

**Strategies for Cultural Capital Potential
Development to Promote Tourism for Creative
Economy of Angthong Province, Thailand.**

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— *Review of* —
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— *Research* —

ABSTRACT

The research objectives was to propose strategies for cultural capital potential development to promote tourism for creative economy of Angthong province. Research process were divided into 2 steps; 1. A study of cultural capital potential development to promote tourism for creative economy of Angthong province, qualitative research methodology was applied by using field study to collect data (in-depth interview, non-participatory observation, focus group discussion, and documentary analysis). Data was analyzed by content analysis. 2. A proposal of strategies for cultural capital potential development to promote tourism for creative economy of Angthong province, participatory action research methodology was applied. Data was collected from focus group discussion of key-informants and stakeholders to analyze internal and external factors that affect strategies for cultural capital potential development to promote tourism for creative economy of Angthong province.

The main findings were :

1. There were sustainable cultural capital in Angthong province potential in promoting tourism for creative economy variously.

2. There were 2 main strategies for cultural capital potential development to promote tourism for creative economy of Angthong province;

Strategy 1 Study and develop cultural capital potential in communities to promote tourism for creative economy.

Strategy 2 Create opportunity, promote, support, encourage and facilitate cultural capital potential development in communities to promote tourism for creative economy of governmental and non-governmental agencies, organizations, institutes.

Keywords: cultural capital potential, promote tourism, creative economy.

Significance and background of research problem

Tourism industry plays a very important role to economic and social stability of Thailand. Thailand gains the highest grossing from tourism and tends to be increasing in the future. (Tourism Authority of Thailand, 2008) The major tourism resource can be divided into 2 types; natural resource and cultural resource. Thailand has numerous of the 2 types of tourism resources which is rich of natural and cultural value, and Thai people hospitality as well. (Amornrat Wongpeng, 2009, April 4)

Thailand has cultural heritage which reflects the unique of the country. The heritage was descended up to the present and shows honor of the country. Moreover, it is implemented to enhance spirit, economy and society which results in development and stability of economy, society and politic of the country. Prawes Wasi (2004, pp.13-20) pointed that if people comprehend the meaning of culture in term of life culture, they are able to conclude attribute of culture, that is culture can distribute income and strengthen economy. This is Thai's advantage. Economy and culture should be considered as relevancy because form of current economy is still cluster hence, culture can have a major role in income distribution in the future.

Angthong province is the central, located between 2 rivers; Chao Praya River and Noi River, with rich soil and water. In addition, it is closed to Ayutthaya ,which was capital city 400 years ago, therefore the social and arts culture is flourishing. The culture from each communities is continuously accumulated, developed and inherited. The diversified culture capable of being developed into tourism resource however; the cultural capital cannot be fully used for cultural tourism as it should. Hence, the study of cultural capital potential, problems, developmental requirements and guidelines to progress cultural capital potential is important. The study can be proposed as guideline for cultural capital potential development for creative economy of Angthong province. Moreover, it will create positively impact on economic, social and culture development then income will be made and become foundation for communities in Angthong Province.

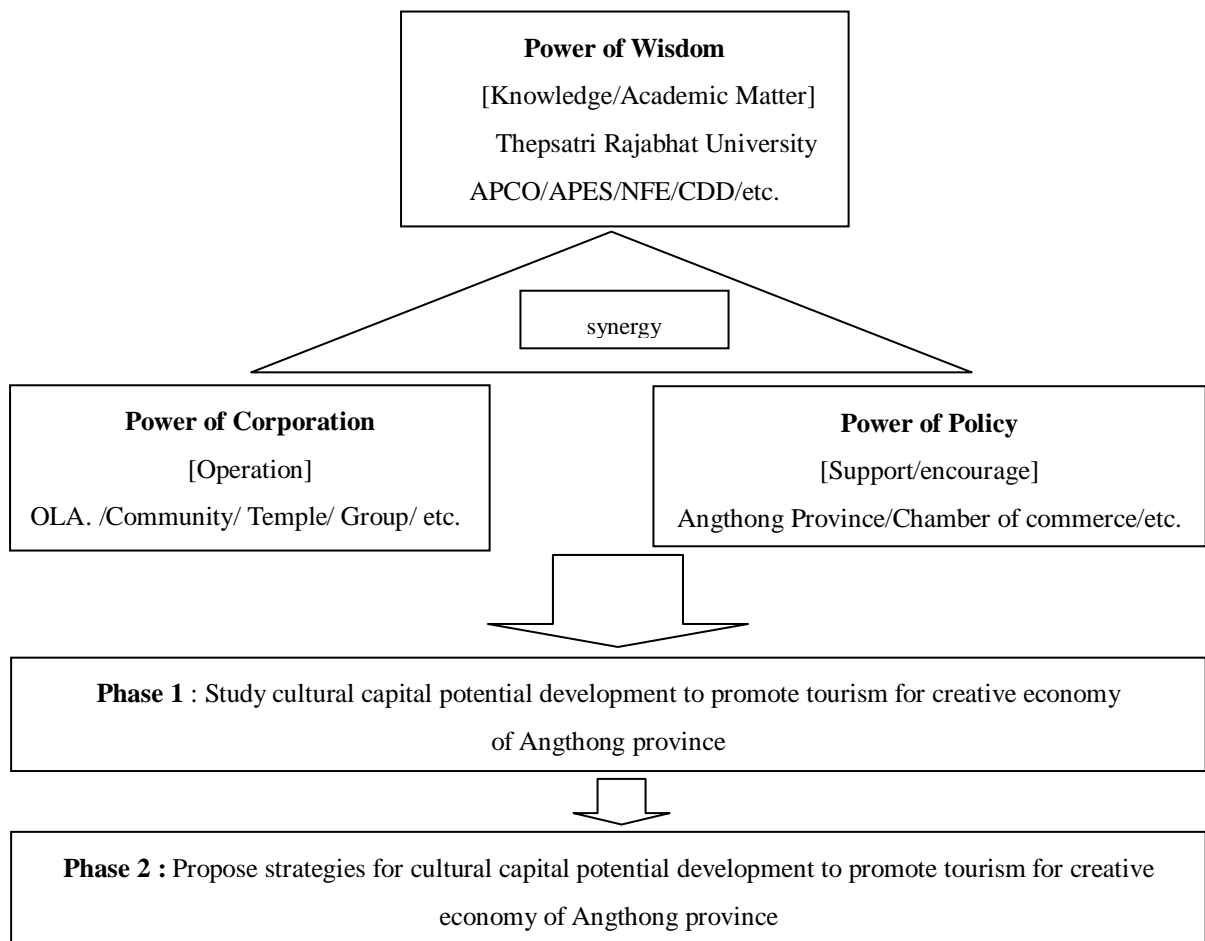
Research objectives

To propose strategies for cultural capital potential development to promote tourism for creative economy of Angthong province including 2 sub-objectives as follows;

1. To study cultural capital potential development to promote tourism for creative economy of Angthong province.
2. To propose cultural capital potential development to promote tourism for creative economy of Angthong province.

Methodology

The major objective of the research was to propose cultural capital potential development to promote tourism for creative economy of Anghong province by applying quantitative research, qualitative research and Participatory Action Research (PAR) to conduct the research.



Data collecting can be concluded as follows;

Research objectives	Key-informants/data source	Data collecting method
<p>1. To study cultural capital potential development to promote tourism for creative economy of Anghong province.</p>	<p>1. Key informants are savants, community leaders (official and leader by nature) from cultural source with high potential in promoting tourism for creative economy of Anghong province. 2. Documents (official and unofficial)</p>	<p>qualitative research methodology was applied by using field study in cultural source with high potential in promoting tourism for creative economy of Anghong province. The data collecting methods are as follows;</p> <ol style="list-style-type: none"> 1. In-depth interview 2. Non-participatory observation 3. Focus group discussion 4. Document study
<p>2. To propose cultural capital potential development to promote tourism for creative economy of Anghong province.</p>	<p>1. Key informants are savants, community leaders (official and leader by nature) 2. Stakeholders are from three synergy that develop cultural capital potential for promoting tourism for creative economy of Anghong province. The three synergy are;</p> <ol style="list-style-type: none"> 2.1 Power of wisdom (Educational Institute, Tourism Authority of Thailand and relevant institute) 2.2 Power of cooperation (Local Administration Organization, institutes and non- governmental sectors) 2.3 Power of policy (Executive in provincial level from several institute and non- governmental sectors) 	<p>Participatory action research (PAR) methodology was applied by focus group discussion from key-informants and stakeholders to</p> <ol style="list-style-type: none"> 1. Do SWOT analysis 2. Propose strategies for cultural capital potential development to promote tourism for creative economy of Anghong province by TOWS matrix.

Research conclusions

1. Strategies for cultural capital potential development to promote tourism for creative economy of Angthong province; Angthong has high cultural capital potential development to promote tourism for creative economy that is,

1.1 Angthong is “Abundant rice farm” province and also historical and civilization source of Thailand as reflect from province’s slogan.

1.2 Angthong villagers’ way of life has scent of Siam culture in the boat transportation era. Houses and agriculture are near river and most villagers have faith in Buddhism.

1.3 Angthong’s folk wisdom has high cultural capital potential development to promote tourism for creative economy, for example;

1) Thai style building: most villagers in Angthong province usually build house with high space under a house because of its multipurpose. Moreover, relatives usually build houses close to one another.

2) Rice farming is Angthong villagers’ way of life. There were several beliefs, traditions and rites concerning rice farming and some still remain until now.

3) Weaving : folk wisdom that use natural resource as equipments /utensils. The weaving pattern and format are well developed, more elaborate and become valuable handicraft.

4) Dessert called “Kaysorn Lamjiak” or “Roast pancake wrap candied coconut” is famous dessert of Wiset Chaichan district. Besides Kaysorn Lamjiak, there are many kinds of delicious dessert.

5) Pad Thai and local food : Chaiyo district is famous for delicious Pad Thai because of using coconut sugar. Besides Pad Thai, there are many kinds of delicious dishes.

1.4 Most of tourist attraction in Angthong are historical places. Most are temples which is historic. More than clean and artistic 200 temples are in Angthong province.

1.5 Performing arts : Folk songs and Like; Siamese opera, are originated at Angthong Province.

2. Strategies for cultural capital potential development to promote tourism for creative economy of Angthong province, consists of 2 strategies ;

Strategy 1 : Study and development of cultural capital potential in communities all over Angthong province to promote tourism for creative economy.

Goal: Sustainable happiness and peacefulness community and prestige of villagers.

Key products: 1. Create understanding way of life’s importance and value.

2. Create love/pride among communities/nation and strengthen culture.

3. Being basis of knowledge for application/apply to way of life at the present or in the future.

4. Being source of learning order to conserve wisdom heritage for communities.

5. Being cultural tourism attraction which is able to exchange knowledge, understanding and income.

6. Apply folk wisdom to develop products and service (OTOP) or develop into community business and create income.

Key activities: Study and collect all types of way of life (dwelling, eating, living) (from past to present)

1. Honor, publicize wisdom of good person and intellect broadly and sustain welfare.

2. Create activities for various kinds of knowledge, wisdom and way of life, for instance; community learning centers, schools/camps or publish learning materials.

3. Organize way of life and local culture museum to show way of life and wisdom through utensils of community.

4. Renovate/maintain landmark and continuously create activities.

Strategy 2: Create opportunity, support, encourage and facilitate for cultural capital potential development in communities all over Angthong province and to promote tourism for creative economy of governmental and non-governmental agencies, organizations, institutes.

Goal: Governmental and private agencies, organizations, institutes; Local Administration Organization, provincial level organizations and institutes, national level organizations and institutes, and non government organization, aware the importance of policies/plan/project/budget for cultural capital potential development and tourism for creative economy.

Key products: 1. Communities study capital and cultural capital potential in communities by study and collect all kinds of way of life (dwelling/eating/living)

2. Create love/pride among communities/nation and strengthen culture.

3. Being basis of knowledge for application/apply to way of life at the present or in the future.

4. Being source of learning order to conserve wisdom heritage

for communities.

5. Being cultural tourism attraction which is able to exchange knowledge, understanding and income.

6. Apply folk wisdom to develop products and service (OTOP) or develop into community business and create income.

Key activities: Create opportunity, promote, support, encourage and facilitate “explosion from within” to promote cultural capital potential development in communities by;

1. Constantly and seriously promote and develop capital and capital potential/wisdom.

2. Organize groups or community business to develop capital and capital cultural potential/wisdom from each groups.

3. Organize activities and constantly carry on culture and wisdom.

4. Organize shops selling products from culture, wisdom and others communities.

5. Organize museums or culture and wisdom learning center in community.

6. Provide cultural or agricultural tourism services according to community’s potential, for example; agricultural tourism, young tour guide, accommodation, home stay.

Research discussion

1. Anghong province has plenty of cultural capital potential to promote tourism for creative economy. Prawet Wasi (2004, pp.13-20) points that if the meaning of culture in term of life culture is well comprehended, it is able to be concluded in 8 points; 1) diversity and decentralization; culture is diverse according to diversity of local community. If culture is appreciated, its unique needs to be promoted. Moreover, promoting culture is another way to develop democracy. 2) Income distribution and economy strengthening; culture and economy should be linked since culture has an important role in distributing income. 3) Encouraging fame of local community and culture; community’s folk wisdom is deep-rooted for ages. Hence, if culture is appreciated, local community will be prestige then the whole country will be happy. 4) Integration; culture associate to integration in all dimensions. It is responsibility of everybody in community or society. There are belief, value system and participation. 5) Creating harmony and sustainability; culture is integrated and deep-rooted therefore; culture is directly associate to human in

physical and mental, society and environment. 6) Mental and spirit direct development 7) Encouraging strength of society; determined society can balance power and revive morality. Culture is a tool to encourage social strength because culture is community. 8) Morality maintenance.

2. Strategies for cultural capital potential development to promote tourism for creative economy of Angthong province; Strategy 1 Study and develop cultural capital potential in communities to promote tourism for creative economy; the goal is to peacefulness, sustainability and honor of everybody in community by organizing key activities-study and collect all ways of life which is concerned to an act in Constitution of the Kingdom of Thailand B.E. 2550 section 73, states that “ *Every person shall have a duty to ...protect, preserve and pass on the national arts and culture and local wisdom and conserve natural resources and the environment*” and section 66 states that “ *Persons assembling as to be a community, local community or traditional local community shall have the right to conserve or restore their customs, local wisdom, arts or good culture of their community and of the nation*”. Those sections show that capital and cultural capital potential development are “right” and “duty” of persons and “communities” which is “owner of culture”. Persons need to learn, understand and develop capital and cultural capital potential of themselves by “explosion from within” which will impact to the independence, constant and sustainable development. These will affect higher standard of living as well.

3. Strategies for cultural capital potential development to promote tourism for creative economy of Angthong province; Strategy 2 Create opportunity, promote, support, encourage and facilitate “explosion from within” to develop cultural capital potential in communities by emphasizing on governmental and non-governmental agencies, organizations, institutes. In addition, policies/plans/projects/budgets that are used to develop capital and cultural capital potential and tourism for creative economy, need to be realized. It is concerning legislation in Constitution of the Kingdom of Thailand B.E. 2550 section 290, states that “*a local government organization has powers and duties in connection with the promotion and maintenance natural resources and environment in the area of the locality...*” and related to the Tambon Council and Tambon Administration Organization Act B.E. 2537 especially in (5) *promote education, religion and culture* and (8) *maintain art, customs, local knowledge and local culture* and (18) *promote sport and customs local community*.

Moreover, it is relevant to an act in Constitution of the Kingdom of Thailand B.E. 2550 section 80 states that “*The State shall pursue directive principles of State policies in relation to Social Affairs, Public Health, Education and Cultural Affairs in*

(6) *“promote and support fraternity and learning and implant attentiveness about and disseminate arts, culture and traditions and customs of the nation, including decent tastes and local knowledge”*

It refers that the state has to effectively sustain the success of capital and cultural capital potential. The state has to create opportunity, promote, support, encourage and facilitate local administrative organizations and community/ local communities are able to develop capital and cultural capital potential as “owner of culture” by properly organizing plans, projects and budgets.

Research suggestions

1. Suggestion for research application

Since culture and cultural capital potential is not only “right” but also “duty” of community/local community as “owner of culture”. The owner needs to learn, comprehend and develop capital and cultural capital potential by “explosion from within” then the community will be constantly and sustainably independent. Furthermore, people in community would be pleased and happy so relevant institutes and organizations should;

1.1 Create comprehension to people/community/local community extensively and thoroughly to cooperate in developing capital and cultural capital potential as “owner of culture” by emphasizing on network and people participation. The ideal is to develop closer capital and cultural capital potential before expanding.

1.2 Create comprehension to local administrative organizations in order that they are able to sustain people/community/local community to successfully and efficiently develop capital and cultural capital potential. The organizations and institutes have duty and responsibility to determine policies, plans, projects, allocate budgets and support related matters for instance, personnel, academic matters, building, material or equipments.

2. Suggestion for the following research

2.1 Do database, navigated map or directory of cultural capital potential and local folk wisdom in each areas. All those need to be correct, accurate and complete so they are easily to access.

2.2 Develop and further products of cultural capital potential, folk wisdom and important policies or projects of country.

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