in this demographic being forced to buy food at higher prices, spending up to 357 baht more per month, which is higher than the daily minimum wage.

However, from an economic promotion perspective, the Treasury Department of Bangkok Metropolitan Administration has reported the revenue estimate of Bangkok in 2021, showing that the establishment of street food can be a source of income for Bangkok, generating hundreds of millions of baht per year from the collection of fees and services, such as garbage collection fees, permit fees for establishing food vendors and food storage locations, permit fees for selling goods in public places or roads, fees for issuing a certificate of notification for establishing food vendors and food storage locations, cleaning services, and various operating fees in public areas, etc. The area surrounding roadside restaurants and street vendors results in a densely populated area with vehicles, vendors, and people using the routes. The Bangkok Metropolitan Administration, as the agency responsible for supervision and control, has received a policy from the government to organize sidewalks to return travel space to the public and to maintain orderliness in the city. The organization of sidewalks encompasses the management of street vendors and stalls, a practice that exerts a dual influence on both the vendors themselves and the general public. The positive impact of this initiative is that it ensures the convenience and safety of pedestrians and users of public areas. However, the negative impact is that it directly affects vendors, who are compelled to relocate. The area's residents and visitors alike encounter a reduction in the diversity of products available from street vendors. This results in a loss of opportunities to procure goods at reduced prices when compared to alternative sources. Furthermore, vendors perceive that the government's policy to organize street vendors lacks remedial measures and a comprehensive support plan for those affected by the policy, beyond simply providing new trading areas for vendors.

The issue of organizing street vendors, and the concerns of the Bangkok governor regarding the above issues, which have various impacts on different levels, especially the income of the people, have been mentioned by many academics, such as [1], who stated that the development of the local economy is a strategic mission that is of primary importance for local administrative bodies, because the local economy is the tax base and income. A robust local economy is therefore essential for effective local governance, as it enables local authorities to collect taxes from the community. In order to develop the potential of local finance, it is essential that local administrative organizations possess fiscal stability and the potential for fiscal self-sufficiency that is sufficiently high to provide adequate public services within their respective self-governing areas. This standpoint is further bolstered by [2], who asserts that local administrative organizations must undertake a comprehensive assessment of their financial capacities and provide support to the objectives of medium-term and long-term local development. Consequently, the planning of public services should facilitate public participation in the planning process to address the needs of their own local development. In addition, [3] stated that local government is a generally accepted principle of governance that is consistent with the principles of democracy and public participation. The advantage of this approach is that it can produce services that are appropriate for the needs of the local population, which is in contrast to the work of the central government system, which is akin to producing shirts of the same size for everyone, i.e. a "one size fits all" approach.

The research study area aligns with the Bangkok governor's agenda, as evidenced by an interview given to the media, categorizing street food into three groups: 1) community markets, 2) urban markets for office workers, and 3) tourist markets. The governor emphasized that the development of street food is intended to support tourists, but the primary focus is on community markets and office worker markets, citing the increased demand for affordable food in the event of rising living costs. Therefore, the researcher is interested in choosing to study areas that are popular with consumers and consistent with the above policy in terms of markets in the community. One such area is Wang Lang in Bangkok Noi District, which is classified as a residential area. The area is distinguished by the presence of street food restaurants situated opposite Siriraj Hospital. The area in question is characterized by a concentration of street food restaurants, offering a diverse range of culinary options at affordable prices to commuters, local residents, individuals seeking medical treatment at Siriraj Hospital, health personnel, students, and those utilizing the boats traversing the Chao Phraya River from the Phra Nakhon side.

## OBJECTIVES

1. To examine the challenges associated with fostering collaboration in the context of implementing a policy aimed at promoting the economy through street food: a case study of the Wang Lang area

2. To examine the process of creating participation in the implementation of the policy to promote the economy with street food. This policy is being implemented in the Bangkok area by the government and private sectors, as well as the local populace: a case study of the Wang Lang area

3. To propose guidelines for facilitating the involvement of the government sector, private sector, and the populace of Bangkok in the implementation of a policy to promote the economy through street food: a case study of the Wang Lang area

## LITERATURE REVIEW

### The Concept of Street Food and Sidewalk Food

The notion of street food in foreign countries. The term "street food" refers to ready-to-eat food that is available in public places, such as on the streets, in markets, or at various fairs. Research by Datassential has revealed a consistent growth trend in the US market over the past decade, with an increase in both consumer interest and demand for street food, both among the general population and within the food service sector. The Institute of Food Technologists (IFT) has similarly observed a consistent growth in the popularity of street food over the past 5-7 years, with consumers increasingly seeking out novel culinary experiences.

This trend has been met with a notable increase in the production and sale of food products positioned as street food by major US food manufacturers, including Kraft Heinz, Kellogg's, and PepsiCo, as well as numerous startups. The proprietors of startups such as MiLa Food (where the term "MiLa" signifies "street food avenue"), an Asian food manufacturer, and SOMOS Foods, a Mexican food manufacturer, have asserted that US consumers are becoming increasingly acquainted with ethnic foods due to their capacity to offer novel and intriguing flavors. This growing familiarity has led to a heightened demand for authentic ethnic foods. Furthermore, consumers have identified a correlation between street foods and convenience, and they perceive a significant opportunity in the street food market.

The establishment of the Hawker Center in Singapore was initiated in 1968. It was initially opposed by many vendors. The government encountered significant opposition and pressure, yet they did not abandon the project. A thorough examination of the available data was conducted, resulting in the formulation of four criteria for the establishment of a Hawker Center: 1) The location must be convenient, near homes or workplaces, near railway stations or bus stops. 2) It must not demand exorbitant rental fees, ensuring that small-time vendors can sustain themselves. 3) It must have complete public utilities to support trading, namely electricity, tap water, and toilets. Fourthly, strict hygiene standards were to be enforced to ensure consumer confidence and safety. In order to draw meaningful comparisons with Singapore, it is essential to study not only the model itself but also the mindset behind it. In 2020, UNESCO recognized Singapore's hawker culture as an intangible cultural heritage of humanity, defining hawker culture as the practice of dining at a hawker centre, which is an open-air establishment comprising food stalls offering a variety of local foods in Singapore.

### The concept of cooperation

Wood and Gray stated that cooperation is a process that occurs when all parties participate in defining the structure, duties, rules, and joint operations. Those who engage in such cooperative endeavours are characterised by a shared set of objectives, a formalised relationship, and active involvement in all stages of the process. The importance of effective communication, the exchange of information, and collaborative problem-solving is also emphasised. In addition, Worasuda Sukharam explained the elements of cooperation, consisting of 5 elements: 1) cooperation in making plans, 2) cooperation in exchanging information, 3) cooperation in implementation, 4) cooperation in evaluating results, and 5) cooperation in recording agreements.

The Bangkok Noi District Office convenes a meeting of the Street Vendors and Stalls Management Committee at the district level on a monthly basis. The purpose of these meetings is to publicize, provide information, clarify, and make agreements with vendors. This includes reviewing the concession points for trading in the Bangkok Noi District area and resolving complaints from the public through various complaint channels of the district office. This approach aligns with the conceptual framework outlined by [4], who defined participation as the active involvement of community members across four distinct dimensions: 1) participation in deciding what to do and how to do it; 2) participation in sacrificing for development, including taking action as decided; 3) participation in sharing

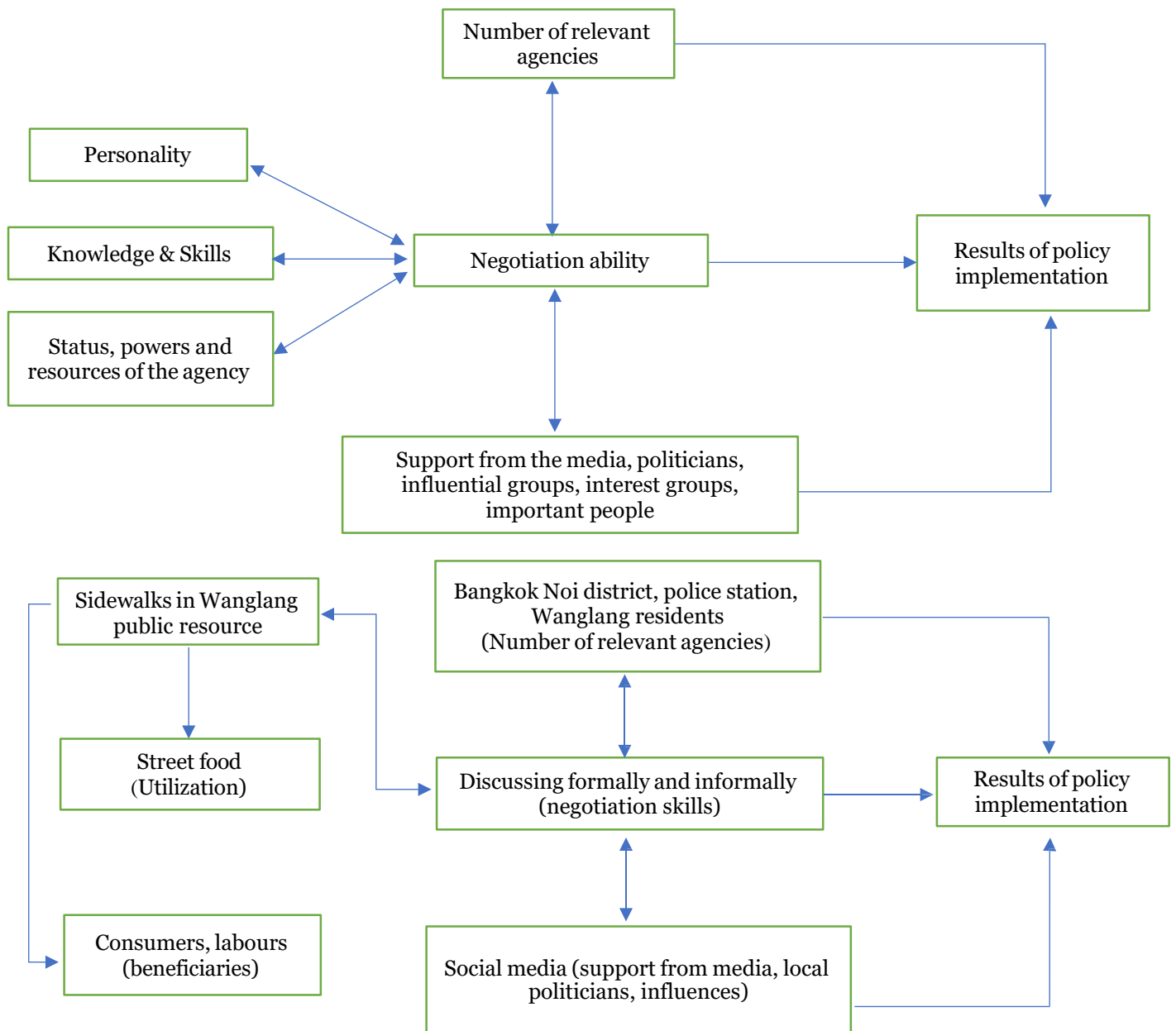
benefits resulting from operations; 4) participation in project evaluation. [5] explained that participation is the active and energetic participation of the people in various aspects, such as in making decisions to set social goals and allocating resources to achieve goals, and following plans or projects willingly.

### **The concept of policy implementation**

Public policy can be defined as the allocation of values by the utilization of legal authority for the benefit of the general public. This process is informed by the government's perception of what is deemed to be significant or appropriate, leading to the decision to act or refrain from action for the greater good. The government will utilize legal authority through the political system [6].

The top-down theories of implementation emphasize the ability of policymakers to clearly define policy objectives, including monitoring, supervising and controlling policy implementation. The creation of participation by the government, private sector and public sectors of Bangkok in the matter of roadside restaurants has a political policy implementation model, which is a model that believes that success will come from the ability of players or individuals representing the organization, which is a difficult method of participation. Conflict is an inherent aspect of policy implementation, necessitating consensus and compliance from all stakeholders. This is a challenging undertaking due to the political nature of policy, which involves the allocation and distribution of resources, resulting in both beneficiaries and losers. Consequently, it is to be expected that all parties will priorities the protection of their own interests.

The implementation of policy guidelines for the promotion of the economy through street food, with particular reference to the participation of the government, private sector and the populace of Bangkok, is the subject of this study. A case study of the Wang Lang area. It is evident that the original foundation was a political model. However, given the unique characteristics of the Wang Lang area, which is one of the oldest communities in Thonburi, the implementation of the policy has encountered certain challenges. The Wang Lang area functions as a shopping centre for the local population and neighbouring communities. Its strategic location near Siriraj Hospital, a major healthcare facility, further underscores its importance as a nexus for commerce and social interaction, with an average daily footfall of over 10,000 people. This underscores the area's significance as a crucial food source for both vendors and consumers. Consequently, this public area is held in high regard by vendors and associated agencies. While the area experiences high pedestrian traffic, the road and pedestrian pathways are often overcrowded and constrained. Given its function as a major thoroughfare for patients and visitors to Siriraj Hospital, stringent traffic management measures are imperative to ensure safety and accessibility. In accordance with the prevailing legislation, it has been observed that more than 100 street food vendors situated opposite Siriraj Hospital have encroached upon designated public areas, including the sidewalks, and have placed or overlaid their belongings on the thoroughfare. However, given the long-standing nature of their activities, a certain degree of leniency has been observed, accompanied by law enforcement. The policy implementation model is as follows:



**Figure 2.** Political model extraction in the form of a case study of street food in Wang Lang area

### Public Policy

Comparison of study results between key informants and public policy are as follows:

	<b>Problem perspective</b>	<b>Current action</b>	<b>Future direction</b>	<b>Public policy</b>
The director of Bangkok Noi District	encroachment of the site upon public land was a key issue. There was a proposal to establish a Hawker centre in a area proximate to the original trading area; however, the location was deemed	Provided they were still permitted to engage in commercial activities, it was necessary to be lenient.	The public exhibited a greater sense of protectiveness towards public areas, such as pavements. The district had conducted a poll and found that the	New Public Governance Network government management (Network Governance) involves the establishment of a novel organizational structure that facilitates the transfer of government authority to other entities, thereby

	<b>Problem perspective</b>	<b>Current action</b>	<b>Future direction</b>	<b>Public policy</b>
	unsuitable. The absence of a private sector willing to provide a satisfactory location was also noted.		majority of people agreed with the district implementing the measures.	enhancing operational efficiency. The Network Governance model involves the transition from a hierarchical command system to a network-based decision-making process, with the objective of achieving organizational goals.
City Police section, Bangkok Noi District	Vendors can be difficult to work with and are often selfish. Other aspects, such as safety and aesthetics, are also lacking. This is a loss that people have lost. But if there's a clear policy, officials will be more willing to get on board. Some people are neutral because they feel sorry for the vendors.	Implement the policies according to the District Director	<p>You must follow the law. If you cancel the shop, it's still easy to make a living because there are buildings and places to sell things inside the Wang Lang community.</p> <p>Street food vendors cannot pass on their property to others because it is not an inherited property.</p>	Henri Fayol's Administrative Principles are comprised of five fundamental tenets: POCCC (Plan, Organize, Command, Coordinate, Control) and the most significant of these is Unity of Command. The principles espoused by Henri Fayol also encompass the scientific management concept pioneered by Frederick W. Taylor. The division of labour is predicated on the distribution of tasks according to the expertise of individuals within each area, with the objective of ensuring the successful execution of work.
Cleaning and Parks section, Bangkok Noi District	The damage to the public area was addressed by painting lines to indicate the commercial area. During inspection, it was observed that the area had been restored to its previous condition. However, in instances where such markings were absent, the lines were removed for sale in areas outside the designated zone.	Garbage collection happens at 05.00 and 13.00 hrs. It is important to campaign for garbage separation. Organic waste is to be directed to the fertilizer plant. General waste is sent to the incinerator and landfill. The food scraps will be collected in conjunction with the Taling Chan district, with the intention of		

	<b>Problem perspective</b>	<b>Current action</b>	<b>Future direction</b>	<b>Public policy</b>
		feeding maggots and flies. It is estimated that the daily generation of waste exceeds one ton.		
Environment and Sanitation section, Bangkok Noi District	We are already performing our duty, and we have not found any vendors who have committed food safety violations.	Sanitation professionals conduct regular random food inspections and found no issues.		
Commercial building owners	It's normal for shopkeepers to set up in a place blocking the building. But the old merchants who were there first have the right to stay because they were there first. I own the building and pay taxes, but they don't pay anything. At most, they just pay a fine. It's not fair.	There are eight vendors in front of the building. I hope that once the new law comes out, they won't be able to continue renting. They have to make certificates for the right holders. The district has to inspect the stalls and fine them if they are not following the rules. In Wang Lang, the stalls for selling are empty, but they only want to sell on the roadside.	This kind of unfair sales must end within 3-5 years, when there will definitely be a measure to stop it. The government should develop the area into a floating market.	New Public Management believes that public administration, which is full of problems, should use the knowledge and experience from private business management to make things more efficient and effective. The public sector should focus on achieving results instead of just following procedures, and clearly evaluate performance.
Chairman of the Wang Lang Community Cultural Council	The walkway is narrow. There are dangerous dangling wires. There was a fire once, but luckily everyone was able to put it out in time. Vendors can be selfish and, when one stall sticks out too far, others will set their stalls too far.	About 2,000 people live in the community, including 3,000 foreign workers. It is a very busy community. The local government officer or the police sometimes come and take action. They solve problems as they go along.	The government must take action and strictly enforce the rules and regulations on vendors.	Amporn Thamrongrak's New Public Administration (2010) says that there should be social fairness, democratic governance, responsibility and good leadership. There is diversity in society, including race, gender, attitudes, and the role of civil servants as agents of change.
Police, Bangkok Noi Police Station		There are lots of traffic violations, with an average of more than 10 violations per day. People are parking in no-parking zones. There are signs to tell people this. The traffic patrols will	The current cooperation approach is already good. vendors, the public and community leaders are always talking to each other. The BMA and the police	Network governance is when a group of organizations share power with each other instead of just the government. This means they can make decisions more quickly



	<b>Problem perspective</b>	<b>Current action</b>	<b>Future direction</b>	<b>Public policy</b>
		circle around to check.	are working well together too.	and work better together.
consumer	There is traffic congestion. Some vehicles are three-wheeled or public. They are driving in a disorderly way.	Don't support stores that don't cooperate and put things or chairs in the walkway. The food does not look clean or safe.	All sectors should work together to manage the situation well and fix the problems together.	

## METHODS

### Selecting the study area

The Wang Lang area is of significant importance within the Bangkok Noi District. It is regarded as one of the major old communities on the Thonburi side of the river. Notably, Wang Lang Road is characterized by its absence of a median strip. Its width is measured at 14.50 meters. It originates at Phran Nok Pier and Wang Lang Pier, traversing the western expanse of Siriraj Subdistrict. The thoroughfare intersects with Arun Amarin Road at the Siriraj Intersection. A total of 109 street foods stalls were studied, located opposite Siriraj Hospital. The Wang Lang community is home to 509 households, with a population exceeding 3,800 individuals, while the hidden population is estimated to be approximately 10,000. The Wang Lang area is also a convenient shopping area for people to travel to. The area experiences high levels of traffic throughout the day. In response to this, Wang Lang Road has been equipped with public vans, three-wheeled vehicles, small four-wheeled vehicles, and vans. Currently, there are still complaints from the public that the pavements in the Wang Lang area are very narrow. The presence of street food vendors and taxis on the sidewalks further exacerbates the issue, as it hinders the movement of pedestrians.

### Data Collection

The researcher used data collection methods by studying data through documents, participatory and non-participatory observation, and in-depth interviews, which are detailed as follows:

1) Documentary Data Collection. Study and collect data from documents, textbooks, journals, newspapers, published documents, meeting reports, regulations, and related laws, as well as other related documents, both primary and secondary sources.

2) In-Depth Interview

### Key informants

The researcher has submitted an application for certification to the Human Research Committee of the Department of Social Science at Mahidol University. Prior to conducting the interview, the research participants were informed about the objectives to nine key informants. The characteristics of the aforementioned key informants are as follows: Four executives of the Bangkok Noi District Office and various departments, one police officer of the Bangkok Noi Police Station, one owner of a commercial building in the area, one chairman of the Wang Lang Community Cultural Council, one executive from the City Law Enforcement Office, which is the committee for organizing street vendors in Bangkok, and one consumer. The interview questions focused on the following objectives: Firstly, to identify the challenges associated with establishing street vendors in the Wang Lang area, with a view to achieving Objective 1. Secondly, to explore the role of key informants in promoting the economy through street vendors, in line with Objective 2. Thirdly, to examine the involvement of the government, private sector, and the people of Bangkok in organizing street vendors in Bangkok, with a view to achieving Objective 3. The interview also addressed the guidelines for fostering participation from various sectors, including inquiries into how key informants can collaborate with different sectors. Additionally, it explored the effectiveness of the policy for organizing sidewalks and street vendors in Bangkok, in line with achieving Objective 3. The subsequent data analysis employed content analysis, and the results were presented in a descriptive manner.



## RESULTS

The researcher interviewed key informants in the Wang Lang area according to the research objectives. The ensuing research results are outlined below:

1. A study of the problems of cooperation arising from the implementation of the policy to promote the economy with roadside restaurants. Case study: Wang Lang area

1.1 Non-compliance of regulations by vendors: From the interviews, it was found that the sidewalks in the Wang Lang area are narrow but there are many vendors and people walking. This has resulted in vendors encroaching on the sidewalk area and placing objects to obstruct the road, thereby creating a problem for pedestrians and road users, especially in the vicinity of Siriraj Hospital, where the area must be opened for ambulances and patients to travel. The vendors' conduct is characterized by a notable absence of orderliness.

*“Most of the vendors are the same vendors. Some are still selfish and set up their shops beyond the designated area line. They try to move their shops a little bit so that customers can see them. When other vendors nearby see them, they will move their shops too until they are beyond the designated area line and in front of their shops. When the district officers come to inspect, they will move back. But after the officers are gone, they will try to do this again.” (Chairman of the Cultural Council)*

*“Traffic is congested during rush hour. The rickshaws are not in order. Some shops have chairs that encroach on the footpath. They should take care of the cleanliness to attract customers. Increasing income for vendors and the community will improve the economy of this community.” (Consumer)*

1.2 Safety of travelers. The findings of the interviews indicated that law enforcement officials expressed support for the maintenance of public order, with a view to ensuring the safety and well-being of the populace. However, issues such as pickpockets, which have been documented but are not frequently encountered, and traffic congestion due to vehicles parked in no-parking areas, a problem that is regularly publicized by the police, are also present.

*“There are traffic offenders, who commit more than 10 violations per day on average. Parking in a no-parking zone requires wheel locks. Previously, there were public relations signs, and traffic police would circle around to check. If there were frequent traffic jams, if someone reported it, they would circle around to check.” (Police officer at Bangkok Noi Police Station)*

1.3 Injustice in the trading profession. From the interviews, it was found that building owners don't like street vendors blocking their shops, but they work with the government because they are the original vendors who have permission from the district office. But the owners of commercial buildings have to pay taxes, while street vendors do not. This is not fair.

*“Street vendors block the building. The landscape is bad, dirty, and they throw trash on the road or into the drains because they don't have grease traps. I am the owner of the building and pay taxes, but they don't pay anything. At most, they pay a fine. They just claim that they are vendors for the poor and disadvantaged.” (Commercial building owner)*

The interview results concluded that the problems of cooperation arising from the implementation of the policy to promote the economy with roadside restaurants had three main problems: 1) vendors' non-compliance with regulations, 2) safety of travelers, and 3) unfairness in the trading profession.

2. Study of the process of creating participation of the government sector, private sector and people of Bangkok in implementing the policy of promoting the economy with roadside restaurants. Case study: Wang Lang area

2.1 The objective of the meeting was to facilitate dialogue and understanding, with a view to identifying and addressing issues in a collaborative manner. The analysis of the interview data revealed that both the private and public sectors continue to harbor reservations concerning the performance of government officials. There is an expectation that the government sector will be able to provide effective solutions to a range of problems. It is incumbent upon the Bangkok Noi District Office, as the custodian of this locale, to demonstrate to the various sectors the intention of organizing the organization by listening to the perspectives of each sector. Following this, the

Bangkok Noi District Office is expected to articulate the government's perspective on the issues at hand, fostering a sense of mutual understanding and commitment to addressing these challenges collectively.

*"I have reported the problem to the district office and police station, and they have taken action on it from time to time. They have solved the problem on the spot, but it is not sustainable or seriously solves the problem."* (Chairman of the Cultural Council)

*"There are 8 vendors in front of the building. I just hope that once the new law comes out, they won't be able to continue renting. They'll have to make a license, and the district will have to inspect and fine them. There are also stalls for selling in Wang Lang Market, but vendors don't go to sell. They only want to sell on the roadside."* (Commercial building owner)

*"There was damage to the public area. The lines were painted for the commercial area. When we went to inspect, it was cleaned up neatly. But when they were not there, they took the items out to sell beyond the area."* (Head of the Cleaning Department, Bangkok Noi District Office)

2.2 The work of government officials should be publicized. The interview revealed that the Bangkok Noi District Office and the Bangkok Noi Police Station undertook regular patrols of the pavements and nearby alleys to communicate and maintain order. However, due to the narrow space with a high density of passersby and food shoppers, sometimes the news or media that was intended to be communicated did not reach many people who came to Wang Lang. In order to address this issue, government officials utilized their networks to disseminate messages, leveraging their influence to ensure the communication reached a wide audience. This approach not only facilitated the dissemination of information but also fostered trust among vendors and residents in the area.

*"The vendors are not Thai. Will the new law really be enforced? ... Let's have fellow vendors help keep an eye out. If there's anything, call or message the Wang Lang vendors group. Then I'll come and take a look and take pictures to send to the officials to come fix it. As you can see, the dangling electric wires and telephone wires are dangerous. There was once a fire in the alley, but luckily we were able to put it out in time."* (Chairman of the Cultural Council)

2.3 Government officials have been found to demonstrate their sincerity in performing their duties. The findings of the interviews suggest that the government's apparent reluctance to address the problematic behaviour of vendors who violate established legal regulations has contributed to the emergence of a pervasive sense of distrust among various sectors of society. This distrust has been further compounded by the perception that government officials are not adequately fulfilling their responsibilities in addressing the issues that have been previously discussed and deliberated upon.

*"Food carts in the evening cause even more traffic jams. After 7pm, in front of Wang Lang 1, Gate 8, there are more than 10 vendors. The law says that frying and cooking food on the side of the road are prohibited, but you still see them selling. It looks dangerous, both in the oil they fry and the narrow road. There are vendors selling fried egg rice and fried meatballs halfway down the road, leaving only a small walkway. The city officials have tried to take care of this, but they've been quiet."* (Chairman of the Cultural Council)

*"What the BMA needs to do and can happen is: 1. Enforce laws, 2. Publicize, 3. Find measures to help, 4. Use the media, various pages on social media. They do not agree with the obstruction of sidewalks in public areas. Some people feel sorry for the vendors."* (Officer of the Department of City Law Enforcement, Committee for the Organization of Street Vendors in Bangkok)

The results of the interview indicate that the process of creating participation of the government, private sector and people of Bangkok in implementing the policy of promoting the economy with street food should consist of three stages. 1) meeting and talking to understand the problems together, 2) publicizing the work of government officials, and 3) government officials demonstrating sincerity in performing their duties.

3. Presentation of guidelines for creating participation from the government, private sector and the public of Bangkok in implementing policies to promote the economy with roadside restaurants. Case study: Wang Lang area From the interview, it was found that the guidelines for creating participation are as follows:

3.1 Accessibility, facilitating all sectors to participate. From the interview, It was determined that the key issue facing all sectors is the need for a legal and accessible business environment, ensuring the availability of food

sources in a convenient and safe manner. When a shared objective is established, the prospect of collaboration among diverse sectors becomes more attainable.

*“The cooperation approach that is currently being held to organize the event once a month is already considered good. Both vendors, the public, and community leaders talk to each other all the time. The BMA and the police also cooperate well. It is considered a good approach. The police are ready to cooperate. The public can meet the police. If there is anything, they can tell each other in the meeting. They do not have to go to the police station.”* (Officer at Bangkok Noi Police Station)

3.2 The promotion of positive relationships between all sectors is paramount. The findings of the interview indicated that the residential communities in the area expressed a desire for government officials to visit and inspect regularly in order to ensure safety. This is due to the fact that the Wang Lang area is a popular destination for many people, which may result in the presence of individuals of ill intent or criminals. Concurrently, the district office's meticulous organization of the area evinces a commitment to the well-being of the populace and the vendors. This commitment is exemplified by the installation of signs, the painting of the thoroughfares, the cleaning of the pavements, the issuance of counsel and encouragement to vendors to maintain orderliness in their conduct, and the cleaning of their commercial premises to enhance their aesthetic appeal. The district office has also been known to encourage vendors to maintain a clean and tidy appearance, ensuring that their wares appear appetizing, and to create a pleasant atmosphere conducive to shopping. Furthermore, the district office has been observed to take measures to enhance the cleanliness and aesthetic appeal of nearby shops, thereby generating revenue for vendors and contributing to the overall economic vitality of the area. This commitment to supporting the livelihoods of the community members can be seen as a manifestation of the district officials' dedication to fostering a positive environment for economic activity.

*“All sectors should cooperate to manage things properly to fix the shortcomings together, with understanding, without quarreling, without causing problems. Understand that the officers are just doing their job, and if they make a mistake, they will be punished for their mistake. The vendors also want to sell, but they must also consider the customers, as it is difficult to walk, the sidewalks are narrow, and there are a lot of cars.”* (Consumer)

3.3 It is imperative to promote effective communication in conjunction with law enforcement measures. Government officials should communicate regularly with various sectors in order to reduce any potential gaps or fears that may exist regarding the perception that district and police officers are solely interested in the enforcement of laws, fines, and the collection of taxes and fees. This communication is also intended to address any allegations that officials are engaging in bullying behaviour towards members of the community experiencing financial disadvantage. Adopting an open and consistent approach in performing their duties, along with the active promotion of their operations, is expected to foster cooperation among various sectors in promoting the local economy. A notable example of such cooperation can be observed in the instance of banks located in the Wang Lang area providing financial support for the installation of umbrellas in shops, ensuring a consistent aesthetic across the district.

*“It can be seen that nowadays people are more protective of public areas, such as sidewalks. The district once conducted a poll and found that people agreed with the district's implementation of the measures. Not many people agreed with the vendors because the vendors violated their rights. But it takes time. Give them some time.”* (Director of Bangkok Noi District)

The results of the interview indicate that the presentation of guidelines for creating participation from the government, private sector, and Bangkok citizens in implementing the policy to promote the economy with roadside restaurants, a case study: Wang Lang area, should consist of the following three components: 1) the facilitation of access for all sectors to participate in implementing the policy to promote the economy with roadside restaurants, 2) the promotion of positive relationships between all sectors, and 3) the promotion of communication alongside law enforcement.

## CONCLUSION AND DISCUSSION

The study results indicated three primary issues in the preceding collaborative endeavors: 1) vendors' non-compliance with regulations, 2) travelers' safety, and 3) unfairness in the trading profession. In order to facilitate the involvement of the government, private sector, and the Bangkok public in the implementation of the policy aimed at

promoting the economy through roadside restaurants, the following case study is provided: In the Wang Lang area, it is imperative to consider the following: firstly, engaging in dialogue to comprehend the issues; secondly, disseminating information regarding the efforts of government officials; and thirdly, government officials themselves must exemplify their commitment in carrying out their duties. In presenting the guidelines for creating participation from the government, private sector, and Bangkok's public in implementing the policy to promote the economy with street food, case study: The government sector, specifically the district office responsible for the area, should assume the role of the central agency to facilitate the participation of all sectors in implementing the policy to promote the economy with roadside restaurants. The promotion of positive relationships between all sectors is to be facilitated by the provision of opportunities for joint activities. Finally, the government sector should promote communication along with law enforcement.

The operation, in accordance with the Bangkok-endorsed model that calls for universal participation across all sectors, is in alignment with the principles of New Public Governance (NPG). The NPG asserts the necessity for the operation to prioritize the involvement of three distinct entities: the government, the private sector, and the third sector. However, upon closer scrutiny of the balance between the proportion of participation and the requirement that participation must occur in a balanced manner for all sectors, it becomes evident that, in this research, the proportion of the government sector is significantly greater than that of the other two sectors. This is because, ultimately, the objective of organizing the system is to return public sidewalks to the public. In this instance, the establishment of infrastructure within public domains that impedes the mobility of street food vendors constitutes an encroachment on public space. The organization of public areas for the benefit of society is of the utmost importance. In order to achieve this, the government, private sector and the public of Bangkok must collaborate in implementing a policy to promote the economy with street food vendors. The government sector, such as Bangkok, through the responsible district office, should communicate, monitor and evaluate continuously and periodically, organizing the system in an orderly manner with the least impact on the way of life of the people in that area. This should include collecting and organizing the monitoring data to create an efficient and effective set of operations. The analysis of successful case studies may provide opportunities to identify good practices that yield positive outcomes, thereby offering a more effective alternative to solely relying on legal measures. These findings will be disseminated to other relevant operators in the event of a future change in roles or positions.

### SUGGESTION

The proposal for the public policy process cycle that the researcher studied is the policy implementation step. It is widely acknowledged that the establishment of roadside food stalls has a beneficial effect on the economy, particularly in terms of providing low-income individuals with a means of earning a living by utilizing public areas as commercial locations. The area under scrutiny is a vendor operating within a concession area, and is the original vendor who has been granted permission to sell. However, it is important to note that roadside food vendors are often perceived as lawbreakers due to their use of public areas for commercial activities, which can result in confrontations between vendors and district officials. The responsibility for implementing this policy lies with the district officials, who are tasked with the organization of pedestrian walkways. The current Bangkok administration has demonstrated a resolute commitment to this objective, as evidenced by the public communication that "Return the sidewalks to society". District officials must manage resources to operate efficiently and effectively. This process must be followed by a systematic policy evaluation. The implementation unit must monitor and evaluate the results, and be aware of the results and problems that occur both during the project implementation and after the project is completed. This policy evaluation process serves as a reflection that influences policymakers in making decisions that shape future policy.

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