

The Knowledge Management of the Language and Cultural Diversity of Phetchabun Province

Samran Tao-ngoen
Phetchabun Rajabhat University, Thailand

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ABSTRACT

This research aims to study the diversity of languages and cultures of various ethnic groups who had settled in Phetchabun province and knowledge management, languages diversity and cultural diversity of the ethnic group to conserve and preserve the diversity of language and culture and ethnic identity in Phetchabun province. The results showed that after the knowledge management of the language and culture of the various ethnic groups in Phetchabun province by sharing and exchange knowledge and learning to gather information and prepare a set of knowledge of the language and culture of the various ethnic groups. It causes a collaboration of various ethnic groups to learn from each other to exchange the knowledge of the various ethnic groups in ethnic knowledge management system in each ethnic group by using the database languages and cultures of various ethnic groups in Phetchabun province for the resources of the various ethnic groups in order to contribute to the conservation and restoration of the language and culture of the ethnic groups themselves effectively.

Keywords: Knowledge Management, Language Diversity, Cultural Diversity.

INTRODUCTION

Globalization in the present day is causing rapid change in economic and social International politics and this change has greatly influenced modern culture. Nowadays communication has no boundaries and there is both danger and the risk of losing the language of minority groups. Krauss (1992) affirm that out of these 6000 languages in the world today, many are themselves in stages of endangerment and extinction. The potential loss of these languages still exists and many are under threat. Additionally, Tehan and Nahhas (2007) suggest that out of the 6000 languages in the world, 50 to 90 percent of endangered languages will become extinct aside from the number of the existing dialects. Hence, there is an imperative need for language documentation, new policy initiatives. The cultural heritage, identity, and population size of people speaking these endangered languages have been decreasing in the ethnolinguistic diversity in the world.

Language loss is not merely a loss of language itself, but a loss of traditional way of life, ethnic identity, and confidence in livelihood (Suwilai et al., 2004). This is in line with an interview expressed by Kamnan Chern Phanphai, an ethnic Chong, who emphasized a linguistic endangerment affecting cultural loss. "In the old days,

children spoke their native tongue. When Standard Thai was used as a medium of instruction, children were prohibited from and punished for using Chong in school. The result was that Chong children were not interested in their language and culture. They took up cultures from the outside world”, said the former Kamnan

There are other topics of discussion found in this investigation. It is necessary for the way to conservation and heritage of diversity of language and culture of the various ethnic groups in Phetchabun province to promote for everyone to appreciate the value to maintain their ethnic identity of their own language and culture to build understanding and confidence among the members of each ethnic group and promote to public and private sector, primary and secondary schools, should raise awareness to points out the importance of the ethnic identity of their own ethnic to students. In addition, should settle the cultural center of the ethnic group school and should develop the local curriculum in language and culture of the community for using in learning and teaching.

In Phetchabun province there are also diversity languages which are languages of ethnicity more 10 languages, it is value of social, history, wisdom and knowledge of human in Southeast Asia. Thai language is only standard language and official language which teaching and learning in school, communicate in over all social and mass media. The language group in Phetchabun at least 3 languages in which language crisis in order to disappear in this era consist of Nyah Kur language (Chaobon), Lao Phuan, Lao Krang in the crisis language, the community is weak to conserve their languages.

So, knowledge is an important thing in every step of human life, and valuable in every organization. Consequently, educational Institutions are the places where everyone has to attain and build upon knowledge. Knowledge Management as the role model for individuals, groups and organizations. Knowledge Management is an instrument for tapping the inherent potential. It is useful in many dimensions by drawing forth tacit knowledge in human beings, construct, and apply knowledge and experience for knowledge or innovation, and store it as information source which could be accessed by the persons from different channels organized by organizations so that existing knowledge would be applied in developing work, human endeavours, and organization (Chantarasombat. 2010).

According to the need and important of language diversity, the group of researchers focus on participation action research to study language diversity of Phetchabun province to the source of study, conservation of language diversity of ethnicity by multilateral learning. The objectives to study to the diversity of languages and cultures of various ethnic groups who had settled in Phetchabun province and knowledge management, languages diversity and cultural diversity of the ethnic group to conserve and preserve the diversity of language and culture and ethnic identity in Phetchabun province.

OBJECTIVE

The research objectives of “The Knowledge Management of the Language and Cultural Diversity of Phetchabun Province” were to study the diversity of languages and cultures of various ethnic groups who had settled in Phetchabun province and knowledge management, languages diversity and cultural diversity of the ethnic group to conserve and preserve the diversity of language and culture and ethnic identity in Phetchabun province.

METHODOLOGY AND PROCESS

The research objective were to study the diversity of languages and cultures of various ethnic groups who had settled in Phetchabun province and knowledge management, languages diversity and cultural diversity of the ethnic group to conserve and preserve the diversity of language and culture and ethnic identity in Phetchabun province. Thus, the research methodology covered both quantitative and participatory action researches.

The population for quantitative research the people living in Phetchabun Province. It covered 11 districts with 996,031 people and 309,206 households (Department of Provincial Administration, 2010). The samples used in this study are 400 ethnicity people in 11 districts of Phetchabun Province using the value replacement formular of Taro Yamane. The random sampling in this study is the nonprobability sampling, convenience sampling.

Most of the data collection took place, as local people, Thai Lom, Hmong tribe, Lisu tribe, Yao tribe, Lahu tribe, Chinese people, Nyahkur (Chaobon) people, Lao Phuan people, Lao Gao people, and Lao Khrang as a conceptual framework for research on knowledge management process in 7 steps which are knowledge research, knowledge creation and knowledge searching, knowledge management of the system, knowledge processing and screening access to knowledge, sharing and exchange knowledge and learning.

A community survey technique with questionnaire was selected to be available for a quantitative research. The questionnaire was constructed by the researcher and consisted of 3 parts as the following: 1) a data base on each person 2) the linguistic repertoire of each person and 3) language attitudes, divided into two parts: attitude toward their language and attitude toward their ethnic group. On the other hand, the research instruments for participatory action research were documentary and participatory action conference of local leaders and people on knowledge management of languages diversity and cultural diversity. However, the details of participatory action conference could be presented as concept of participatory action conference, target groups of participatory action conference, question for participatory action conference, and operation of participatory action conference.

All information from various sources; documentary, in-depth interview and focus group discussion, was analyzed by using qualitative content analysis. The knowledge management, languages diversity and cultural diversity of the ethnic group to conserve, promote language, collective language, geographical language, conduct the language learning center in community.

RESULTS AND DISCUSSION

The results of this knowledge management of the language and cultural diversity of Phetchabun province were:

1. Central Thai language
Central Thai language spoken in Phetchabun because most of people came from the central region consist of Muang Phetchabun, Nong Phai Bueng Sam Phan, Wichian Buri and Sithep district.
There are 21 consonant sounds.
2. Isan language
Isan language spoken in Phetchabun because of people came from northeast region consist of Khonkhen, Loei, Chaiyaphum Province in Nam Nao, Nong Phai, Wichian Buri district.
There are 20 initial consonants and 9 final consonant sounds.
3. Lom language
Lom language spoken in Lom Sak, Lom Kao and some area of Nam Nao district because of people came from Vientian, Laos.
There are 20 consonant sounds.
4. Lao language
There are 3 group of languages are Lao Phuan, Lao Ngaew and Lao Krang. The people came from Chieng Khwang, Luang Phra Bang, Laos because of civil war and would like to settled. Lao Phuan, Lao Ngaey and Lao Krang are spoken in the southern part of Phetchabun Province between Phichit and Lop Buri Province.
There are 20 initial consonant.
5. Chinese language
Chinese languages spoken in Phetchabun consist of 5 language are Teochew, Hakka, Hainanese, Cantonese and Hokkien. Especially in merchant town. Because of Chinese people mostly came from Fujian and Guangdong, began arriving in Ayutthaya by at least the thirteenth century.
6. Nyah Kur language (Chao Bon)
Nyah kur language spoken in Nong Wai village in Wichian Buri district, Wang Ri village, Sai Thong village in Nong Phai district, Dong Mun Lek village in Mueang Phetchabun, Mook To village in Khao Kho district, Nam Chun Yai village in Lomsak district, and Lao Perm village in Lom Kao district, it is original language of Phetchabun people.
7. Hmong language
There are 2 Hmong languages which are Green Hmong, White Hmong in Phetchabun Province.
Green Hmong spoken in Saliang Haeng village, Lao Lue village in Khao Kho district and Cho Wo Nuea village in Lom Kao district.
White Hmong spoken in Khek Noi sub-district, Khao Kho district.
8. Mien language
Mien language spoken only in Phet Dam village, Khao Kho district.
9. Lisu language
Lisu language spoken only in Phet Dam village, Khao Kho district.
10. Lisu language
Lahu language spoken only in Phet Dam village, Khao Kho district.

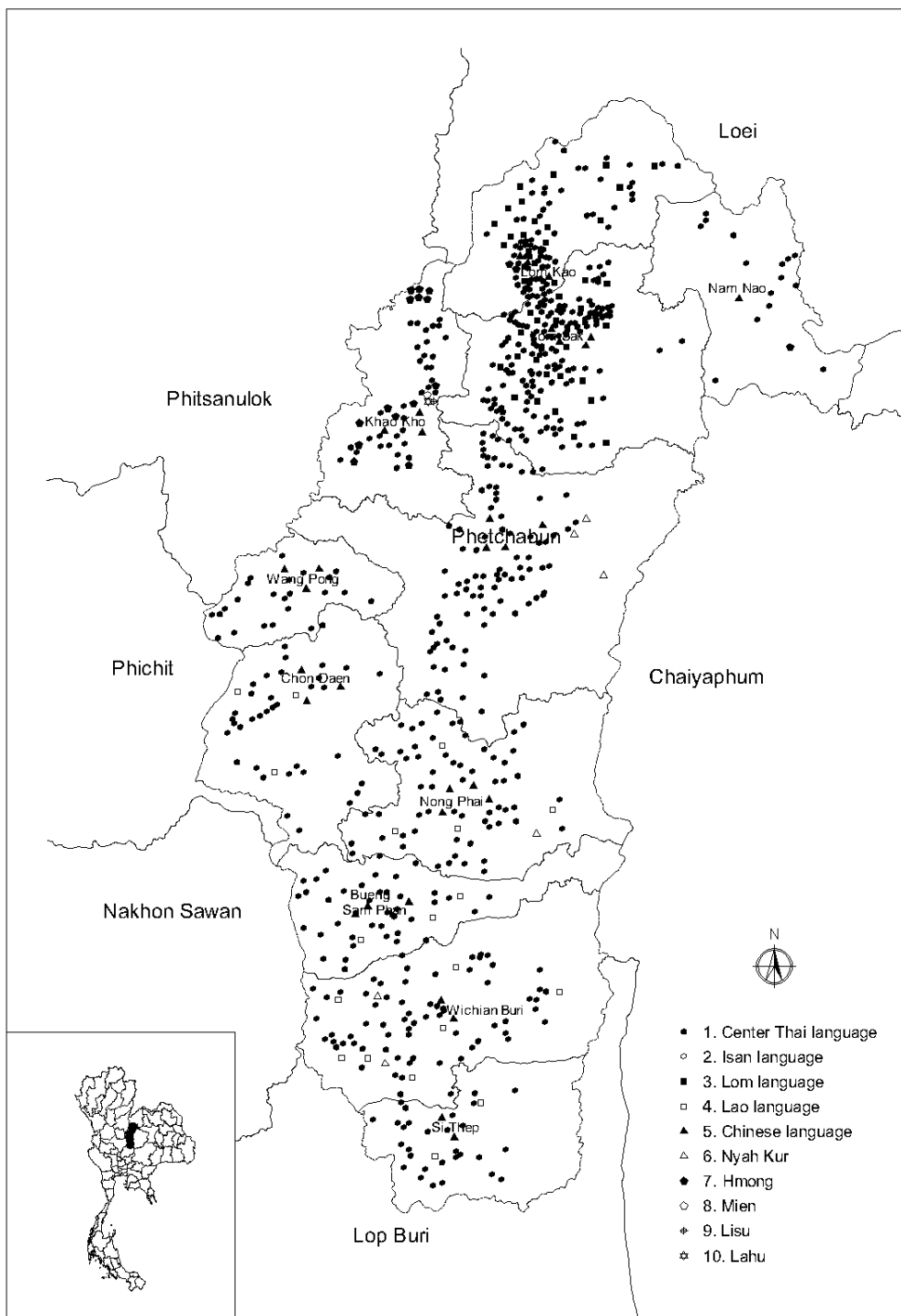


Figure 1: Language diversity of Phetchabun Province, Thailand.

Phetchabun province has diversity of language of various ethnic groups, Central Thai language spoken in Phetchabun used as a medium of instruction and daily communication among its citizens, organizations, and mass media. However, not many people know that there are other ethnic minority languages with distinct identities and exclusively used among the ethnic groups. These languages are scattered throughout the province and many of them are endangered with a great risk of being extinct in the future. One reason for their probable extinction is an influx of foreign cultures, particularly mass communication that directly impacts the maintenance of these languages, their cultures, ways of life, and language use. The worst future scenario is that these languages become moribund and extinct, despite Thailand being rich in linguistic, cultural and ethnic diversity.

The long cultural and linguistic diversity is regarded as the history of Southeast Asian peoples. It is particularly so for the linguistic and cultural background of a small ethnic group called Nnah Kur or Chao Bon. Historical and linguistic evidence indicates that this group is descendants of the ancient Mon in the Dvaravati Period dating back over a thousand years ago. The Nyah Kur people, who live in present-day Thailand. It is known as Chao Bon in Thai. Nyah Kur is spoken by a few thousand people in the central and northeastern provinces (Sidwell, 2009). According to Premsrirat (2002), there are 4,000 to 6,000 speakers of Nyah Kur, the vast majority living in Chaiyaphum Province. The northern dialects of Phetchabun Province are highly endangered.

Studies have found that after conducting research by sharing the learning, search the common problem and ways to solve the problem or to develop a consensus as a community to collaboration solutions to reduce the impact of development on the language diversity and cultural diversity. The researcher served as unfavorable researcher or lecturer with the community's residents. The community is thinking and involved in the work from the start of the project till completed the final step in the evaluation by focus on the community as a reason for his thinking and use knowledge to solve problems, encouraging the community to share knowledge to practical development communit by operation resulted in the different ethnic groups to show the importance of building social capital and culture to engage in learning together to lead the social and cultural capital, strengthening the community and bring their own identity and the identity of ethnic groups used to advantage to develop a cultural local knowledge to develop or build from the past to maintenance.

The results showed that after the knowledge management of the language and culture of the various ethnic groups in Phetchabun province by sharing and exchange knowledge and learning to gather information and prepare a set of knowledge of the language and culture of the various ethnic groups. It causes a collaboration of various ethnic groups to learn from each other to exchange the knowledge of the various

ethnic groups in ethnic knowledge management system in each ethnic group by using the database languages and cultures of various ethnic groups in Phetchabun province for the resources of the various ethnic groups in order to contribute to the conservation and restoration of the language and culture of the ethnic groups themselves effectively.

CONCLUSION AND RECOMMENDATION

After the knowledge management of the language and culture of the various ethnic groups in Phetchabun province by sharing and exchange knowledge and learning to gather information and prepare a set of knowledge of the language and culture of the various ethnic groups. It causes a collaboration of various ethnic groups to learn from each other to exchange the knowledge of the various ethnic groups in ethnic knowledge management system in each ethnic group by using the database languages and cultures of various ethnic groups in Phetchabun province for the resources of the various ethnic groups in order to contribute to the conservation and restoration of the language and culture of the ethnic groups themselves effectively.

The further research should be study the construct of sustainable social knowledge of the language and cultural diversity of Phetchabun province, in a multilateral way to create data base of the diversity of language and culture of the various ethnic groups that were settled in Phetchabun province which the cooperative of various ethnic groups in Phetchabun province in kanguage and cultural activities to revive the interest and readiness of each community, strengthen the capacity and technical skills to manage the diversity of language and culture of all organization which involved in Phetchabun province to conserve and preserve the diversity of language and culture as well as the identity of the various ethnic groups in Phetchabun province.

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