

Community Participation in Governance for Sustainable Management of Medicinal Plants Market in Urban Area

Penyertaan Masyarakat dalam Tadbir Urus bagi Kelestarian Pengurusan Pasaran Tumbuhan Ubatan di Kawasan Perbandaran

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ABSTRACT

Community participation (CP) in governance is important for better management of medicinal plant's market in the urban area. The basic concept of sustainability is described as meeting the needs of present generation without compromising the needs of future generations, with concern to economics, social and natural environment. Communities have the right to voice out their needs toward medicinal plants. This paper describes community participation in governance through their attitude and how governance response. Generally, there is a two-way interaction between authority and community to ensure the medicinal plant's market fulfil both parties' needs. As for the communities, they voice out their needs through attitude by giving response, reaction and action. While the authority take in account to the attitude to design a suitable policy in planning, implementation, enforcement and reviews for better management that achieve both needs by the time and for the future.

Keywords: Governance; sustainable management, medical plants; urban area

ABSTRAK

Penyertaan masyarakat (CP) dalam tadbir urus adalah penting bagi pengurusan pasaran tumbuhan ubatan yang lebih baik dalam kawasan bandar. Konsep asas kelestarian digambarkan sebagai memenuhi keperluan generasi masa kini tanpa menjejaskan keperluan generasi akan datang, dengan keutamaan kepada ekonomi, sosial dan alam sekitar semula jadi. Masyarakat mempunyai hak untuk menyuarakan keperluan mereka terhadap tumbuh-tumbuhan perubatan. Kertas ini menerangkan penyertaan masyarakat dalam tadbir urus melalui sikap dan bagaimana tindak balas terhadap mereka. Secara umumnya, terdapat interaksi dua hala antara pihak berkuasa dan masyarakat untuk memastikan pasaran tumbuhan ubatan yang memenuhi keperluan kedua-dua pihak. Bagi masyarakat, mereka menyuarakan keperluan mereka melalui sikap dengan memberi tindak balas, tindak balas dan tindakan. Walaupun pihak berkuasa mengambil kira sifat untuk mereka bentuk dasar yang sesuai dalam perancangan, pelaksanaan, penguatkuasaan dan pemerhatian untuk pengurusan yang lebih baik yang dapat memberikan keperluan pada setiap masa dan untuk akan datang.

Kata kunci: Tadbir urus; pengurusan mampan; tumbuh-tumbuhan perubatan; kawasan bandar

INTRODUCTION

The purpose of this paper is to describe community participation (CP) in governance through their attitude and how governance responses, in the context of sustainable management in medicinal plant's market at urban area. In this context, CP is referred to community's attitude towards medicinal plant's market and how influences governance. The demands on plant-based products are happening in urban areas. The appearance of the market is accordingly to the needs of community health for better living. Hence, medicinal plant's market is needed to be sustained. Livability of urban

environment is related to features that promote residential and neighbourhood satisfaction, a sense of community, and environmental sustainability (Levi et al. 2009). Towards the liveable space, good governance is the guarantee, where CP is the main guide for decision making. With regards to Agenda 21 at the local level (LA21), one of its implementation is initiative to involve local communities in the global process of changing the way of living (Phang 2013). Countries all over the world today are converging on CP in governance as a solution of challenges in facing the twenty-first century public administration (Skidmore et al. 2006). Meaning that, CP has becomes the

key for good governance. It has the potential to remake our system of governance to become more democratic. The signs of urban societies' needs can be understood through their attitudes. As for governance, CP is important to design a better policy for sustainable urban space.

Sustainability is the current trend in urban planning, which is aimed for less environmental impact (Levi et al. 2009). Sustainability of medicinal plants' market in urban area requires two-way interaction between authority and community. The role of both urban community and governance should be identified to address sustainability for medicinal plant's market. To achieve this feat will require critically reviewing to the nature of the market and the community's demand. This may help the authorities to formulate better strategies to adopt acceptable standards for all, without negatively impacting the availability of the medicinal plants' market to fulfil urban community needs.

In this article, two objectives to be obtained are (i) to identify CP in governance for sustainable management of medicinal plants market in urban area, and (ii) to describe the implication of CP in urban governance. This refers to assumption that (i) medicinal plants' market is one of the spaces in urban area; (ii) attitude is the sign of CP in certain space, and (iii) governance in controlling the medicinal plants market in urban area by responding to the CP.

CP AND GOVERNANCE IN MEDICINAL PLANTS' MARKET SPACE AT URBAN AREA

Medicinal plants' market is a functional space at urban area (Figure 1). It is contained by biosphere space, social space, as well as economic space. Sustainable management is a comprehensive framework of management that blends social, environment and economy to form an integrated bottom line of the quality of life. The market process influenced by the attitude of urban community, which include their behaviour, motivation as well as perceptions.

Attitude is a mental state that makes people inclined to a thinking, behaviour, *action or reaction*. Attitudes refer to the general and relatively enduring evaluations people have of other people, objects, or ideas, where individuals holding attitudes about broad or an abstract constructs (such as freedom), concrete and specific things (Pretty et al. 2003). Attitude is an interest to evaluate reaction toward something, which

is exhibited in ones beliefs, feelings, or opinion or related to behaviour. It is dealt with action or reaction that occurs in response to anything. In measuring indirect attitude, asking directly to the individual to report his or her attitude is not a prior approach (Pretty et al. 2003). Access of attitude can be made through deliberate thought, self-awareness, or frequent use, or automatically triggered from the environment. Hence, attitude can be identify through their actions, reactions and responses.

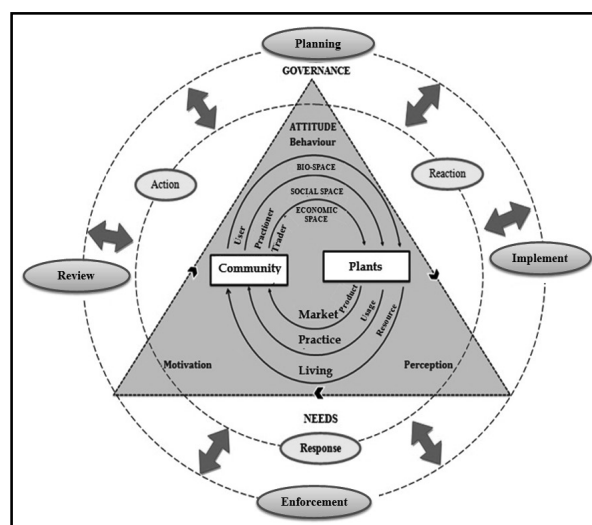


FIGURE 1. Community participation and governance in medicinal plants' market

Human attitude can be assign as CP to be considered by the authority in the governance planning, implementation, and enforcement and to reviews. While governance is about how people participate in decision-making and how this affects their abilities to empower themselves and others (Béné and Neiland 2006). Cuttler (2007) mentioned that governance comprises of traditions, institutions, as well as processes that determine how exercise of power and how decisions are made on issues related to public concerns. Meaning that, community and the authority should have a deal for a collective decision continuously for good governance.

According to International Development Association (IDA), good governance requires opportunity for civil society to participate in the process of the formulation for development strategies, participate in the design and implementation of programmes that directly affects them and in securing commitment and support, as well as to enhance the quality of their implementation (International Fund

for Agricultural Development (IFAD) 1999). As for the United Nations Development Programme (UNDP), governance includes the state but transcends it by taking in the private sector and civil society, all of which are critical to sustain human development (International Fund for Agricultural Development (IFAD) 1999).

UNDP (2013) mentioned that governance can be simply defined as the process of decision-making and the process by which decisions are implemented (or not implemented). Good governance was characterized by UNDP to include participatory, transparency and accountability. The characters are participation, rule of law, transparency, responsiveness, consensus orientation, equity, effectiveness and efficiency, accountability and strategic vision (Erni 2004; UNDP 2013).

Participation could be direct or through legitimate, intermediate institutions or by representatives. Democracy representative does not mean that the concerns of the most vulnerable in society would be considered in decision making. Participation needs to be informed and organized (UNDP 2013). Community involvement in the governance brings them to relationships building with public institutions and officials. This is an opportunity to access into valuable external resources, such as funding, support and political leverage (Skidmore et al. 2006).

Since community attitude determines their expectation, in two way interactions, CP can be understood through the attitude of urban communities (behaviour, motivation and perceptions), which is shown in their action, reaction and response. As for governance, authority is taking those attitude characters in the process of planning, implementation, enforcement and reviewing policy that relate to medicinal plants' market. This is to design a liveable urban, that people like, satisfying needs, promoting health, and contributing to a sustainable space and society's well being.

THE COMMUNITY PARTICIPATION IN MEDICINAL PLANTS' MARKET

ACTION

Action can happen directly by institutions or by representatives. Actions such as attendance, membership or participation in a program. Some actions can be determined in daily life activities

as practice and culture. Action is not necessarily influenced by the response and reaction. It may also be influenced by the action of the consciousness, which is done without thinking about cause and effect. In the context of medicinal plants' market, community participation can be understood through their daily life activities, such as:

1. Medicinal plant utilization pattern;
2. Methods of the usage of medicinal plants;
3. Harvesting pattern; and
4. Medicinal plants' marketing approach.

RESPONSE

The reaction is a more subjective nature. It involves thoughts, ideas and emotions and tendencies, and drives to perceptions. It can influence the actions and reactions. Instead, individual's attitude is inferred from his or her judgements (Pretty et al. 2003). In the context of medicinal plants' market, community participation can be understood through their perceptions of several issues, such as:

1. The important of medicinal plants and its market;
2. The purpose in selling medicinal plant;
3. Medicinal plants values;
4. Perception on the safety in using medicinal plants' practice;
5. Perception on conservation of medicinal plants; and
6. Awareness in medicinal plants' issues.

REACTION

Reaction is how people *react* to something expressed through their with behaviour. It is an actual *response* to some foregoing *action* or stimulation. In the context of medicinal plants' market, community participation can be understood through how they behave on to medicinal plants' market, such as:

1. Continuous participation;
2. Recommendations for improvement;
3. Continuous support;
4. Persistent cooperation;
5. Make changes;
6. Improve; and
7. Willingness to engage.

GOVERNANCE RESPONSE TOWARDS THE COMMUNITY PARTICIPATION IN MEDICINAL PLANTS' MARKET

PLANNING

Planning is a complicated process. Either its top down or bottom up, good governance is the key. Community participation in the planning of projects or programs is an important tool in ensuring beneficiaries' concerns and needs. The participation of the public is to ensure the local issues and the needs of the local people are addressed (Dasimah and Oliver 2009). In the context of medicinal plants' market, authority must response to the community attitudes to determine better management for the market. The authorities should understand the importance of medicinal plants' market space to the urban community and why it must be managed properly. In the formulation of policy, the authorities should also identify, what is the community's interest in the market, the current status of the market and how people want it to be like. Effective public participation will increase the level of co-operation between planning authorities and public to achieve planning goal which will benefited both sides. Planning process ends with policy that is agreed by all parties in the governance.

IMPLEMENTATION

In implementing the policies that have been established on mutual agreement, it is usually done in the inter-partnership or community base. For programs that involve the government as the executor, the community needs to be addressed accordingly. This is why actions, responses and reactions of community, especially those occurring in everyday life should be understood as a whole, so that the implementation of a planned program will be carried out efficiently. For an example, instead of introducing new species, it is better for the authority to provide funding for the high value medicinal plant product to be promoted or produce systematically.

ENFORCEMENT

Enforcement of policy should be made jointly by the authorities and community members. Therefore, in the planning process, some criteria such as their willingness to participate, level of awareness and

thought should be taken into account. For example, in enforcing regulations to conserve medicinal plants, the authorities need to understand the level of understanding and awareness among the community about the extinction of species and the importance of conservation.

REVIEW

Community attitude need to be reviewed over time to identify the impact of a program. The authorities should be more sensitive to changes in the community attitude. For example, when a community believes that the extinction of medicinal plants is not an important issue, then something must be done to change that perception and mind set. This has to be included in the next planning design.

CONCLUSION

Medicinal plants' market in the urban area belongs to the community and it is the responsibility of the authority to design a good governance to meet community's need. Two-way interaction between authority and community is important to ensure effectiveness of governance to fulfil both parties' needs for the medicinal plants market. As for community, they voice out their needs through attitude by giving response, reaction and action. While the authority has to take into account the community's attitude to design a suitable policy in planning, implementation, enforcement and reviews for better management that achieve both needs for the current and for the future. The next question is whether the community is willing to make a commitment in governance? And, is the authority ready to have the community as their administrative partner transparently?

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