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Cooperation Integration to Drive Cultural Capital of Nakhon Nayok Province

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Abstract: The objectives of this research are: to explore the cultural capital of Nakhon Nayok Province which must be inherited, preserved and developed as a cultural tourist destination, to study the integrated cooperation to preserve, conserve and develop cultural capitals as cultural tourist attractions and to develop a model for integrating cooperation for driving cultural capital of Nakhon Nayok Province. The research applied a mixed method of quantitative and qualitative. The questionnaires were distributed to the respondents for gathering quantitative data. The population of this research were the people in 3 districts of Nakhon Nayok Province which were Mueang, Pak Phli and Ban Na and the samples were 400 people selected from each district which were 1,200 people in total. The interview was conducted with 30 key informants for gaining qualitative data. Descriptive statistics included number, percentage, mean and standard deviation were used to examine the quantitative data. The qualitative information was confirmed for accuracy. According to the research, it was found that: cultural capital in the communities of Nakhon Nayok Province needed to inherit, conserve and develop as cultural tourist attractions, overall result was at a moderate level ($\bar{x} = 2.89$). Looking into each district, Pak Phli showed highest level ($\bar{x} = 3.54$), followed by Muang ($\bar{x} = 2.65$) and Ban Na ($\bar{x} = 2.49$), respectively.

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INTRODUCTION

“Education, art and culture are creative works leading to intellectual and spiritual development, these are the indispensable components of all other aspects of prosperity and are important factors helping us maintain our Thai being forever”, the royal speech of his majesty

king Rama IX at the graduation ceremony of Silpakorn University at Wang Thapra on October 12, 1970 (Fine Arts Department, 2513 as cited in Araya Singsawat, 2552). According to the speech, it clearly indicates that Thai arts and cultures are essential for Thai being. They are not only a part of way of living of Thai people that worth conserving to next generations but also capital asset

that can provide economic benefit. The importance of preserving and conserving Thai culture is stated in Thai constitution and law: section 50 of the Constitution of the Kingdom of Thailand, B.E. 2560, the 20th Constitution of the Kingdom of Thailand, states that people have duties to cooperatively support and protect environment, natural resources, biodiversity as well as, cultural heritages. In addition, section 57 states that the state should conserve, rehabilitate and support local wisdom, arts, culture, customs that are good for the locality and the nation. The state is obliged to provide public spaces for cultural related activities as well as to promote and support people, communities and local government organizations to exercise their rights to participate in such activities. Hence, the Council of Cultural Affairs is established as enacted in section 13, 2010 National Cultural Acts, to facilitate and support preserving or rehabilitating customs, local wisdom, arts and culture. This is to be carried out with public civil society participation.

Sustainable development of the country on the basis of the community and nation's wisdoms is the significant concern for driving cultural capital. Focusing on public participation for gaining value from cultural asset and utilizing power from public, private sector, government agencies and institutions, it will help the country gain more value; changing from low-value services to high-value services (value added). Therefore, the driving of cultural capital is decentralized to various sectors known as civil states. Among this related organizations and sectors, the Council of Cultural Affairs responsible for driving cultural capital and local wisdom to the fullest benefit is highly essential agency. Creating value and increasing value of Thai cultural capital produce a product called Cultural Product of Thailand (Cpot) and these products are aimed to support and promote the country's economy.

Nakhon Nayok is the province not far from Bangkok and famous for natural tourism. It is rich in natural resources which are obviously their economic capitals. While they are promoting the use of natural capitals, the cultural assets are not focused despite Nakhon Nayok has cultural diversity which can be used to support their tourism industry. Having multiracial population, each race dwelling in Nakhon Nayok has its own unique history and culture, such as language, dress, food, housing, religious beliefs and traditions. There are areas that can be developed as cultural attractions in each district of the province. For instance, Donglakorn located in Muang District has an ancient city in the Dvaravati period with interesting archaeological sites as well as the historical antiquities and traditions. In addition, in Pak Phli and Banna districts also have cultural capitals to be developed for tourism; Thai Puan community in Pak Phli

District has a unique way of life; speaking Thai Puan dialect, wearing Thai Puan traditional dress, while Ban Na District has the typical traditions and history of the Mon people.

Receiving less attention than natural tourism, the diverse cultural capitals of NakornNayok are paid less attention and focus and they can be lost in the future due to lack of conservation and ignorance. Furthermore, Nakhon Nayok also could lose the opportunity to help people increase their income from cultural assets they have. Therefore, it is essentially important to study the model of integrated cooperation for driving cultural capital of Nakhon Nayok Province to develop cultural tourism which can be beneficial for people by generating income for communities and at the same time, the cultures in each area are constantly conserved.

MATERIALS AND METHODS

This research objective was to explore cultural capital of Nakhon Nayok Province that is necessary to inherit, preserve and develop as a cultural tourist destination, to study the integrated cooperation to preserve, conserve and develop cultural capitals as a cultural tourist attraction of Nakhon Nayok Province and to develop a model for integrating cooperation for driving cultural capital of Nakhon Nayok Province. The research conceptual framework as shown in Fig. 1.

This research, the cooperation integration for driving cultural capital of Nakhon Nayok Province, applies a mixed method of quantitative and qualitative.

Population and sample: The population of this research is the people in Mueang District, Pak Phli District and Ban Na District, Nakhon Nayok Province and the samples were 400 people selected from each district which were 1,200 people in total.

In qualitative research, the key informants included the chairman of the provincial Cultural Council, committees of the Council of Culture, representatives of relevant government organizations, community leaders, private sector representatives from 3 districts: 30 people

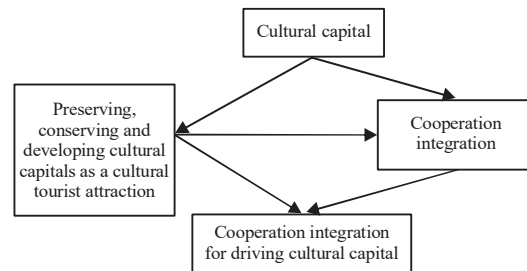


Fig. 1: Conceptual framework

from Muang District, 30 people from Pak Phli District and 30 people from Ban Na District, a total of 90 people.

Research tools: Research tools used in quantitative research was a questionnaire and interview for qualitative research gathering data as the following details.

Quantitative research; the tool used was a questionnaire divided into 5 parts with details as follows:

Part 1: Questionnaire for gathering general information of the respondents including gender, age, education level, income and length of stay in Nakhon Nayok Province.

Part 2: Questions for gathering information about cultural capital in respondent communities.

Part 3: Questions for gathering information about the integrated cooperation for driving cultural capital of the community which included these following aspects; cultural capital inheritance, conservation of cultural capital and the development of cultural capital.

Qualitative research: The tool used was an interview form containing 10 semi-structured questions about available cultural capitals, the need of communities to use such capitals, how to create added value to promote tourism for their communities. The cultural capitals are classified into 10 aspects as follows:

- Cultural capital in language
- Cultural capital for performing arts
- Cultural capital for products and machines
- Cultural capital in folk literature (Things conveyed by oral/written)
- Cultural capital in sports, Thai wisdom, sports and martial arts that is unique to the community
- Cultural capital in terms of customs, traditions, festivals and community beliefs
- Cultural capital in knowledge that reflects community engagement in the community
- Cultural capital in ancient sites
- Cultural capital of antiquities
- Other cultural capitals

All of these questions are open-ended allowing key informants freely describe their cultural capitals and ideas.

Confirming a model for integrated cooperation for driving cultural capital; the researcher has created a form asking respondents if they agree with the model established or not, they also can specify suggestions if any.

Confirmation of the model of integration of cooperation for cultural capital driving of Nakhon Nayok Province, to drive cultural capital to be effective The researcher used the data obtained from the collection of documents, literature, data from questionnaires. Information from the interview let's analyze and synthesize the overall picture to create a model for integrating cooperation in driving cultural capital of Nakhon Nayok Province. To drive cultural capital to be effective. After that, the created model was presented to confirm further opinions by using the form to confirm opinions towards the format in the meeting form confirmation There are questions like agreeing and disagreeing. If you disagree, state the reason. After that, the researcher brings it to the conclusion as a frequency value, to view comments and draw conclusions for further commenting on the created model.

RESULTS AND DISCUSSION

The results of the analysis of the integration of cooperation in driving cultural capital of Nakhon Nayok Province, Mueang District, Pak Phli District and Ban Na District, 400 persons each Muang District, found that 52.3% were female and 47.8% were male. Pak Phli District, found that 63.5% were female and 100 were male. 36.5 per each. Ban Na District found that 56.8% were female and 43.3% were male), classified by general information of the respondents, gender, age, education level, income and length of stay in Nakhon Nayok Province.

Cultural capital of Nakhon Nayok Province: Results of the cultural capital survey of Nakhon Nayok Province that need to inherit, conserve and develop as a cultural tourist attraction indicates as following: Cultural capital in the communities of Nakhon Nayok Province, overall result was at a moderate level ($\bar{x} = 2.89$). Looking into each district, Pak Phli showed highest level ($\bar{x} = 3.54$), followed by Muang District ($\bar{x} = 2.65$) and Ban Na District ($\bar{x} = 2.49$), respectively. Considering the result district by district, it was found that.

Muang District, overall result was at moderate level ($\bar{x} = 2.65$). Reviewing the results of each question asked, it was found that "cultural capital in traditions, festival and beliefs having value to community" was at highest ($\bar{x} = 2.99$), followed by "cultural capital in the form of chanting or ceremonial speech such as giving Kwan (good spirit) or asking for forgiveness and asking for blissing and etc. having value to community" ($\bar{x} = 2.97$) and "cultural capital in the type of metal utensils such as bells, candlesticks, betel utensil holders, betel leaf holders, trays and gongs having value to the

community ($\bar{x} = 2.19$), respectively. Pak Phli District, the overall result was at a high level ($\bar{x} = 3.54$). Reviewing the results of each question asked, it was found that: “cultural capital in terms of languages such as dialects, ethnic languages having value to the community” showed highest result ($\bar{x} = 4.29$), followed by “cultural capital in local food having value to community” ($\bar{x} = 4.10$) while “cultural capital of leather goods made from leather such as tanning and leather processing to be used as raw materials for the production of various leather goods having value to community” showed the least result ($\bar{x} = 2.36$).

Ban Na District, the overall result was at a low level ($\bar{x} = 3.48$). Reviewing the results of each question asked, it was found that: “cultural capital in terms of languages such as dialects, ethnic languages having value to the community” showed the highest result ($\bar{x} = 2.85$), followed by “cultural capital in Thai traditional medicine such as treatment of sicknesses, making and using herbs and traditional massage having value to the community” ($\bar{x} = 2.85$), followed by “cultural capital in traditions, festivals and beliefs having value to the community” ($\bar{x} = 2.78$) and “cultural capital of local food having value to the community” ($\bar{x} = 2.78$) while “cultural capital in making jewelry and gems having value to the community showed the least result ($\bar{x} = 2.11$).

Cooperation integration to preserve, conserve and develop cultural capitals as a cultural tourist attraction of Nakhon Nayok Province: The results of the analysis of cooperation integration in driving the community's cultural capital consisted of 3 aspects; cultural capital inheritance, cultural capital development and cultural capital conservation. The overall result was at moderate level ($\bar{x} = 3.02$). Reviewing into each district, Pak Phli showed highest result ($\bar{x} = 3.73$), followed by Mueang ($\bar{x} = 2.82$) and Ban Na ($\bar{x} = 2.50$), respectively. Looking at the details of each district, it showed as following:

Muang District, overall result was at a moderate level ($\bar{x} = 2.82$). Reviewing the results of each item, it was found that “cultural capital inheritance” showed the highest result ($\bar{x} = 2.90$), followed by “cultural capital development” ($\bar{x} = 2.85$) and cultural capital conservation ($\bar{x} = 2.72$), respectively.

Pak Phli District, overall result was at a high level ($\bar{x} = 3.73$). Reviewing the results of each item, it was found that “cultural capital inheritance” showed highest result ($\bar{x} = 3.78$), followed by “cultural capital development” ($\bar{x} = 3.72$) and cultural capital conservation ($\bar{x} = 3.697$), respectively.

Ban Na District, overall result was at a low level ($\bar{x} = 2.50$). Reviewing the results of each item, it

was found that “cultural capital inheritance” showed highest result ($\bar{x} = 2.57$), followed by “cultural capital conservation” ($\bar{x} = 2.49$) and “cultural capital development” ($\bar{x} = 2.45$), respectively.

Model for integrating cooperation for driving cultural capital of Nakhon Nayok Province: According to analysis result, the cooperation integration for driving cultural capital in Nakhon Nayok Province shows as following:

Continuation of cultural capital; the integration of cooperation is formed by linking activities and cooperation of two or more agencies or organizations together in order to drive activities effectively. These agencies and organizations included local administrative organizations, provincial and district Cultural Council, or associated organizations established by the community namely community enterprises, the chairman of the village fund at the sub-district and district level, etc. These organizations are to cooperate in organizing activities related to cultural capital, utilizing activities as for the sake of close and effective cooperation.

Conservation of cultural capital; conservation of cultural capital comprised of these components: the integration of cooperation in driving cultural capital is the integration of cooperation between two or more organizations, these organizations should be diverse in order to drive activities together for the benefit of communities and the integration of various organizations having different specialty allowing then to join together with the host organization and share related information needed for cultural capital conservation mission.

According to the findings of the study, there was an integrated cooperation for driving cultural capital in all three districts of Nakhon Nayok Province as evidenced by the following patterns: cooperation is established at a specific time when relevant organizations join forces to achieve their desired mission, the connective collaboration connects all activities, so that, they can be managed cooperatively and effectively and giving and receiving are interdependent cooperation that leads to integration for the development of cultural capital. The mentioned integrated cooperation above can be presented in Fig. 2.

The cultural capital targeted to promote as tourism attractions in each district of Nakhon Nayok Province are summarized in Fig. 3-5.

Confirming the cultural capital drive model: By distributing a summary of the results to the organizing committee of 30 people, it was found that the cultural

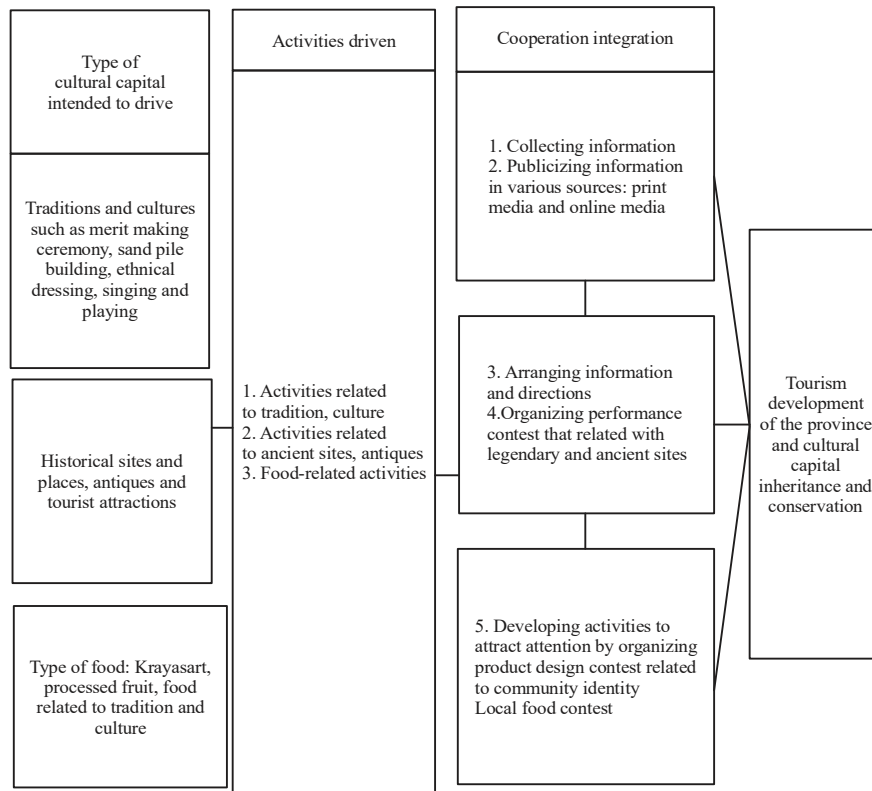


Fig. 2: Driving cultural capital model for Nakorn Nayok Province

capital drive activities helped to promote, preserve and inherit traditions and cultures and also help those interested in participating in the activities. this and also published to the online world. making the activities of tradition and culture known further. Also, encourage tourists to visit the nature of Nakhon Nayok province and also come to visit and participate in activities according to the traditions and culture of the community as well.

According to the research findings, the language cultural capital was discovered to be the most common cultural capital in three districts: Mueang District, Pak Phli District and Ban Na District in Nakhon Nayok province which has diversity in ethnic groups such as Lao Puan, Lao Wiang, Chinese and Mon. Traditions arose as a result of the presence of ethnic groups. Every district has an ethnic culture. The presence of various ethnic groups, fascinating traditions, cultures and rituals can be used to promote tourism. This finding is consistent with the study conducted by Thanapornphan^[1] explaining that cultural capital is one that can be used in economics by producing goods or services that have cultural implications. It also corresponds to Pattamasiriwat^[2] who said that cultural capital such as language and art, is abundant and is the pride of the people, allowing them to live together harmoniously. In addition, the result is

also consistent with the research of Ploychan^[3] who studied the cultural capital of the Hmong hill tribes and how they can use their ethnicity, dress, language, traditions and culture of the hill tribes to promote ecotourism.

The scarce cultural capitals in the community of these 3 districts of Nakhon Nayokis doing leather or making leather goods. There is no successor due to the way of life of ethnic groups which most of the people are Buddhists. The people avoid killing animals because they are compassionate and merciful to them. Instead, cultural capital is used to promote tourism and add value by emphasizing natural resource and wildlife conservation. This is consistent with the findings of Kotler and Turner^[4] who studied the concept of creative tourism and Richard^[5] who studied tourism patterns and discovered that the younger generation is interested in natural cultural tourism. Furthermore, It is also consistent with the viewpoint of Thalang^[6] who stated that people's lifestyles must take into account the ecosystem or environment and that they should not destroy animals or natural resources that must be preserved.

The study discovered that cultural capital inheritance is the most effective integrated cooperation for driving community cultural capital in Nakhon Nayok province. This is consistent with the idea of Chai-anan^[7]

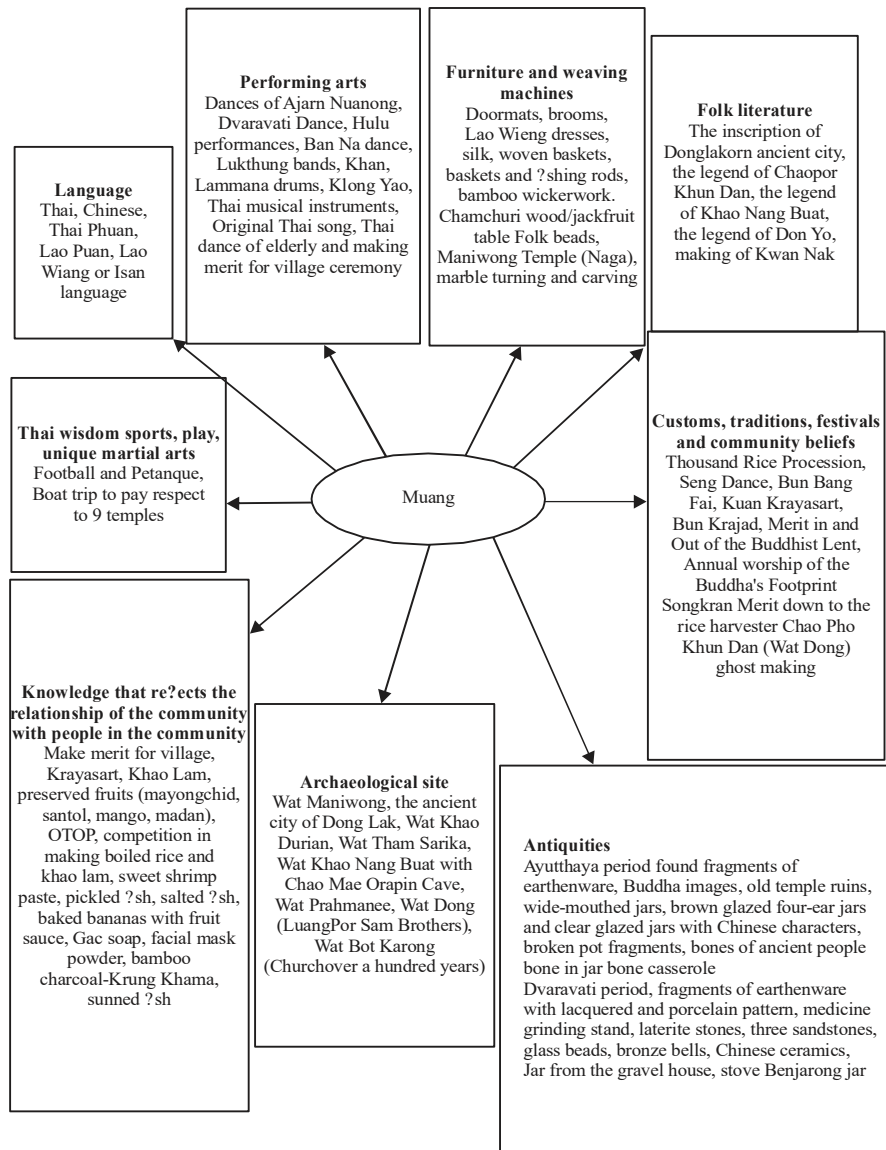


Fig. 3: Muang District's cultural capital

who proposed that preserving and increasing cultural capital is a necessity of the community and government. It is also consistent with the study of Mueanchanchay^[8] who studied cultural capital for the development of the Thai Songkham ethnic group in Nakhon Pathom Province finding that cultural capital in the community was still necessary as it is valuable from the ancestors to modern people. Therefore, they must be corroboratively inherited and preserved and preserved by members of communities.

The findings on the Integrated cooperation for driving cultural capitals of Nakhon Nayok Province revealed that the cooperation carried out by linking the activities of two or more agencies or organizations in order to drive activities together, such as organizing various traditional

activities that will involve government agencies, the private sector and local government organizations to participate in activities. This finding is consistent with the study of Phongpit^[9] who discovered that if groups of people or organizations share common goals or objectives, the social process between them runs smoothly. It is also consistent with the discovery made by Lumann *et al.*^[10] that the work of entities that are frequently interconnected will result in a relationship and cooperation between them. Moreover, It is also consistent with the findings of Janpetch and Siriwong^[11] who investigated the integration of cultural capital for creative tourism destinations through community participation processes and discovered that the successful development of creative tourism destinations requires

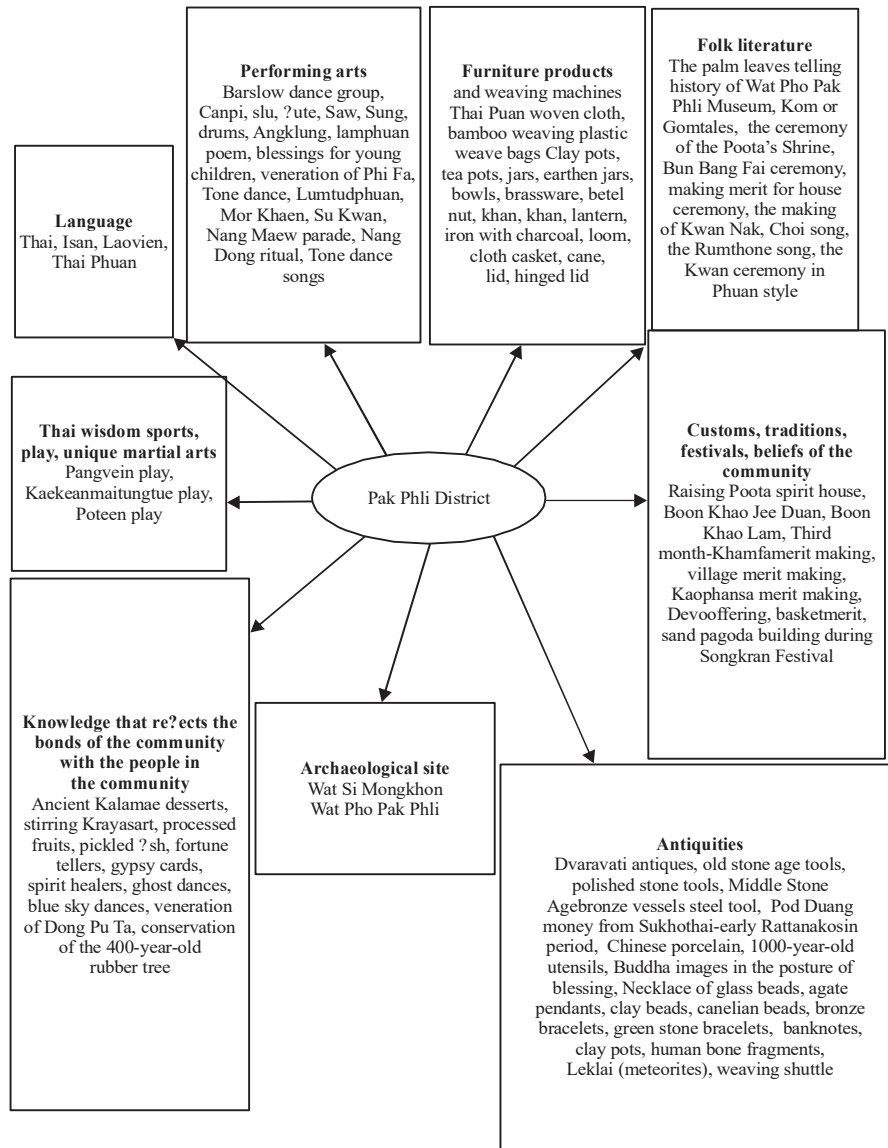


Fig. 4: Pak Phli District's cultural capital

the involvement of individuals, groups and agencies in order to achieve maximum efficiency in integrating cooperation.

The recommendations which are according to this research, Nakhon Nayok Province focuses primarily on natural tourism because there are numerous natural attractions. Cultural capital is still rarely used to create added value. Therefore, the relevant agencies, particularly government and local government organizations, community enterprises and community leaders have to collaborate to identify distinctive cultural identities or capital to drive added value to the community, to promote tourism in at least one project for one sub-district, to develop a clear set of activities and public relations and to create tourism calendar by organizing cultural event

monthly. Thai arts and cultures are essential for Thai being. They are not only a part of way of living of Thai people but also capital asset that can provide economic benefit. Nakorn Nayok is famous for natural tourism but they neglect the use of their cultural capitals to generate more economic value.

In 3 districts of the province are rich in cultural capitals worth preserving and using for tourism benefit. The integration cooperation is needed to drive these cultural capitals effectively and successfully. The integrating cooperation model for driving cultural capital includes these characteristics; certain-time cooperation, interdependent cooperation and sharing common goals cooperation.

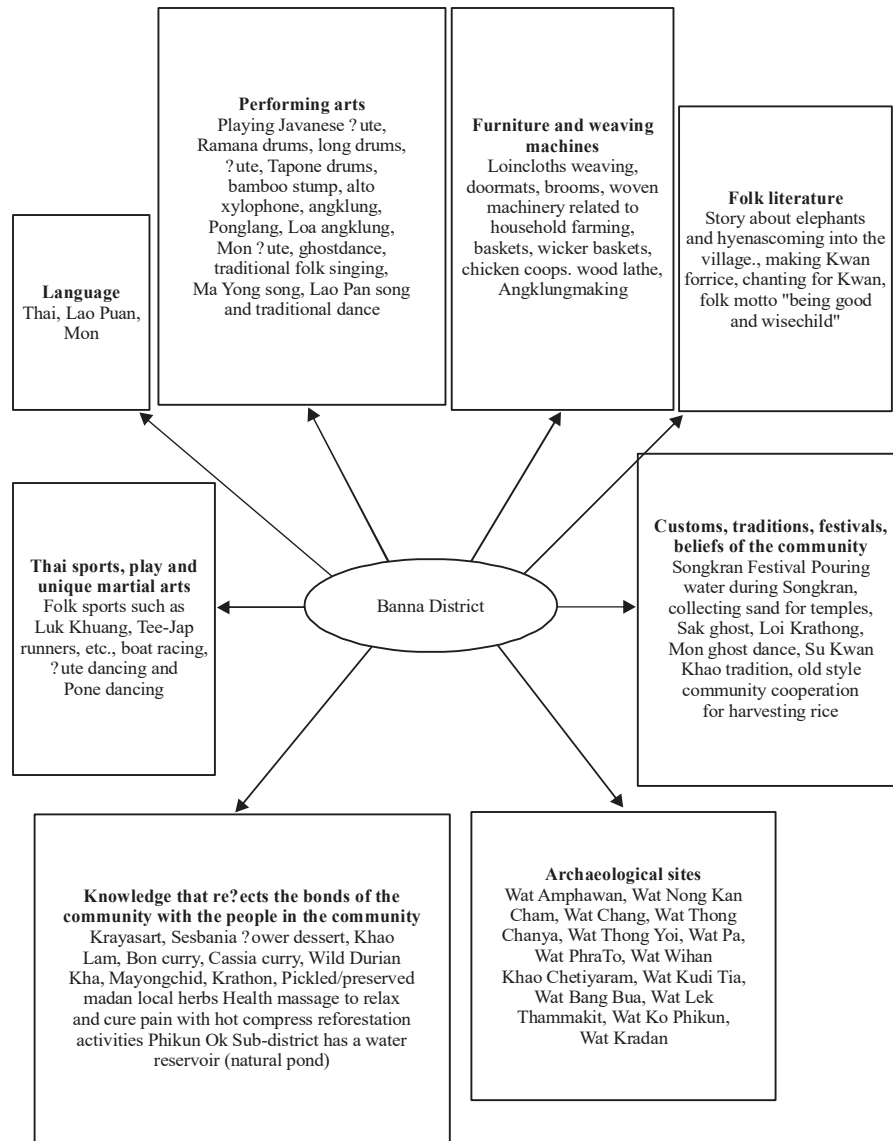


Fig. 5: Banna District's cultural capital

CONCLUSION

The overall result of cooperation integration for driving the community's cultural capital was at moderate level ($\bar{x} = 3.02$). Reviewing into each district, Pak Phli showed highest result ($\bar{x} = 3.73$), followed by Mueang ($\bar{x} = 2.82$) and Ban Na ($\bar{x} = 2.50$), respectively. The integrating cooperation model for driving cultural capital includes these characteristics; certain-time cooperation, Interdependent cooperation and sharing common goals cooperation.

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