

ABSTRACT

Title of Thesis : Potentiality of Tambon Administrative Organization and the People in Cultural Promotion and Development : Case Study Tambon Bang Ta-taen, Amphoe Song Phinong, Changwat Suphanburi

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The study on Potentiality of Tambon Administrative Organization and the People in Cultural Promotion and Development : Case Study Tambon Bang Ta-taen, Amphoe Song Phinong, Changwat Suphanburi had purposes to study level of potentiality in cultural promotion and development in Tambon level of Tambon Administrative Organization and the people in cultural promotion and development, Tambon Bang Ta-taen, Amphoe Song Phinong, Changwat Suphanburi. The study also studied problems and obstacles in cultural promotion and development of Tambon Bang Ta-taen, Amphoe Song Phinong, Changwat Suphanburi..

Samples of the study comprised three groups, namely 1) members of 16 Bang Ta-taen Tambon Administrative Organization by using in-depth interview as a research tool 2) 99 peoples in Tambon Bang Ta-taen by using questionnaire as a research tool 3) 10 leaders of cultural group by using in-depth as a tool. Statistics used in the study were descriptive statistic which as Frequency, Percentage, Mean and Standard Deviation.

The study found that potentiality of Tambon Administrative Organization and the people in cultural promotion and development in Tambon Bang Ta-taen in overall picture were at rather high level and could be categorized as in terms of aspects as follows;

In aspects of **local custom**, the potentiality was at rather high level. Both groups agreed if Tambon would conserve and renew the local custom, level of their needs was rather high. Capability in the management, both groups viewed to be at rather high level, but Tambon Administrative Organization viewed that capability in structural organization was still at low level. The people viewed that capability in controlling and caring was at medium level. On development of local custom, Tambon Administrative Organization did not realize and need them, so it did not expression its opinions on the capability of management and development of local custom. The people did not realize about the development of local custom, but when they were informed by the researcher, their needs about the development of local custom were rather high. They viewed that capability in managing the development of local custom was at the high level but needed improvement on the structural organization.

In aspects of **archaeological places and local historic venues**, overall picture of the potentiality was at rather high level. Tambon Administrative Organization did not give

importance in promoting archaeological places and local historic venues but the people did and their needs for the promotion were rather high and viewed that capability in management and promotion of the issues were all at high level. Development of the archaeological places, both groups had same opinions and needs and agreed that capability in managing and developing archaeological places and local historic venues were at high level.

Potentiality of overall picture of **local performing arts** were at rather high level; Tambon Administrative Organization gave low importance to conservation, rehabilitation and development of the local performing arts but the people did and wanted to conserve, rehabilitate and develop local performing arts at rather high level.

For aspects of **local wisdom**, the potentiality of overall picture was at medium level while Tambon Administrative Organization did not give much importance to conservation, rehabilitation, and development of the local wisdom. But the people did and wanted the conservation, rehabilitation and development of the local wisdom at rather high level. They viewed that capability in management, promotion and development on the issues were still at the medium level except the level of leadership in promoting the local wisdom was rather high.

For aspect of **dialect**, potentiality of the overall picture was at medium, but rather low, level. Tambon Administrative Organization did not give much importance to the dialect and did not see as an urgent necessary to conserve, rehabilitate or develop it. But the people had realization and wanted promotion and development at medium level.

Recommendations were as follows;

- 1) Tambon Administrative Organization should set up a committee or working group to monitor, examining and evaluating the results of the project, as well as promoting and developing tambon's culture by having public participation.

- 2) There should have training for members of Tambon Administrative Organization and the people so that they realize the values and importance of the culture particularly cultural points for the development.

- 3) A long-term plan; 5 or 10 year, on cultural promotion and development should be set up for the continuity of the implementation.

- 4) Tambon Administrative Organization should have a role in promoting and supporting gathering of cultural groups in all level of Tambon.

- 5) There should be campaigns to solicit money and local resources in the forms of the cultural fund in Tambon level.

- 6) Tambon Cultural Council should have more roles in promoting and developing culture in Tambons. Office of National Cultural Committee should have a role in promoting and supporting those works in terms of personnel, technical knowledge and budget at appropriate level.