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KEY WORD : THE CONSERVATION AND PROMOTION OF THAI CULTURE/SECONDARY SCHOOL/  
EASTERN SEABOARD AREA

THONGEUAN APINHASMIT : THE CONSERVATION AND PROMOTION OF THAI CULTURE  
OF THE SECONDARY SCHOOLS IN THE EASTERN SEABOARD AREA. THESIS ADVISOR  
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The purposes of this research were to study the conservation and promotion of Thai culture of the urban and rural secondary schools in the Eastern Seaboard Area and to study the administrators and teachers' opinion towards the conservation and promotion of Thai culture of the same schools.

Research findings were as follow:

1. Urban and rural secondary schools in the Eastern Seaboard Area followed the Ministry of Education's policy in the conservation and promotion of Thai culutre. The decision making was made by the school directors/ principals and written in school operation plan. The teachers and administrators were cooperated in planning and the written annual plan was made. The school directors/principals were the ones who approved the conservation and promotion of Thai cultural projects. The project objectives were set by the administrators, teachers and project committee. The urban secondary schools emphasized the promotion of Thai local culture whereas the rural secondary school emphasized the conservation of Thai local culture. The conservation of Thai culture in both types of schools were mainly performed in terms of preserving, collecting and research mainly in the area of Humanities. However, the promotion of Thai culutre in all those shcools were the activities on the special occasions concerning the nation, the religion, the monarchy, history, tradition and culture.

2. The conservation and promotion of Thai culture in all aspects according to the opinions of administrators and teachers in urban and rural secondary schools in the Eastern Seaboard Area were at fair level. In comparison, the conservation and promotion of Thai culture in urban schools was higher than the rural ones at .05 significant level. Considering in each aspect found that there were two aspects which were rated at good level the procedure of Thai culture promotion of activity organization on special occasions concerning the nation, the religion, the monachy, history, tradition and culture, and the students' cooperation in Thai culture promotion activities.