

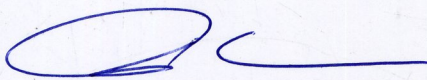
**POLICY TRANSFER IN THAILAND: CASE STUDY OF
BANGKOK WORLD BOOK CAPITAL**

SURASAK JOTAWORN

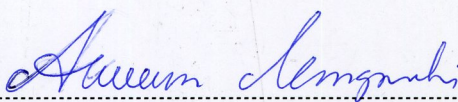
**A Thesis Submitted in Partial
Fulfillment of the Requirements for the Degree of
Master of Arts (Management)
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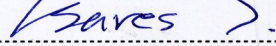
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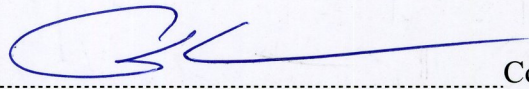
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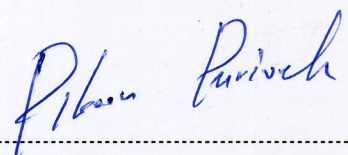
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ABSTRACT

Title of Thesis	Policy Transfer in Thailand: Case Study of Bangkok World Book Capital
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This thesis describes the concept of policy transfer network approach by using the World Book Capital Project of UNESCO. It aims to describe the World Book Capital project that transferred to Thailand and to compare with other cities as a lens for understanding the accomplishment situation to become World Book Capital. In addition, this thesis also analyzed the appropriateness of policy transfer network approach that use to describe consequence and in-depth information.

Officials in Thailand, at that time, had been very concerned about its population's poor reading habits and Thai Government had clearly indicated its commitment to achieving the goal of increasing Thailand's reading habit rates. Hence, the Bangkok Metropolitan Administration (BMA) highly recognized the significance of reading behavior. Later, the presidents of the Publishers and Book Sellers Association of Thailand (PUBAT), offered to the Bangkok governor, the idea of promoting Bangkok for the award of World Book Capital by UNESCO, in the strong belief that this project would help to motivate, stimulate, and strengthen reading rates. However, the BMA was unsuccessful in its first attempt for the award in 2009 for several reasons. In response, the BMA reviewed the weaknesses in its application and added strategies for improving and moving forward in 2 years' time. In the meantime, Bangkok Metropolitan Administration (BMA) launched the Office of Culture, Sport and Tourism, and charged key organizations with the responsibility for taking action on reading. Furthermore, in 2010, the BMA and 89 alliances established a flagship collaboration to increase the reading culture in Thai society. In 2011, Bangkok

Metropolitan Administration (BMA) along with the 89 alliances, once again proposed Bangkok as a World Book Capital to UNESCO, based on nine specific missions. Finally in 2013, Bangkok succeeded in being selected as the Capital of Reading by the international committee.

Organizing event & activity is a significant tool that two cities awarded before Bangkok (Buenos Aires and Yerevan) used to raise an interest from all ranges of population, public and private book industry network and government which have a highly potential impact to participation. In terms of, the extent of the program and the freedom of expression depend on the commitment of proposal. The 3 cities awarded since 2010 to 2013 involve Bangkok had a different implementation, especially Bangkok which has 9 missions while other two cities have 6 missions.

Policy transfer network approach is an appropriate tool to analyze effectively. At every stages of voluntary policy transfer network, can help to notice the clues of interview for getting in-depth information from key informants such as key players, interaction and in-depth information. Moreover, voluntary policy transfer can be used as a lens to realize either success or failure of policy and program transferred from other cities

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This dissertation could not have been accomplished without the assistance of key respondents, including Mrs. Trasvin Jittidecharak, Mr. Charun Hormthienthong, Mr. Sophon Sudaied, and Mrs. Apaporn Amornthum. In addition, I would like to express my appreciation to my fellow students at International College for the great time we all enjoyed together at ICO. Last, but not least, I thank my family who have supported me in my lifelong learning

Surasak Jotaworn

June 2016

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CHAPTER 1

INTRODUCTION

UNESCO created World Book and Copyright Day on April 23, 1995—a symbolic date for world literature. Its main purpose was to pay tribute world-wide to books and authors, encouraging everyone, and in particular young people, to discover the pleasure of reading. UNESCO has brought attention to the importance of reading to millions of people in more than 100 countries, raising awareness of the value of, and knowledge gained by, reading books. In 2000, World Book and Copyright Day inspired another group and several professional organizations to collaborate with UNESCO to broaden its purpose by initiating a new campaign known as the “World Book Capital” project. Most countries around the world have participated in this project’s books and copyright celebration to cultivate a culture of book-reading. In recent years, both the World Book and Copyright Day and the World Book Capital campaign have proved to be potent symbols for launching support for raising book reading awareness. The efforts of many countries and international organizations led to the implementation of the campaign to establish the Bangkok World Book Capital (2013) project.

Bangkok, having been awarded by UNESCO the honor of being the World Book Capital City 2013, selected as its theme "Bangkok, Read for Life." which captures the essence, benefits, and importance of reading. The award also reflects the significant efforts of the city administration and local government to motivate improved reading rates in the Thai population. As the capital city, Bangkok has the potential to greatly impact the reading behavior of the entire country’s population. However, despite the honor of this recognition, the Bangkok Metropolitan Administration (BMA), the Bangkok Reading Group, and various alliances experienced limitations in what could actually be achieved via the Bangkok World Book Capital (2013) project

1.1 Research Aims

The objective of this research is to describe the World Book Capital project that transferred to Thailand and to compare with other cities as a lens for understanding the accomplishment situation to become World Book Capital. In addition, this thesis also analyzed the appropriateness of policy transfer network approach that use to describe consequence and in-depth information.

1.2 Research Questions

Using policy transfer theory, we empirically examine the adaptation of a foreign policy and project to the Thai context, with respect to the following questions:

- 1) What extent does policy transfer explain the consequence, key players and interaction of World Book Capital policy in Thailand, and provide more in-depth information?
- 2) What is the situation of other cities which were awarded to reach the title as World Book Capital?
- 3) Does the policy transfer network approach appropriate effectively to analyze the world book capital transfer?

1.3 Theoretical Perspective and Contributions

Theoretical Perspective

The transfer of ideas at all level (global and domestic) is an important key instrument of policy development. In global level transfer studies, the international/transnational focus is on the increasing complexity of the global education and welfare policy communities. At the national level, policy is transferred “indirectly” across sectors or from previous governments, and these transfers may occur as top-down, bottom-up, or even bypass the national governing bodies’ altogether. How policy is transferred depends on the context of the transferring agent, which can be either voluntary or coercive (Hulme, 2006). Policy transfer is the result of collaboration between government and non-government actors, which typify participatory democracies, and also provides a useful lens for studying the structure and process of government (Evans and Davies, 1999). We chose a multi-level analysis approach in this study, comprising twelve stages of voluntary transfer and ten stages

of coercive transfer. Because it considers both internal (state, government and inter-organization) and external (globalization and trans-national) transfer factors, (Sunsaneevithayakul, 2013) it was deemed to be the most valid approach for analyzing the policy transfer aspects of the Bangkok World Book Capital City.

1.4 Contribution

There were three separate investigations in this thesis. First, seeking a clear understanding of policy transfer network can explain the consequence and provide more in-depth information of Bangkok World Book Capital City experience. Next, policy transfer network approach can use as a lens to analyze policy or program from abroad. Finally, there was the efficiency and effectively investigation to the policy transfer network concept which appropriate tool to describe the content and phenomena that Bangkok becoming a World Book Capital City.

1.5 Methodology

Choosing the 12-stage process of policy transfer by Evan and Davies (1999) to understand the World Book Capital policy transfer process to Thailand is necessary. This policy transfer network concept was developed specifically for the purposes of implementing policy change (Evan and Davies 1999: 376). Importantly, it is also used as a framework for investigating the implementation of change and the transfer process.

The interview, as a means to capture the transfer story, is a good qualitative approach for describing and understanding how a policy was created, including how it arrived in Thailand. We gathered information from interviews with key persons, from documentaries, and from reliable Internet sources. Table 1.1 lists the key respondents, who provided first-hand information,

Table 1.1 List of Key Respondents

Name	Position	Context
Ms. Trasvin Jittidecharak	Focal person for the Bangkok World Book Capital 2013, and for the Executive Committee of the International Publishers Association (IPA).	World Book Capital Policy
Mr. Charun Hormthienthong	President of the Publishers and Booksellers Association of Thailand (PUBAT), who provided key support to the BMA in creating commitment, including the Nation's Book Fair, Upcountry Book Fair, and who leads the Thailand book industry	
Mr. Sophon Sudaied	BMA Librarian, Senior Professional Level, who monitored and initiated the reading habit campaign and activities in accordance with the proposal submission	
Mrs. Apapaorn Amornthum	Statistician senior professional from the National Statistical Bureau Office	

1.6 Structure

Chapter 1: Introduction

First, the objective of the research, the problem, and the questions addressed in the research are introduced, followed by a statement of the theoretical perspective, the

specific issues studied, the methodology used in this investigation, and the structure of the dissertation itself.

Chapter 2: Literature Review

This chapter has two parts. First, policy transfer is defined, and second, we describe policy transfer approaches, including the process-centered, ideational, comparative, and multi-level approaches. Lastly, we describe the theory and approach used in this analysis and dissertation.

Chapter 3: Contextualizing Reading Habit Encouragement Policy in Thailand

In this chapter, we describe the problem and constraints on book reading in Thailand, provide an overview of Thailand's Reading Encouragement Policy, and characterize the current situation, based on results from a Thai reading behavior survey.

Chapter 4: World Book Capital City in Thailand: A Policy Transfer Perspective

In this main part of the dissertation, we analyze the process of transfer of the World Book Capital City to Bangkok by gathering all sources of information about UNESCO's World Book Capital City project, and Thailand's emergence as the World Book Capital in 2013. In this section, twelve stages of voluntary policy transfer are described.

Chapter 5: Conclusions

To summarize the sequence of this dissertation research, this chapter answers the key research question posed. We then identify the strength and weaknesses of this research, theoretically, methodologically, and empirically. Finally, recommendations are made with respect to extending and further exploring policy transfer research.

1.7 Readership

This case study of policy transfer to Thailand, based on its participation with UNSECO and selection as the World Book Capital City (2013), will prove beneficial to researchers, policy makers, educators, and lecturers who intend to encourage student reading behavior. All the resources used in this project and in the campaign to motivate reading are described. This research also describes the evolution and developments in Thailand reading programs prior to its choice as a World Book Capital City, which may be useful to other researchers studying the details and processes involved in World Book Capital City projects, from problem formulation to the identification of solutions, for comparison and adaptation in other countries.

CHAPTER 2

UNDERSTANDING POLICY TRANSFER

The state's problem about reading behavior under condition of uncertainty were increased complicatedly even the modern governance support behind and political scientist has been attempting to deal the problem. Nowadays, the policy convergence (Coleman, 1994), Policy diffusion (Majone, 1991), Policy learning (Haas, 1992), and lesson drawing (Rose 1991) all mention is a part of policy transfer, It is about the knowledge, policy administrative arrangement, and institute in one time/place, is used the development of another time/place (Dolowitz and Marsh, 1996). Policy transfer provide the context of integration the key of these disciplinary, it perhaps, is called a truly multi-disciplinary feature. In addition, policy transfer can provide the integration context of domestic concern, the comparative study, and the international politics study.

Dolowitz and Marsh (2000: 5) had led an effort to identify the policy transfer is used as general concept which is contained in the different claim of policy development nature. The entire phenomenon (policy convergence, Policy diffusion, Policy learning, and lesson drawing) can be arranged into one framework as transfer dimension under the sub-heading "voluntary transfer". Therefore, how does this approach stimulate and motivate the domestic policy development and world politics.

2.1 Defining Policy Transfer

Policy Transfer is an approach that policy maker want to survey policies and programs from abroad, learn the policy background, initiate idea/programs, analyze pros and cons, cause and effect of using policy/programs, and adapt policies after decide that it can help to solve the domestic problems.

Bennett (1991), as a general framework Policy diffusion, emulation, policy learning and lesson drawing is a concept developed by Dolowitz and Marsh (1996).

The process of one political study either past or any present, is used to develop in another one political system which related to policies, administrative arrangement and institute.

However, Dolowitz (1998) argued that policy transfer lack the examination of connection with globalization discourse which is the weakness that found from transfer literature. Dolowitz intended to investigate the linkage that it needs to focus policy transfer process with globalization literature for the important role of state describing within the framework because the globalization literature does not discuss and claim neutrally or lacks precision. Moreover, Policy transfer may be viewed as a consequence of processes of globalization. However, it may be reviewed as a process itself in order to disseminate the ideas between countries.

Evan (2004:1) defines and extend the definition of policy transfer that it is combined 2 elements: delivery systems and sectors. One is general concept which refer to process knowledge and policies or level of governance, is used to develop at another sector or level of governance.

In addition (Ladi, 1999) it might be argued that such the convergent of landscapes can provide opportunities for further policy transfers, resulting in equitable circle of cause and effect. Cerny (1996-1998) identify that, policy transfer have involved by a several factors which can be a state independently. Evans and Davies (1999) argue that policy transfer approach is processing on the meso-level, it's not valid the conclusion of process. The Macro to micro level analysis by the questions of structure and agency is necessary. According to this point, policy transfer is not actually knowledge, policies, institution, delivery systems and idea transfer. It can be almost anything, Dolowitz (2003: 101).

In summary, the main analysis from this section is that: Policy transfer represents a mechanism which leads to convergence/divergence of institutions, policies and paradigm, it also can provide further opportunities for transferring in order to specify the empirical test. Thus, this research places a special emphasis on the World Book Capital city to find the agents of policy which transfer to Bangkok by using policy transfer approach.

Table 2.1 Policy Transfer Framework Dolowitz and Marsh 2000

Why transfer? Want to.....Have to			Who is involved in transfer?	What is transferred?	From where?			Degrees of transfer	Constraints on transfer	How to demonstrate policy transfer	How transfer leads to policy failure
Voluntary	Mixtures	Coercive			Past	Within a nation	Cross national				
Lesson drawing (perfect rationality)	Lesson drawing (bounded rationality)	Direct imposition	Elected officials	Policies	Internal	State governments	International organizations	Copying	Policy complexity	Media	Uniformed transfer
	International pressures <ul style="list-style-type: none">o Imageo Consensuso Perceptionso Externalities	Conditionality	Bureaucrats	<ul style="list-style-type: none">o Goalso Contento Instruments	Global	City governments	Regional State Local governments	Emulation	Past policies	Reports	Incomplete transfer
		<ul style="list-style-type: none">o Loanso Business activitieso Obligations	Pressure groups	Programs				Local authorities	Mixtures	<ul style="list-style-type: none">o Commissionedo Uncommissioned	
			Political parties	Institutions		Inspiration	Structural institutional feasibility		Conferences	Inappropriate transfer	
				Ideologies							
			Policy entrepreneurs	Attitudes			<ul style="list-style-type: none">o Ideologyo Cultural proximityo Technologyo Economico Bureaucratico Language	Meetings			
			Experts	Cultural values				Visits			
			Consultants	Negative lessons				Statements			
			Think Tanks								
			Transnational corporations								
			Supranational institutions								

Source: Carlos, 2006: 99-107.

2.2. The Degree of Policy Transfer

Initially, policy transfer is regarded as an independent variable in the processes of policy convergence. The theoretical about convergence have the cause from specialists on comparative politics observation, they found that the industrialized state face similar problems and have a tendency to solve them in a similar way. In this view, convergence is the result of policy transfer which has the several levels, it's depends on the different relation of policy transfer following:

- Emulation: The current of global communication and comparative knowledge can make this type of transfer as a common tool of political innovation. The internal decision was inspired by the knowledge and external communication frequently. This type of convergence is an international contexts as well as in federal government.

- Dissemination: This type is refer to the existence of transnational network acting for policy solution, it require the previous formal or informal network which can share their concern experience and solution. The exchange of ideas and contact sharing between elites group leads to the solution. These politicians group (civil servants or experts) are confident to adopt transnational instruments for local problems.

- Harmonization: this type is the authoritative action of some international organization, it is not based on the existence network. This transfer is come from the recognition of interdependence.

- Imposition: the transfer is defined by an external agent that sets the objectives, instruments and evaluation tools, it is a necessary resource for the implementation of the policy. This type of transfer is the most common situation in the context of cooperation for development as international donors. They usually impose significant conditionality to the provision of financial or technical support.

The different relation of Bennett model is based on two different elements:

- The coercion factor, this transfer is the result of voluntary or it is imposed by external agents. Actually, most experiences of transfer will be involved both necessity and wish. Even that involvement is without external agent, the need is felt that it is

influenced by national authority due to the relation of specific problem. It perhaps is more interesting than the obligation which is imposed from international donor. Therefore, the voluntary and coercion action show the different proportion in all process of transfer.

- The level of domestic politics of internationalization, the linkage between national authority and international context is an important element for explanatory. It concern about the scope of transfer: how often of international communication? How large is the variety contact? Is it limit from regional, cultural and linguistic factor? Is the colonial connecting have predominant? How sophisticated is understand the foreign constituency and comparative knowledge?

This model was described based on the hypothesis that policy transfer leads to policy convergence, and the adaptation of models to local conditions can produce a variety of results. For example of Bulmer and Padgett (2004) focus the level of transfer intensity, the borrower country agreement, and all detail of policy can bring to the following situations:

- Emulation: borrowing a foreign policy in all its terms
- Synthesis: combining elements from different contexts.
- Influence: the foreign model serves as a mere inspiration for a new policy.
- Abortive: where a transfer is blocked by veto actors.

An inaccuracy of policy transfer, local context, and experience, it is underlined in the model of Dolowitz and Marsh (2000) Policy Transfer Framework, these authors focus on how policies transfer will success or failure. The different components analysis of processes transfer can explain the reasons for each possibility. The assumption of successful experiences in one country must necessarily lead to success in a different countries, it is contested by these authors in three factors that can produce policy failure in a process of transfer:

- Uninformed transfer: the borrowing country lack some important information about the institution or policy transferred.
- Incomplete transfer: when the transferring has occurred and crucial elements of the policy in the original country haven't been suggested or insufficient of motivation and capacity, it may be strive to this failure.

- Inappropriate transfer: a common case where the different economic, social, political and ideological contexts haven't been taken sufficiently into consideration

Otherwise, Dolowitz and Marsh (2000: 13) divided the degree of transfer into four categories following: copying, emulation, hybridization, and synthesis. Rose had added more division which is inspiration that have the definition namely (see Table 2)

Table 2.2 the Degree of Policy Transfer

Degree	Description
Copying	High or less an entirely adoption of program which effect to another jurisdiction
Emulation	Adjustment of different circumstances adoption of a program which effect to another jurisdiction
Hybridization	The element combination of programs from two different places
Synthesis	The similar element combination of programs which effect to three or more different places.
Inspiration	Other programs that used as inspiration to develop a new program without an analogue elsewhere

Source: Rose, 1991: 22.

Currently, policy transfer is recognized that it is not new theory, it have been around 2,300 years (Evans, 2004) World is borderless, economic, technology, communication and transport has create and increase interconnectedness. This situation lead to draw lesson form aboard which can play an important role of policy transfer, this emergence of policy transfer can encourage the policy makers to find the differ solution and think of the easier way to solve domestic problem than the past (Sunsaneevithayakul, 2013).

2.3. Policy Transfer as a Tool for Policy Development

Policy diffusion (Majone, 1991), policy learning (Haas, 1992), policy convergence (Bandelow 2007; Holzinger & Christoph, 2005; Coleman, 1994;

Bennett, 1991) and lesson drawing (Rose, 2005, 1991) all of the theories is one of the parts that policy transfer cover as a general policy development term,

The policy network analysis was regarded to the necessary of technique research which gathers the strengths of the epistemic community approach. Moreover, it lets policy transfer to analyze the process of agent role as well. The policy transfer network view can assess the decision-making dimension. Thus this method is provided the understanding through the emphasis of studying structural (organizational rules and imperatives) and interpersonal relationships (information and communication exchange) of policy development within a multi-organizational setting, Evans and Davies (1999)

In addition, this approach is selected to invest the process and implementation of Malaysia Airlines (MAS) (Mokhtar, 2007). Malaysia Airline or MAS is the first privatized that government-owned entity in 1985. The policy transfer approach provides the tools for testing a process of policy development and policy change appropriately. This approach offers a strict sequence which is useful for evaluating even a process of transfer has really happened or not happened. Policy transfer is also concerned the policy making process in Malaysia which is used for examining the emergence and development of privatization programs in Malaysia, and it perhaps use to understand the policy development in the country too.

In case of unacceptable alternative policy responding and solutions, policy development is very essential, This is quite trial and error process characterized or searching organization's past as normal leaded an agent to search for some policy ideas. It should be finding an activity which is the key feature of the policy transfer process to observe that how the information gathering enters to new arenas and forms of collaborative government emerge. Meanwhile of the searching process, organization may find a potential agent of transfer 'cognitive' and 'elite' mobilization skills (e.g. an epistemic community residing within an international organization). Cognitive mobilization is the ability of the agent transferring to develop the essential knowledge resources to achieve policy development, and Elite mobilization refers to the ability of agent transferring that gained and accessed to knowledge by taking their expertise into the transfer network. In this connection, it noted that, policy transfer is

overspread interesting to the potential client who aim to convince for dependency relationship of wealthy business.

In contrast, policy transfer was argued that, it could be tested via both structure and agency approach in three dimensions: global, international, and transnational level. This three dimension model use as a middle-range analysis which related to the policy development form (policy transfer). At the level of policy development, it has some questions for claims concerning about policy transfer as a theory of policy development. Hogwood and Peters (1983), they argue that the initial responding of a policy maker in effort to deal with a problem will look for similar examples elsewhere. Even policy innovations will be tied to some degrees. It would be impossible to inform lessons at this level of detail. No group or individual can identify reasonably all the influences which take a particular complex decision part. For example, a policy maker who moves from organization A to organization B and then draws a lesson instinctively or deliberately upon of his/her past organization's experience A, policy maker cannot be said to have drawn a lesson. Thus, this approach is made a curious question that, if policy transfer has become such an every-day part of policy development, when does policy transfer analysis top to be a meaningful exercise? However, it is further hope that, this approach will be a manifest important policy development research for domestic and world politics solution

Finally, Policy transfer analysis offers a detail of dependent variables which relies on ability adapted into a multi-level, multi-disciplinary perspective, and also make a criteria and a check list of categories. It needs to advance beyond a conception of policy transfer analysis development both recognizes the importance of global, international, transnational, domestic structures and the ability to constrain and/or facilitate policy development. By the way, policy transfer analysis can become usefulness at each levels of analysis, if it provides an approach which deals with the complex interact.

2.4. Approach to Study Policy Transfer

Some important key of context integration such as domestic concern, comparative and international political science can be analyzed by policy transfer

analysis. The more complexity and uncertainty increase in modern governance, the tendency of policy-maker at all level of governance has also increased to engage policy transfer activity, so policy transfer can be investigated through four dimensions: global, international and transnational level, the macro-level and the inter-organizational level. The policy transfer network approach was developed initially to respond the insufficient method of the existing literature by analyze following: (Evans and Comb, 1999: 31-32)

- Collaborative Structures, inter-organizational politics
- The agent(s) role of policy transfers in the process of Collaborative Government
- The process of how decision-makers acquire and utilize knowledge.

Moreover, Evans (2004) considered the approach to study policy transfer in 4 approaches namely,

Process-Centered Approaches: This approach is clear and has benefit knowledge particularly recognizing and question how and why policy transfer. It emphasizes on the process between state and non-state actor which imply the interpersonal interaction. Both dependent variable (describe why is it happen) and in independent variable (how it happens). (Rose, 1993)

Lesson Drawing by Rose (2001) is the great example which is outlined the process to draw lesson from other countries in 10 stages, 1) Identify the problem, 2) Search for a lesson, 3) examine why the program work, 4) conclude both cause and effect of model to export, 5) Design a lesson, 6) Choose the input to import, 7) Manage with resource, requirement and constraint, 8) Solve the problem of context 9) Scope idea through prospective evaluation, and 10) Giving the positive and negative symbol to the borrowed country. Tens steps from Rose's work is very useful, it helps to support policy maker for adapting and transferring the desired policy, one more important thing is that it can prevent several factor which make can be the cause of transfer failure. Therefore, Rose defined the six factors that limit policy transfer: 1) The single goal of program be able to transfer rather than multiple goal of program, 2) The more problem is simpler, the likelihood to transfer is easier, 3) If problem and solution is direct related, it is the more chance to be transferred 4) The lesser to

perceive side effect of policy, the greater be able to transfer, 5) The more agent information of program operating in other location is recognized, the more it is transferred easily, 6) If we can predict much more outcome accurately, program is easier to transfer.

Ideational Approaches: This approach believes that mostly policy transfer emerges from support ideas. Evan (2004) explained that “learn how to learn” is the influence idea system which is all politicians, policy-maker addresses the problem when and how they learn. However, this approach is not direct related to the policy transfer, it is a part of policy development.

Comparative Approaches: This study has two main comparative; single comparative case study and cross-national comparison

Multi-Level Approaches: For this study, it is much better to understand macro and micro level by examine the framework of Dolowitz and Marsh, 1996, 2000. They provide a general method to analyze policy transfer follow six question,

Q1. Why do actors engage in policy?

- This question is need the voluntary answer which is relates to coercive transfer. It might have a bounded rationality from mixture transfer.

Q2. Who is involved in transfer?

- Bureaucrats, civil servant, institution, ideologist, attitude/cultural value, consultant, think tank, transnational corporation, and supranational institution can be elected to involve the policy transfer by Dolowitz and Marsh opinion.

Q3. What is transfer?

- Policy goal, content, instrument program, or negative lesson can be transfer.

Q4. From where are lesson drawn?

- Domestic experience and global situation of actor/agent can be a lesson by Dolowitz and Marsh opinion.

Q5. What is the degree of transfer?

- There are four level follow the Dolowitz and Marsh framework (2000: 13) copying: directly involvement, and completely transferring, emulation: involve some idea behind policy and program, combination: involve with the policy and different program, inspiration: in which other jurisdiction policy inspire the policy change, but the result or outcome is still the same. (Rose 1993)

Q6. What restricts or facilitates policy transfer?

- The reason of failure transferring, firstly is “uninformed transfer”, it is the cause of the borrowing country lack some important information and secondly, is “incomplete trnasfer”, it is not focused some substantive element such as structure which make the success of transfer in the country. Finally, it is “inappropriate transfer” the differences of economic, social, political and ideology context is neglected to consider the transferring. This framework provides the general view through six questions which express the agents, reasons, and degree of transfer. In contrast, it perhaps is not sufficient to study and examine transferring theory, Therefore, Evan and Davies (1999) framework is the approach to focus on macro, meso and micro level, it is study the process of transfer deeper than Dolowitz and Marsh framework. It is an ad hoc organization because its help prevents other policy adopted it and action-oriented because it will exist the specific time of transferring. (Sunsaneevithayakul, 2010: 22) This transfer has a cause from three types which is lesson drawing/voluntary transfer, negotiated transfer, and direct coercive transfer through twelve stages of the voluntary policy transfer. Moreover, this stage will be used for studying and investigation the case study “Bangkok World book Capital City” follow the outline of each stage namely.

1. Recognition: Problem recognition is the first stage which can be a realized the several causes such as environmental change, social movement, and technological development. Evan and Davies (1999) stated that it can be recognized when previous policy cannot offer and serve the needs to society. For instance about the environment change, it create the new demand which is old policy unexpected or no serve to the flexible point, (Sunsaneevithayakul, 2010: 22).

2. Search: in case that no alternative which is acceptable, searching solution is perhaps the way to fix the problem and then solution can lead an agent to

participate in search for policy idea, it is an important requirement after problem recognition, (Sunsaneevithayakul, 2010: 24).

3. Contact: the second stage can find a several agents of policy transfer, it will be connected with the initiate policy, higher agent has ability, and the more useful information is gained. Evan and Davies (1999: 377) advised that during agent was producing the process of searching. We will meet the cognitive and elite mobilization who has defined as a contractor. Cognitive mean the agent ability to develop political, knowledge for policy development and Elite refer to the ability of transfer in order to access and bring the specialize to get into the transfer network.

4. The emergence of information feeder network: is relying on the agent ability, it needs to tend client with quality information for operating the next stage. The more client curiosity was motivated, agent can act an information feeder network and gain more volume, and intense detail information Evan and Davies (1999: 378).

5. Cognition and reception: Client will define the information which gain from information feeder network, therefore, the cognition and reception is the process to build a common value system between the agents Evan and Davies (1999: 378).

6. Emergence of the transfer network: client satisfy is the condition that conduct transfer network, mostly client's information gained is the fed by the information feeder network.

7. Elite and cognitive mobilization: this process is the most critics, success or failure is depends on this stage. Agent will be expected to serve more information and detail of elsewhere program which have contained similar problem. Client persuasion is the responsibility of agent, if client is not impression, transferring is end, Evan and Davies (1999: 372).

8. Interaction: seminar, fact-finding mission, and workshop is needed to arrange for exchange idea and gain consensus information, Evan and Davies (1999: 379).

9. Evaluation: it is the process conducted by client to verify the result that it is able to pass for next stage, (Sunsaneevithayakul, 2010: 25).

10. Decision enters the policy stream: it is the decision stage that policy transfer is the candidate of comparing with other policy. It has been the success alternative policy, Evan and Davies (1999: 379). John Kingdom's is good understanding in the context "Policy Stream".

11. Implementation: It was a critical claimed to examine the policy transfer have taken place. Transfer would not be complete, if it is not mention for policy implementation, Evan and Davies (1999: 379).

12. Outcome: For further successful of policy implementation, outcome should be considered as an important criterion. Sunsaneevithayakul (2010) stated that, it should not be neglected, because it is the main indicator to respond the purpose of policy transfer. If the outcome not responds the target, this transfer cannot claim to be a success.

To prevent the external claim about the nature of example or the specific context of policy transfer example, Evan and Davies (1999: 382-3) has a five categories analysis namely, 1) Subject of analysis, 2) Who or what is identified as the agent(s) of transfer-who want it, what do they want from it, how are they going about effecting it, to whose benefit and why, 3) Is there evidence of non - transfer 4) What is the evidence offered to support the claim? And how good is it? 5) What conclusion can be drawn from the above about the nature of context which has taken place? The agent(s) of policy transfer, the credibility of evidence, and summative judgment of transfer. After we recognize those categories, it is an important identification part to frame and fix the domain of any enquiries. Sunsaneevithayakul (2010) mentioned, this process is investigated deeper than other approach, it is a strength process which describe policy transfer in terms of why and how the policy is formed?, what is the knowledge that influence policy-maker?, how policy-maker decisions it.

Voluntary Policy Transfer

12. Out- come	11. Implement action process	10. Decision enters policy stream	9. Evaluation	8. Interaction	7. Elite & Cognitive mobilization	6. Emergence of transfer network	5. Cognition & Reception	4. Emergence of information feeder network	3. Contact	2. Search	1. Recognition
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Coercive Policy Transfer

10. Outcome	9. Implement action process	8. Decision enters policy stream	7. Evaluation	6. Interaction	5. Elite & Cognitive mobilization	4. Emergence of information feeder network	3. Contact	2. Search	1. Regime-pull
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Figure 2.1 Evan and Davies; Policy Transfer Network (1999) The Emergence and Development of Policy Transfer Network

Source: Sunsaneevithayakul, 2010: 27.

2.5. Evaluating Policy Transfer

The concept of policy transfer has an influential way of understanding the public policy. However, transferring policy has a difficulty to provide convincing answer. This literature is focus on the important of transferring evaluation, which have ability to state why and how policy is adapted. Evan (2004: 26) explained that policy transfer is remarkable feature for policy change. It can be distinctive from other of policy-making, which implies that this transfer should focus on the whole phenomenon of intra-organization. In addition, it is a simply to describe that another main focusing for policy transfer which is on cross-culture and cross-national phenomena can make transferring outstanding form the other which its focus only domestic. (Sunsaneevithayakul, 2010: 28)

The context of a spatial variable is should be stressed, Evan (2004) divided into five levels: transnational, international, national, regional and local which is the knowledge diffusion throughout those spatial variables. Moreover, Sunsaneevithayakul (2010) stated, the more it can suggest the guideline and great example for policy-making, higher value of policy transfer was raise up. The simply way to understanding is that the value of policy transfer is depends on its capacity to analyze the process of policy transfer.

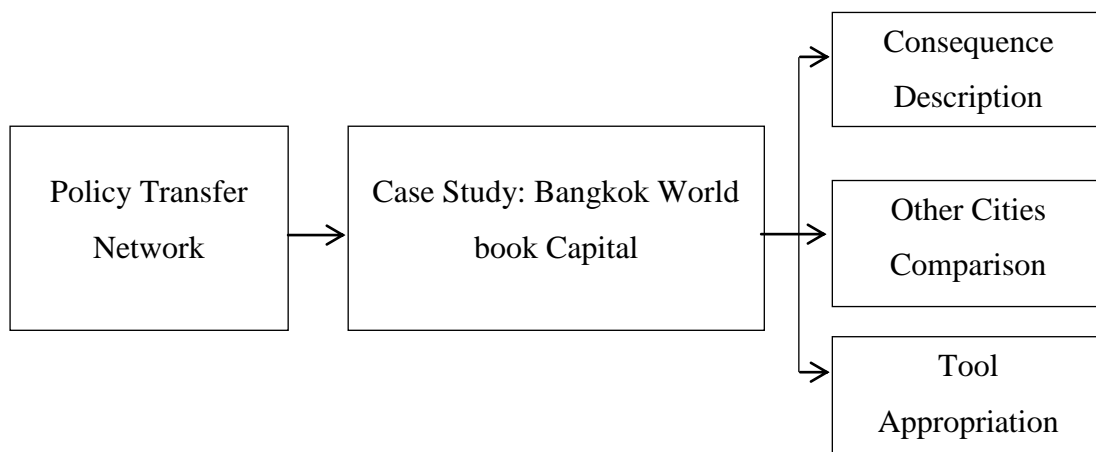
Mokhtar (2001) pointed out that the concept of policy transfer network give an accurate descriptive frame from the research of policy transfer and no other approach can complete the task which it serve a very useful technique, the best solution, and empirical guide to policy-making and policy implementation.

2.6. Conclusion

Policy transfer has a lot of benefits for policy maker to find out the solving problem, it also had adopted in several domain such as welfare management, health care, urban and local management, education policy, and environment policy. This transfer provides the investigating tool from policy development to scholars, even it seem like a modern theory and tool, it actually has not been a new phenomenon, transfer occurred since draw a lesson from alien situation to their own life, it has been around two decades (Sunsaneevithayakul, 2010: 30)

For four Evan (2004) categories, the multi-level approach is the most interested and appropriate for case study situation, which Dolowitz and Marsh provide the board of overview from policy transfer. This theory is valid to claim the detail explanation of policy transfer adequately. Therefore, World Book Capital City is the post appropriate for using policy transfer network by Evan and Davies. The answer gotten by main research question has a usefulness to explain what extent of emergence of Bangkok World Book Capital City in Thailand.

2.7. Conceptual Framework



CHAPTER 3

CONTEXTUALIZING THAILAND'S READING HABIT ENCOURAGEMENT POLICY IN THAILAND

Thailand plays a major role in the promotion of lifelong learning and reading of its citizens. Many agencies, in both the public and private sectors, organize various activities that support public access to quality books, including reading habit and literacy enhancement campaigns.

3.1 Problems and Limitations of Promoting Reading in Thailand

Sugiharto (2011) reported in the online Jakarta post that the Thailand Government and Thailand Knowledge (TK) Park had initiated a reading habit campaign among ASEAN communities. "Towards ASEAN citizenship with books and reading," was the philosophy of the TK Park conference to support academic partnerships in ASEAN countries. The common concern shared by conference attendees was how to access books and promote strong reading habits to encourage learning in ASEAN society. Moreover, the six ASEAN countries involved in this conference encounter the same obstacles, including a lack of enthusiasm for reading, lesser quality libraries and books, and an unequal quality of education offered in rural and urban areas,

In the past, both public and private government agencies in Thailand had made efforts to enhance reading habits for a number of years, using a variety of intervention methods, such as seeking the support of school libraries, calling for book donations, encouraging reading activities, developing specialized staff to encourage reading behavior, and library development. These methods did not achieve the desired results in empowering and inspiring people of all ages to improve their reading habits. In Laos, Vietnam, and Indonesia, poor children in rural areas cannot enjoy reading, not

due to any aversion to reading, but rather due to a lack of books with language rigorous enough to enhance their literacy development.

All the problems mentioned above must be solved in order to develop reading habits in ASEAN countries, and to reiterate the importance of national reading habit policies. The Thai government has maintained reading policies in both its economic and social development plans, as well as in its education policies, which can be classified into 3 time periods:

1. Pre-1999 policy
2. 1999–2008 policy: During this time, the Education Act 1999 was announced, which provided the basis for a new era in the country's educational development and promotion of reading habits, and which directly addressed literacy and reading.
3. 2009–2018 policy: In this era, Thailand established the significant Policy Education Reform of the Second Decade, and the Decade of Reading (2009–2018), (Thailand Conference on Reading, 2011)

3.2 Overview of Thailand's Reading Habit Encouragement Policy in Thailand

Research has repeatedly highlighted the shockingly low proportion of U.S. students who are enthusiastic readers. (Guthrie, McGough, Bennett & Rice, 1996) These students reported that they would not read even if they had the ability to do so. (Anderson, Wilson & Fielding, 1998) This finding shows a strong conflict with the ideal notion of readers.

Pre-1999 Policy: Thailand began establishing a national agenda to promote reading and writing development in 1972 when UNESCO declared the International Book Year. Books play a significant role in creating a prosperous society. Books are also a medium by which people can develop a better understanding of various nationalities. UNESCO encouraged member countries to celebrate the International Book Year, and the Thai National Commission of UNESCO also formed committees to organize two projects:

1) National Book Week has the purpose of encouraging the development of book production in Thailand, and increasing public awareness about the importance of reading. Also, the Thailand Library Association implemented the Outstanding Book Contest.

2) The National Economic and Social Development Plan No. 8 (1997–2001) focused on promoting reading and learning. Specifically, the plan established an effective people-centered plan for national readiness, based on several scenarios, obstacles, and considerations of economic and social change. (Thailand Conference on Reading: 2011)

1999–2008 Policy: Research has found that a teacher's attitude toward reading is directly related to that of their students (Applegate and Applegate, 2004). As such, teaching institutions must prepare teachers for the serious obligation they have to impart to their students the correct attitude toward reading. They must have the skills to support children to confidently approach and analyze text. In addition, teacher practicums must address the importance of the teacher's focus on their students' reading results. As Thailand continued to recover from the global economic crisis, many areas of Thai society, including politics, the economy, and education, was not meeting national expectations, resulting in the inability to compete on the global stage. Therefore, the Thai government launched the "National Education Act 1999," based on the economic, social, and environmental changes occurring at that time (Thailand Conference on Reading, 2011). One of the most significant expectations of this education act is the following:

"Activities for the students to learn from real experience, practice, reading habit and, an ongoing curiosity"

The Ministry of Education declared a year of reading and learning encouragement by creating an activity whereby everyone "puts aside all other work and reads everything" campaign, for all people to read for 10–15 minutes every day.

The private sector actively supported this policy, and it reached the national level in 2005. Eventually, the Thai Cabinet formulated and approved the National Children's Book Day on April 2nd, which is the birthday of HRH Princess Maha

Chakri Sirindhorn. The International Board on Books for Young People (IBBY) reported that HRH Princess Sirindhorn herself had authored books for children and young people from a young age, and she had manifested her literary talent to many people both domestically and abroad. (Thailand Conference on Reading: 2011)

2009–2018 Policy: At this time, world literature was given recognition to encourage international books and authors, and to especially encourage young people to discover the pleasure of reading. UNESCO had met with millions of people in over 100 countries to raise awareness about the value and knowledge gained from reading books (United Nations, 2011). Policies to promote reading in Thailand have been ongoing to the present day. The National Economic and Social Development Plan created a framework and guidelines for ongoing reading promotion efforts. Since 2009, the main focus of the education reform policy for 2009–2018 is the educational system, with the vision of Thai people engaging in lifelong learning and the development of specific policies to promote reading. Urgent reform is required to achieve a modern people characterized by self-learning, daily reading habits, and creative thinking skills. To improve education and other sources of learning in this new era, and to consistently promote lifelong individual learning, will require improvements in the quality of education provided at all levels and improvements in other learning resources in both formal and informal settings. On August 5, 2009, reading was proclaimed as a national agenda, to be promoted as the *Decade of Reading* from 2009 to 2018, with the following diverse targets and indicators (Thailand Conference on Reading, 2011):

Target 1: Increase workforce population literacy from 97 to 99 percent

Target 2: Increase Thai population literacy (15 years and over) from 92.64 to 95 percent

Target 3: Increase the average reading rate in Thailand from 5 books per year per person to 10 books per year per person.

Target 4: Develop and increase the number of reading sources to serve with high quality every village and community

Target 5: Create a network of reading associations by 2012 to cultivate the reading habit and lifelong learning sustainability by developing Thailand's reading and literacy capabilities

3.3 The Current Situation of Reading Habits in Thailand

“Thais spend 37 minutes a day reading books outside school hours.” This finding was announced by the National Statistical Office (NSO) in collaboration with TK Park following their research and survey. This statistic was provided by TK Park and NSO to generate a government response, including involvement by both the public and private sectors, and to increase national reading promotion campaign efforts with the goal of improved lifelong learning and reading in Thailand (Bangkok World Book Capital, 2013).

TK Park, with the NSO, held a press conference on April 22nd, 2014 to reveal the results of the national reading survey. According to the latest updated 2013 statistics for the survey of 55,920 households, readers six years and over spent 37 minutes/day reading outside the classroom/working hours. Children or youth spent an average of 46–50 minutes/day reading, and elderly people on average read for about 31–33 minutes/day. In addition, since 2010, almost all categories have increased their time spent reading, except for working and older people.

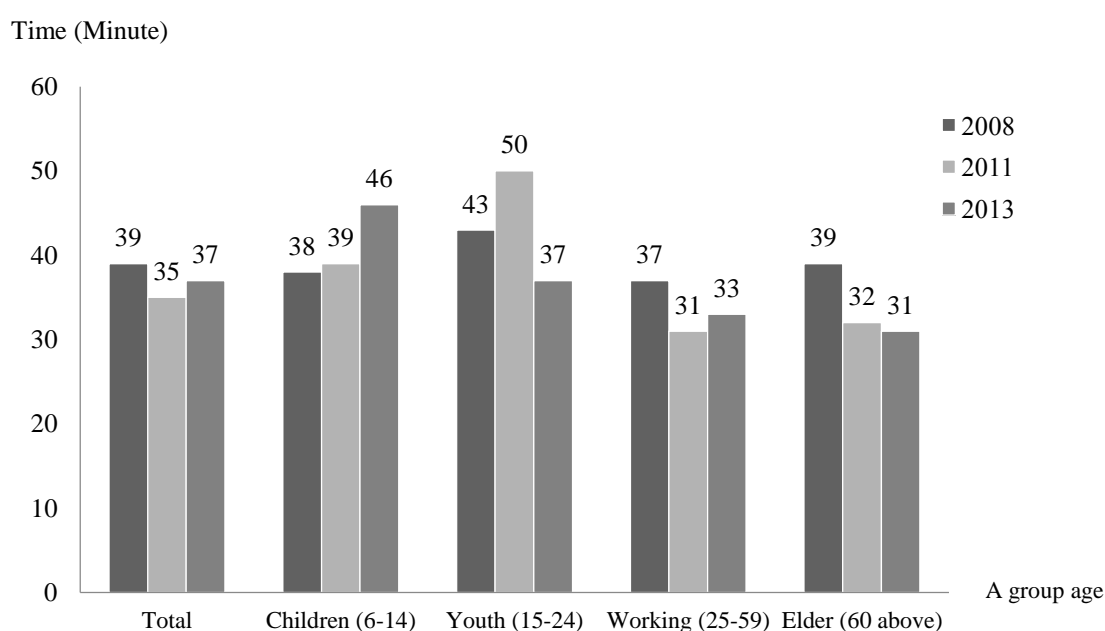


Figure 3.1 Daily Average Time Spent of Reading outside School hours/ after Work
For People 6 years old and Above, Separated by Age Groups, since
2008–2013

Source: Thailand Conference on Reading, 2011.

The NSO survey covers traditional as well as digital reading on electronic media and the Internet. Moreover, the study results, as shown in the figure below, reveal that 91.5 percent of children are readers, followed by 90.1 percent of youths, 83.1 percent of adults, and 57.8 percent of senior citizens. Non-readers account for 18.1 percent of the population, having reported that there is nothing interesting to read.

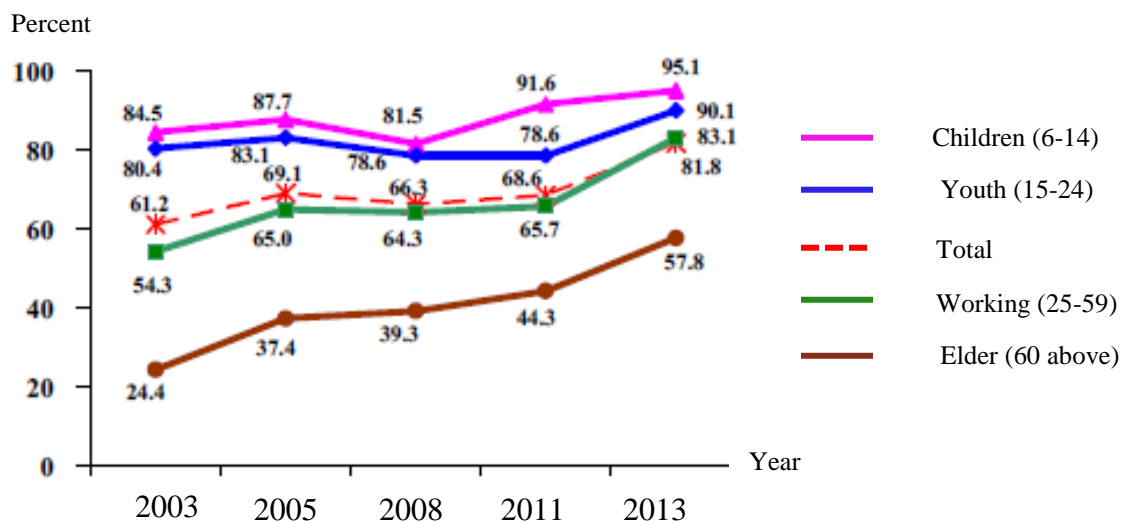


Figure 3.2 Population Reading Rates Outside School hours/after Work for People 6
Years old and above, by Age Group Between 2003–2013

Source: Thailand Conference on Reading, 2011.

With respect to geography, Bangkokians read the most, accounting for 94.6 percent, followed by the central, southern, northern, and northeast (Isaan) regions, respectively.

The newspaper is the reading resource with the highest average number of readers at 73.7 percent, followed by journals/periodicals (55.1 percent), textbooks

(49.2 percent), magazines (45.6 percent), religious texts (41.2 percent), comics and the like (38.5 percent), and academic course books (29.5 percent).

Table 3.1 Percentage of Population 6 years old and Above Who Read Outside School Hours/After Work, by Age Groups and Book Types, 2013.

Book Type	Age Group				
	Total	Children (6-14)	Youth (15-24)	Working (25-59)	Elder (60 above)
Total	100.0 (50,868,133)	100.0 (7,301,956)	100.0 (8,665,208)	100.0 (29,286,599)	100.0 (5,555,270)
News Paper	73.7	39.0	78.5	85.6	62.6
Journal/ Weekly documents	55.1	32.6	61.6	60.5	46.2
Books/knowledge document	49.2	63.1	64.5	44.7	31.1
Magazine	45.6	21.4	61.7	51.1	24.0
Religious book	41.2	24.2	29.3	42.3	76.0
Novel/Comic	38.5	70.0	61.6	29.1	10.2
Academic Book	29.5	96.0	55.6	10.1	3.3
Other	5.4	4.6	7.2	5.4	3.4

Source: Thailand Conference on Reading, 2011.

Therefore, we can conclude that the specific content of the Government's Reading Encouragement Policy since 2003 resulted in an ongoing reading habit campaign that yielded tangible results. The reading behavior of Thailand's population outside classroom hours and after work has increased. The Government stimulated and supported knowledge acquisition through books and community resources by using tax incentives to support library equipment sources to improve the quality of study. Furthermore, the Government also promoted both formal and non-formal education to the overall population, developed transfer mechanisms to all levels of society, and encouraged literacy results in underserved women groups.

The learning processes promoted by the Government encouraged students to think critically about their knowledge sources, to pay attention to the important role played by families in laying a foundation of knowledge and values, as well as promoting the publication of books. This process reflects the intention to promote not

only a reading habit campaign for children, but also the overall social development of Thailand.

Bangkok was awarded the World Book Capital City 2013 by UNESCO, recognizing its lofty goal to boost the country's literary heritage and to cultivate a sustainable reading culture by its residents, in collaboration with the BMA, the Bangkok Reading Group, and other alliances.

3.4 Policy Transfer in Thailand

With the benefit of having had both a Thai and Western education, King Chulalongkorn (Rama the 5th) was well equipped for his future role and skillful diplomacy. He realized that diplomacy must be conducted directly with Western governments and not with their colonial counterparts in Asia, who were more in favor of extending territorial influence (Lim, 2014). Therefore, he decided to encourage Thai people by providing some with Western education, such as found in Europe, Britain, and the U.S. Most students were influenced by the ideology and knowledge gained in their host countries, and it was hoped that this elite Thailand group would then return to help develop their own country. After their return, they brought much knowledge and many new ideas to improve Thai education and the lives of local people. This represented the first significant knowledge transfer since the modernization of the Thai public sector in 1892 (Sunsaneevithayakul, 2010)

As part of his creative modernization program, King Rama V implemented several changes to the Thai government (Lim, 2014):

- Foreign Affairs: King Rama V appointed Prince Devawongse, the first Minister of Foreign Affairs, who is known today as the father of Thai foreign affairs, and who was able to neutralize the demands of Britain and France.
- Education: Young men of the new generation were sent to receive a Commonwealth education overseas in order to then return to collaborate with The Ministry of Education to establish educational system standards.

Commerce is another factor that has supported Thai international relations and policy transfer. Thailand has been viewed as the main logistic route for use by its colonial counterparts to deploy benefits. Thailand not only imports and exports goods

and employees, it has also been a leader in knowledge and ideology interactions with neighboring countries. As such, it has encouraged relationships with its colonial counterparts and has adapted this knowledge for use in the developing country. Lastly, the more the world becomes globalized, the greater the levels of communication and foreign interaction, which are borderless.

CHAPTER 4

BANGKOK WORLD BOOK CAPITAL IN THAILAND: A POLICY TRANSFER PERSPECTIVE

World Book Capital project has been the main case study for this theoretical study of policy transfer theory. For this chapter, we adopt the policy transfer network approach to identify the actual transfer of the World Book Capital policy in the context of enhancing reading habit rates in Thailand. Moreover, this researcher also analyzes and identifies exogenous factors (foreign country, international organization, and globalization) as related case studies.

In this chapter, an overview of policy transfer in Thailand is provided, from the time of the old governing system to the current administrative system. In the second part of this chapter, the main scheme of the 12-stage policy transfer approach is described as the agent of transfer, as well as why and how policies have been transferred. Finally, to validate the sequence of policy transfer to Thailand, the reading habit survey results following Bangkok's World Book Capital implementation are provided.

4.1 The Case of Bangkok World Book Capital in Thailand

To raise awareness about, and an understanding of, the importance of reading, World Book and Copy Right Day was established by UNESCO in April 1996. This action attracted the attention of many countries and participation by people around the world. After establishing the reputation of this project, in April 2001 UNESCO decided to add a new concept called the "World Book Capital" to promote the significance of reading and protecting intellectual property rights. Madrid, the capital city of Spain, was the first to claim the title of "World Book Capital" in recognition of their activities benefitting their citizens' reading habits. The main reason of Madrid

was the first to be bestowed the title of World Book Capital was the renovation of the Puerta de Alcalá' landscape as a place for light and sound shows to raise the Spanish people's awareness of international reading. (Bangkok World Book Capital, 2013)

The World Book Capital project had been receiving increasing attention from countries around the world, as evidenced by the growing list of cities applying to join the competition. The applicant cities must have a governor's endorsement letter presenting its policies and strategies for programs to enhance and support reading habits and/or lifelong learning. In addition, those activities must comply with five criteria, as established by the selection committee:

1. The activities and programs submitted must be implemented throughout term of being the World Book Capital City.
2. The program must demonstrate its influence and impact at municipal, regional, national, and international levels.
3. The applicant cities must collaborate with national and international organizations that represent writers, publishers, booksellers, and librarians for the supply of books.
4. There must be other qualities that support or activities that are noteworthy with respect to book publishing and reading.
5. The applicant cities must support and encourage freedom in the expression of ideas and the distribution of information

Chosen countries must follow their plans after designation. In 2015, there have been 13 years of World Book Capital City designations. In 2013, Thailand was awarded this honor by the committee (Bangkok World Book Capital, 2013).

Thailand recognized in 2006 that it had a crisis situation with respect to national reading habits, after learning that most individuals in Thailand read only 5 books a year. This generated concern by all parties. Since that time, the Thai Government has strongly promoted a reading campaign to address this issue, formulated a "Reading as a National Agenda" in 2009, and established the "Decade of Reading" for the years 2009-2018. These initiatives involve the joint efforts of many organizations, both in the public and private sectors, from the national to community levels. The aims of this decade-long effort is to achieve a 95% reading rate among

Thai citizens aged over 15 years, and to increase the individual annual book reading total from 5 to 10 books per year (Bangkok World Book Capital, 2013).

The Bangkok Metropolitan Administration (BMA) has responded to this national agenda and supported Thai Government by launching the “Bangkok City of Reading” concept to serve as the focal point for the country’s reading development efforts. The “Bangkok Reading Group,” formulated in 2010 under the management of Bangkok’s governor, is the key group driving the city’s reading strategies. This group defined 5 strategies to promote the reading campaign and to position Bangkok as a “World Book Capital.” These strategies include:

- 1st strategy: Public communication to change the social paradigm
- 2nd strategy: A clearly defined long-term policy
- 3rd strategy: Establishment of active networks and alliances
- 4th strategy: Development of reading areas for easy access
- 5th strategy: Promotion of creativity in reading for all age groups

In April 2011, M.R. Sukhumbhand Paribatra, Governor of Bangkok, and a network of 89 alliances, presented an application to UNESCO proposing Bangkok as the “World Book Capital.” This application listed nine missions showing a clear and strong commitment to promote reading (see missions and Table 1 below). In 2013, Bangkok competed successfully against six other cities (Cairo, Egypt; Incheon, Republic of Korea; Quezon, Philippines; Quito, Ecuador; Sharjah, United Arab Emirates; and Shenzhen, Republic of China) with the concept “Bangkok Read for Life” (Bangkok World Book Capital, 2013).

- Mission 1: Develop Bangkok City Hall into a modern library
- Mission 2: Construct the Thai Cartoon Museum to inspire people to think outside the box
- Mission 3: Create a reading culture to a nurture a thinking culture
- Mission 4: Encourage reading to children and youth to teach the value of reading
- Mission 5: Search the literature for stories of Bangkokians to inspire the lives Bangkok residents

Mission 6: Promote the learning of scientific thinking through scientific books

Mission 7: Increase morality and good judgment by the reading of religious books to nurture a peaceful society

Mission 8: Work with the Bangkok Reading Group to continuously encourage the foundation of a reading culture in Thai society

Mission 9: Prepare and host an international conference (IPA Congress) in Bangkok in 2014 having the theme “Books raise morality and enhance creativity”

Table 4.1 the Path to Success

2010	Gathered a group of alliances	<ul style="list-style-type: none"> - Set up a committee to jointly design a strategy for implementing the reading program and activating the project - Organized a reading assembly from 508 organizations with the goal of Bangkok becoming the World Book Capital
2011	Strived to be World Book Capital	<ul style="list-style-type: none"> - Signed a Memorandum of Understanding in a ceremony with various entities and reading alliances - Developed a proposal for submission to UNESCO - Carried out reading promotion activities in accordance with strategies - City Library - Museum of Thai Cartoons - Project to promote reading culture to nurture a thinking culture
2012	Engaged in activities in collaboration with all alliances to submit action plan to UNESCO	<ul style="list-style-type: none"> - Reading promotion among children and youth - Project to search the literature for information a Bangkok people - Identification of scientific books for the scientific thinking project - Project identifying spiritual books - Activities by alliance groups to promote a strong reading culture - Proposal to host the 2014 IPA Congress

Table 4.1 (Continue)

2013	Celebration of the title Bangkok World Book Capital 2013	Official handover ceremony, on Tuesday, April 23, 2013, of the UNESCO World Book Capital at Maha Jesada Bodin Pavilion Plaza
2014	Preparation for hosting the 2014 IPA Congress	- PR activities at Seoul International Book Fair - Set up an IPA Congress exhibition at the Family Book Festival 2013 - PR activities at Beijing International Book Fair
2015	Build up a strong and sustainable reading culture	- World Book Capital status passes to other cities - “The mission has just begun” code word from BMA and its alliances

Sources: Bangkok World Book Capital, 2013.

Immediately after the table, that the next few sections, Recognition, Search, Contact, Feeder Network (be specific) contain comments made from interviews with the author

Recognition

Jittidechrak T., executive member of the International Publishers Association (IPA), stated that over 10 years ago, there were some irritable words spoken that “Thai people had read fewer than 8 lines of text per year,” while neighboring ASEAN countries such as Malaysia, Vietnam read an average of 5 books per year, and Europeans read an average of 16 books per year. The rate of Thai population literacy at that time had increased to 97 percent, and the remaining 3 percent represented mostly elderly citizens. In addition, the Non-Formal and Informal Education Department, under Thailand’s Ministry of Education, brought its concerns about the reading habits of Thailand’s people to the conference. Later, at the International Conference on Adult Education on January 12th, 1990, the Princess’s mission to promote public education was launched, beginning with the “Chalerm Rachakumari Public Library.” In response to this controversial situation, the minister of the Publishers Association (PUBAT) suggested the UNESCO project to the Bangkok

governor (Mr. Apirag), proposing it for 2009. After the governor was galvanized by both the negative and positive sides of this issue, the project was initiated, and the intention was declared to submit the portfolio management campaign collection for nomination as the World Book Capital. At that time, the Bangkok Metropolitan Administration Office was not yet part of the project.

Hormthienthong C., President of the Publishers and Booksellers Association of Thailand (PUBAT), stated that a campaign to promote reading habits cannot work in a top-down style. Rather, there must be coordination between the executive and operational levels. A dictatorial order would make no progress and would ultimately fail to improve Thai reading habits. However, Bangkok already knew of several factors as to why it was not chosen as a World Book Capital.

Sudaied S., BMA Senior Librarian, explained that when Mr. Sukhumbhan was Bangkok governor, Bangkok was interested in the project, and had established a new department, the Department of Sport, Culture and Tourism, which is responsible for all aspects of the reading habit campaign.

Jittidechrak T. recalled that Bangkok had been selected by UNESCO to receive the title of World Book Capital only after having submitted itself two times previously—first in 2009, and again in 2011—before ultimately celebrating its title on April 23, 2013.

Search

Sudaied S.: In the case of Bangkok, finding a solution was made more difficult by the problem that the Thai population typically read fewer than 8 lines of text per year. The Bangkok governor suggested the UNESCO project to the minister of the PUBAT. They then collaborated together to find a solution for pursuing the UNESCO project, by self-searching for information over the Internet. Proposing to be the World Book Capital is a major commitment, by which Bangkok would campaign and encourage reading habits via a variety of missions.

Contact

In our interview, Jittidechrak T. stated that there is no record of how Bangkok connected and contacted the project host or UNESCO, because the proposal had

simply been submitted as a commitment to its implementation, which was ongoing. Bangkok had contacted the project host or UNESCO only once, gathering all the necessary information.

Sudaied S. discussed the failed first proposal in 2009, after which the BMA and PUBAT established the network and alliances to collaborate on the enhancement of Bangkok as a city of reading. These groups gathered information and categorized commitments relating to reading habits. In addition, from this new network and alliances, the BMA was moved to establish the new Department of Sport, Culture and Tourism. This department was then charged with the responsibility of carrying out the specific tasks involved in the campaign to encourage reading habits.

Emergence of the information feeder network

Hormthienthong C. stated that, with regard to the contact stage, after generating the alliances to create commitment to enhancing reading habits in Thailand, the agreement and strategy arose to characterize Bangkok as a model reading city. All parties agreed to carry out their own tasks in response to this strategy. The most work and outstanding implementation for the reading habit campaign was the Thai National Book Fair, hosted by PUBAT. In 2014, statistics were collected on the level of satisfaction and numbers participating in national book fairs, revealing that the number of overall attendees has grown from 698,765 participants in 2003, to 2,818,702 participants in 2014

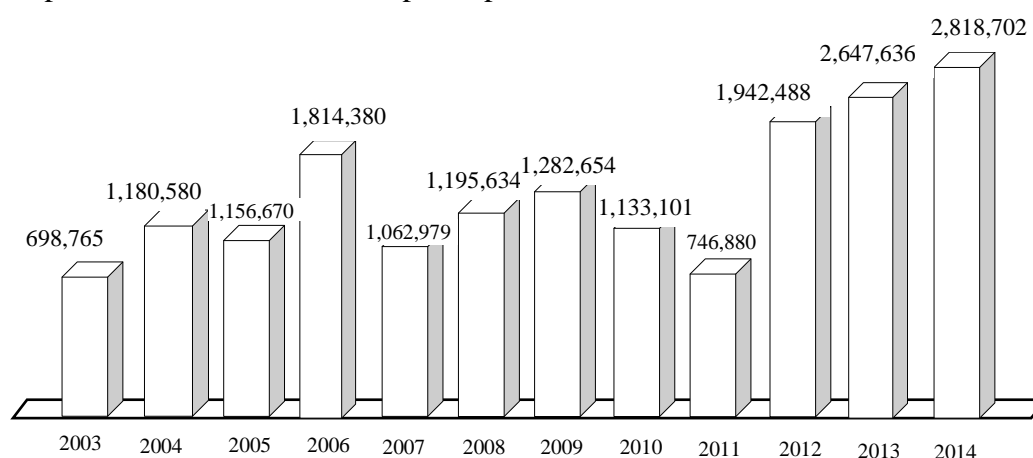


Figure 4.1 Number of Participants Nation Book Fairs 2003–2013

Source: Publishers and Book Sellers Association of Thailand, 2014.

Awareness and Reception

In 2009, Bangkok was not awarded the coveted title by the UNESCO international committee. The members of this committee included the International Publishers Association (IPA), the International Federation of Library Associations and Institutions (IFLA), the European and International Book Seller Federation (eibf), and UNESCO. The committee carefully considered and reviewed the commitment to the reading habit campaign in each city's application. Of the nearly 10 cities that applied, just one satisfied the international committee—Buenos Aires, the capital of Argentina—due to the quality and variety of its application documents. To capitalize on and continue to generate global attention, Argentina initiated innovative projects in several areas, including a digital rights platform for publishers, a cross-cultural program to promote a day of bibliodiversity across the Spanish-speaking world, and the Argentine Cultural Industries Market (MICA), a new fair for cultural book industries, explained by Jittidechrak, T.

Hormthienthong C., stated that Thailand, as one applicant in the UNESCO competition, returned to reconsider better ways to accomplish its goal, holding many meetings to generate a solution. While this process was based on supporting reading habits in Thailand for the competition, it also involved a strategy to attract the interest of local leaders and local authorities to develop this concept in their own areas, in order to seriously drive the reading habit campaign and to further raise reading awareness. In fact, Bangkok did not rush into its goal to receive this reward. It took two years to generate the necessary commitment between applications, gradually reviewed each project and event in Thailand, and gathered information for resubmission. Bangkok chose not to submit a proposal in 2012 for several reasons. That year, Yerevan, Armenia deserved and was awarded the title of World Book Capital.

Further, Sudaied S., mentioned that Yerevan was quite unique in its proposal, showing collaboration between all stakeholders in the book supply chains, freedom of

expression, several activities for children as the readers and authors of tomorrow, and sustainable activities to impact reading habits in an ongoing way.

Jittidechrak T., summarized by stating that eventually, from first-hand experience and the example of other chosen cities, Bangkok became the winner in 2013, under the leadership of Bangkok's governor, M.R. Sukhumbhand Paribatra.

Emergence of Transfer Network

According to Jittidechrak T., "When Bangkok was awarded the title of World Book Capital, it coincided with the end of the first term of M. R. Sukhumbhand as governor. As such, the race and election for a new Bangkok governor also focused on the Reading Habit Encouragement Policy. M. R. Sukhumbhand prevailed for a second term, ensuring continuity in the implementation and development of the reading habit campaign. Unfortunately, Bangkok was not successful in its attempts to receive support or encouragement from any other countries or international organizations. There is no clear emergence of a transfer network from abroad, but domestically some problems did occur during the transfer process. Compared with other World Book cities, there are enormous differences. The populations of Buenos Aires and Yerevan are around 3 million, whereas Bangkok's population is almost 10 million. This difference in demography translates into a problem of raising awareness throughout the entire Bangkok area. As a major Bangkok regional city, Bangkok has 50 administrative areas of responsibility, making it very challenging to impart the reading habit campaign in every area. Despite its inability to thoroughly evaluate and implement this campaign in every segment of Bangkok society, all of its public libraries, a total of nearly 30 located around the city, developed ways to make a better reading atmosphere and learning spaces. The BMA expected every public library to motivate its local students and users to use its services. Another challenge with respect to Bangkok's size was that Bangkok is home to around 400 institutions, in both the public and private sectors, each of which has their own library. With the limitations of the BMA office, some institutions may not have implemented or supported the reading habit campaign. Also, collaboration between regional and federal governments can be difficult where different parties are in charge. Bangkok's governor was a Democrat at the time, and the Thai Government was of the opposite

party. Therefore, Bangkok faced unwilling and at times difficult collaboration partners.

Elite and Cognitive Mobilization

Jittidechrak T., provided information regarding the elite groups that recognized Bangkok as the World Book Capital in 2013, but noted the lack of participation and engagement from the various parties. That the BMA and Government never worked together is understandable, but that the Bangkok Metropolitan Council, a group with 61 members who monitor and supervise the management of BMA, never participated and neglected the process, seems unreasonable. The district council did not participate either. Neither party offered any suggestion or participated to any degree in the project. As such, all stakeholders, by necessity, coordinated their own help and support for the well-known reading campaign in their own areas.

Interaction

Jittidechrak T., explained at this stage, that the project touched on the violent situation of politics in Thailand, showed the insecurity and anxiety of the politicians, and attracted elite groups interested more in promoting their own political status than in contributing to youth development or other causes. Even though UNESCO is an expert in international relationships and is aware of the political situation in each country, they expressed concerns about Thailand. Establishing criteria and solutions for the project to be managed by each specific area or state was their solution. UNESCO required that project management of the reading habit campaign must be carried out by Bangkok's mayor, local leaders, the governor, and parties not connected to the government. The cover letter had to be approved by them specifically. Achieving a civil society and sustainable development is the main purpose of this reading project, so local leaders were required to contribute to and drive the commitment. Due to the lack of communication about these conditions and criteria, the BMA complained about the fact that the project had to be monitored and implemented at the national level.

Sudaied S., added, however, that Bangkok had never neglected their role in this situation, and had tried to communicate the situation and generate understanding so that more people would accept the criteria and conditions. Unfortunately, the press and mass media outlets treated Bangkok as a regional and local area with a different agenda from big business and industry, and the reading campaign news and events of the BMA and its alliances were relegated to a small and relatively unnoticeable space of the newspaper. If the media had paid more attention and given more importance to this campaign, the fact of Bangkok being World Book Capital would have made more impact on the population.

Evaluation

Sudaied S., explained that of the nine commitments submitted to UNESCO, the BMA, to date, has met 8, and the remaining commitment was being organized by the IPA Congress for March 2015. These 8 commitments represent a very successful project that influences the entire Thai population and serves as a good city role model for other areas. One of the most successful, in Sudaied's opinion, is the Book Start Project, which gives a book to every new mother and newborn baby. This is a very clever strategy for encouraging reading from birth.

Jittidechrak T., claimed that as a vocal participant, who gathered all aspects relating to the commitment to this project for submission to UNSECO, she believes that this project was a very successful effort for enhancing Thai reading rates. There have been many studies and organizational surveys conducted after the award. One example is the collaborative research between TK Park and Durakijbandit University to statistically survey reading rates in the Thai population. The research results show that the reading rates of Thai people have increased to 37 minutes per day, which is higher than those two years earlier.

Decision to Enter the Policy Stream

Jittidechrak T., stated that, as part of the emerging transfer network, when Bangkok was announced as the World Book Capital, the city was also electing a new governor. Many governor candidates had extolled the reading habit as part of their

electioneering strategy to attracting Bangkokian votes. Eventually, M. R. Sukhumbhand was elected as Bangkok's governor, and he vowed that even after the tenure of Bangkok as World Book Capital had ended, the city would extend the implementation of the campaign policies to increase and solidify the city's identity to the Thai population.

Sudaied S., added that the theme endorsed by Bangkok as the World Book Capital was "Read for Life." Today, Bangkok continues to implement and further develop this theme, having created the Library of Learning and Center of Community Learning, to:

1. Open the library of learning in new dimensions in 10 more libraries
2. Increase the number of book houses to provide wider book coverage
3. Create 5 more new youth clubs
4. Further promote reading as a UNESCO World Book Capital (Bangkok World Book Capital, 2013).

Implementation

Sudaied S., stated that the implementation of the 9 commitments had been quite a smooth and well-managed operation because it had been carried out by local government officials working with their own alliances. In some cases, alternate plans or adjustments from the original commitment had to be made. First, Bangkok had intended to renovate the BMA building for use as a public library and museum. However, Bangkok then suffered from a flooding event and could not remove its books, machinery, furniture, and other building contents in time. The flood destroyed the BMA building, which became too dirty and deteriorated to renovate. Since finding a new building was preferable to renovating the old one, officials decided to rent the Crown Property Bureau building as a public library instead. With respect to budgetary considerations, it would have cost too much to renovate and repair the BMA building, and the money saved could be used to support alliance reading campaign activities. Based on these considerations, Bangkok submitted a revised plan to UNESCO.

However, many people and the news media had begun to complain about the BMA option as well.

Jittidechrak T., described another commitment that was not successful—the IPA Congress. Thailand experienced a political conflict that affected several sectors, so the Congress was postponed from 2014 to 2015 to better accommodate participants and visitors. The IPA Congress is an academic seminar held by the BMA to support the Thai Publishers Company and motivate the Writer’s Association of Thailand to produce many good books and new ideas toward a thriving book industry. Organizing the IPA Congress not only introduces the book writers and publishers and their work to international and national authorities, it also provides an opportunity for librarians, writers, and publishers around the world to network and exchange ideas. Being the World Book Capital cannot immediately raise Thai reading habit rates. This process takes time. Continuous collaboration is a vital aspect in supporting behavior change in the long term.

Outcome

Sudaied S., described how Bangkok expects to develop the reading habit culture for all people in the Thai population through the implementation of 9 commitments:

- Mission one – the City Library as the window of Bangkok: After relocating all its material resources to the Crown Property Bureau, it will establish an improved collection of general books; a library for Thai, ASEAN, and world literature;; a library for children’s and youth literature; and an information and learning center.
- Mission two – Thai Cartoon Museum: Stated simply, Thai cartoons contain useful knowledge about Thailand culture, the Thai experience, and Thai identity. Bangkok has seized the opportunity to create this museum, which contains learning spaces such as the animation zone and cartoon research center, as well as an amenity area. In addition, Bangkok and its alliances have implemented many activities such as building a cartoon

town, holding a cartoon festival, and establishing a young cartoonist group.

- Mission three – create a reading culture and nurture thought: Reading is the foundation for all learning. This mission is divided into three age ranges.

0–3 years old: the Book Start Project to support book reading to the very young.

4–12 years old: training for teachers, librarians, and preschool center staff; a school tour project; donation of bookshelves; and the Young Readers’ Outstanding Imagination project.

13 years and over: family reading project, supporting district library activities, and encouraging youth to conduct research in their communities.

- Mission four – promote reading among children and youth: Modernization and updates to reading areas in 37 public libraries and 437 school libraries; development of reading corners in public parks, the sky train, coffee shops; and promoting reading in schools and reading activities such as the Brother and Sister Read Aloud project, the Bangkok Reading Club, the Family and the Children & Youth International Conferences.
- Mission five – identify literature about Bangkok residents: To raise awareness of Thai culture, feeling, art, and ideas, Bangkok and its alliances have created a poetry and prose reading and writing contest, and initiated activities to take advantage of historically important areas in Bangkok, such as Mae Nak Phra Kanong in the Phra Kanong district, Plae Kao in the Bagnkapi district, and Khu Kam in Bangkok’s Noi district. These initiatives also encourage local tourism and highlight outstanding books on Sunthorn Phu Day.
- Mission six – promotion of science books to foster scientific thinking: The lack of integration of reasoning in the education of its children is an important issue Bangkok seeks to address. As such, it is promoting activities that support thinking habits, such as establishing science book corners in schools, holding one-day science project workshops and science

fairs, promoting science books, and organizing national seminars to address the promotion of science books and raising their appeal to the population.

- Mission seven – promote books for spiritual awakening: Books influence how people think, feel, and behave. Bangkok is supporting activities relating to spiritual awakening, including an international inspirational seminar, a spiritual book fair, peaceful manner discussions, and the promotion of spiritual books at religious sites (temples, mosques, and churches).
- Mission eight – promote reading group activities: To share the goal of Bangkok as a reading capital, activities are held throughout the year to maintain momentum for sustainable reading development. Bangkok, its alliances, and all parties have collaborated to initiate activities held at different places and times in Bangkok.
- Mission nine – prepare and host the IPA Congress: Bangkok was exclusively entrusted by the international committee to host the 30th International Publishers Association Congress, which provides business networking opportunities, book marketing, and various educational speakers and seminars to improve the book industry. (Bangkok World Book Capital, 2013)

Amornthum A., Senior Statistician at the National Statistical Bureau, (2015) provided information from the reading habit statistical survey that evaluated after-work and outside-school reading habits. This office included all types of reading in its definition of reading habits, including reading on electronic devices and CD smartphones. SMS and email messages are defined as communication, and were not included as reading for knowledge. Since making reading habits part of the national agenda in 2009, and initiating the Decade of Reading for 2009–2018, Thai reading habits have increased steadily each year, but for 2013, when Bangkok was selected as the World Book Capital. The reading rate in Thailand, and especially in Bangkok, has been outstanding in its progress. Of course, the broadening definition of reading by the National Statistics Bureau has also helped. For example, in meetings of the

reading survey committee, they have discussed adding online reading on social media, such as Facebook, Twitter, and the like, due to the universal changes in reading behavior.

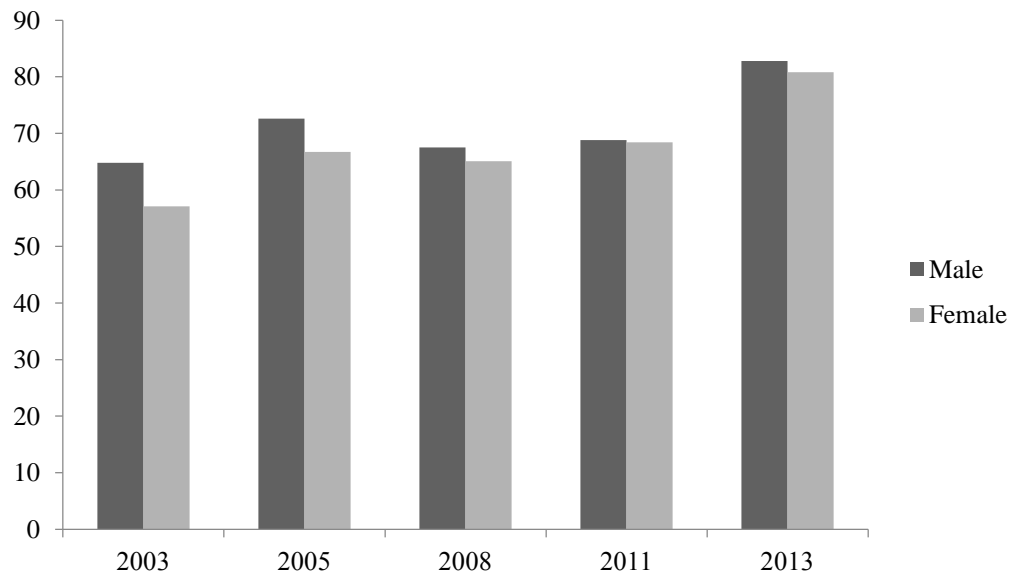


Figure 4.2 Reading Rates of People 6 Years Old and Over Outside School Hours/After Work, by Gender, Since 2003–2013

Source: National Statistical Office, 2013.

4.2 Validation of the transfer process

We applied Evans and Davies' (1999) policy transfer network concept to analyze and evaluate its validity for our model. In particular, we applied the sequence of voluntary policy transfer, and used it to summarize and observe the World Book Capital experience to determine whether or not we can claim the existence of a rational policy transfer process. In addition, to make our evaluation, we considered the subject of our analysis, the transfer agent, and the quality of our evidence.

Subject of analysis

In this research, we studied UNESCO's World Book Capital as an instrument for motivating and encouraging the establishment of a network or association in

Thailand for a reading campaign to enhance Thai reading habits. As such, the World Book Capital project is also a voluntary policy transfer with no external factor forcing Bangkok's performance.

The agent(s) of transfer

The agent's role is a significant factor in the policy transfer, and this agent can be replaced if found to be non-active (Evan and Davies, 1999). For an effective analysis, the following important questions must be answered: who wants it?, what do they want from it?, how are they going to go about achieving it?, who benefits and why? (Sunsaneevithayakul, 2013:69).

BMA is the main agent in this policy transfer case, playing the crucial role in transferring the World Book Capital designation to Thailand. After failing to win the honor of being World Book Capital in 2011, the BMA set up an expert unit in-house to expand its network of stakeholders willing to commit to the proposal. This unit has significant skills, essential resources, knowledge, a budget, and manpower at its disposal. Moreover, essential information about UNESCO's World Book Capital is easily located on the Internet, so the BMA did not require assistance from other agents.

What is the evidence offered to support the claim? How good is it?

The Bangkok Metropolitan Administration and 89 alliances expressed satisfaction with the UNESCO instrument. It worked very well and has been approved by many organizations and researchers. This project was included as one of the platforms of many parties during the election process. Furthermore, BMA has continued to implement related projects and is creating new activities in collaboration with its alliances.

Evidence to support the conclusions about this transfer have been taken from interviews with focal persons who gathered information for application to UNESCO, and who served as the assistant consultant to the local governor in preparation for the project. Ms. Trasvin Jittidecharak is the focal person for the Bangkok World Book Capital 2013, and the Executive Committee of the International Publishers

Association (IPA). Mr. Charun Hormthienthong is the president of the Publishers and Booksellers Association of Thailand (PUBAT) who mainly assisted Bangkok with creating commitment to the effort, including the National Book Fair and the Upcountry Book Fair, and who drives Thailand's book industry. Mr. Sophon Sudaied, the Librarian, Senior Professional Level of the Bangkok Metropolitan Administration, was assigned to initiate and monitor the reading habit campaign and its activities in accordance with the proposal submitted. Mrs. Apapaorn Amornthum is the Senior Statistician Professional from the Nation Statistical Bureau.

What conclusion can be drawn from the above about the nature and extent of transfer that has taken place?

In brief, the results from this research show that the World Book Capital by UNESCO clearly succeeded in the voluntary transfer of the policy. The World Book Capital performance standards involve stimulation and motivation of people in a reading campaign, without analogue elsewhere or any external pressure. The comparative table (above) details the transfer of the criteria defined by UNESCO as the basis for this policy transfer.

4.3 Summary

According to Sunsaneevithayakul (2012: 73), policy transfer has been used for a long time in Thailand's political life cycle, since Thailand first connected with other countries (foreign knowledge, ideologies, and foreigners). As the main agent, the BMA used high-technology communication, particularly relying on the Internet, to access information necessary for the transfer. Moreover, our analysis makes clear that the Bangkok World Book Capital is an example of voluntary transfer arising from the identification of domestic needs with no associated external pressure.

The contents of the comparative table support the claim that the nature of the Bangkok World Book Capital was inspirational with respect to policy transfer. The program was used to accelerate the Thai reading habit rate. In addition, one of UNESCO's strategies is to enhance the reading rates of member countries.

Importantly, the interview results with key people involved in the transfer and implementation of these policies strongly confirm its validity.

CHAPTER 5

CONCLUSION

The policy transfer network concept is the theory used in this thesis to analyze the case of UNESCO's World Book Capital program in the Thai context as a policy development tool. The transfer showed a need for the Thai Government to enhance and accelerate the reading habit rate of the Thai population. There were no external requirements to achieve this goal, nor any pressures exerted from developed countries or international organizations. Therefore, the Bangkok World Book Capital is a good example of voluntary policy transfer by inspiration.

In this chapter, we clearly answer all three research questions based on an analysis of the transfer of Bangkok World Book Capital, following the twelve stages of the voluntary policy transfer concept.

5.1 Answers to research questions

1) What extent does policy transfer explains the consequence, key players and interaction of World Book Capital policy in Thailand, and provide more in-depth information?

UNESCO's World Book Capital program began by a collaboration of transnational organizations, both from the public and private sectors, which culminated in the establishment of the first "World Book and Copyright Day" on April 23, 1996. This announcement captured the attention of many countries around the world for understanding the importance of reading. UNESCO initiated a second campaign for reading promotion and intellectual property rights protection. On April 23, 2001, the "World Book Capital" program was established to support the promotion of reading behavior. Madrid, Spain was the first city to be selected to emphasize the usefulness of reading. Following this program's first appearance, UNESCO received applications from several countries who wanted to highlight their commitment to this competition and to demonstrate their own methods for developing a sustainable reading culture. Officials in Thailand, at that time, had been very

concerned about its population's poor reading habits, which had reached what they considered to be a critical condition. Results from a statistical survey of reading habits showed that Thais read an average of only 8 lines of text per year. This situation was publicized and became very controversial to all parties concerned (public and private sectors, social sector, independent organizations, and communities). In response, the Thai Government had initiated a reading group and networks to initiate a reading promotion campaign for all Thai people, conveyed as "Reading is a National Agenda" in 2009. The decade 2009–2018 was declared as "The Decade of Reading." Moreover, Thailand designated the 2nd of April every year as national "Reading Day." From these actions and campaign, the Thai Government had clearly indicated its commitment to achieving the goal of increasing Thailand's reading habit rates. The Bangkok Metropolitan Administration (BMA) recognized the significance of reading behavior, and launched the "City of Reading" concept, which served as a reading development model for other cities and enhanced the literacy rate of its residents. Mr. Chanachai, Presidents of the Publishers and Book Sellers Association of Thailand (PUBAT), offered to Mr. Apirak, the Bangkok governor, the idea of promoting Bangkok for the award of World Book Capital by UNESCO, in the strong belief that this project would help to motivate, stimulate, and strengthen reading rates. However, the BMA was unsuccessful in its first attempt for the award in 2009 for several reasons. In response, the BMA reviewed the weaknesses in its application and added strategies for improving and moving forward in 2 years' time. In the meantime, Mr. Sukhumbhand, the new Bangkok Governor, launched the Office of Culture, Sport and Tourism, and charged key organizations with the responsibility for taking action on reading, based on UNESCO's stance. Furthermore, in 2010, the BMA and 89 alliances established a flagship collaboration to increase the reading culture in Thai society. In 2011, Mr. Sukhumbhand, along with the 89 alliances, once again proposed Bangkok as a World Book Capital to UNESCO, based on nine specific missions. Finally in 2013, Bangkok succeeded in being selected as the Capital of Reading by the international committee, from a field of six other applicant cities (Cairo, Egypt; Incheon, Republic of Korea; Quezon, Philippines; Quito, Ecuador; Sharjah, United Arab Emirates; and Shenzhen, Republic of China). The emergence of globalization and communication technology caused Thailand to recognize these world trends,

resulting in the transfer of ideology and policy. Therefore, policy transfer has an important role in describing the emergence of Bangkok as the World Book Capital from the beginning of the process to the present day.

In terms of key players, the BMA handed over the responsibility of the reading habit campaign to the Culture, Sport and Tourism Department, thereby fulfilling the UNESCO requirement for having only one implementation agent. The Department of Culture, Sport and Tourism's vision of its purpose is as an authority on cultural preservation, recognizing the value and uniqueness of Thailand, supporting its services and activities, including sports, music, and libraries, and focusing on tourism activities that require participation. In addition the department analyzes researches, and implements sport, arts, and cultural programs. According to the criteria for becoming a World Book Capital, cities must implement commitments to reading at the local, city, state, and national levels. Therefore, this criteria serves as a stand-alone enforcement for cultivating a commitment to the reading habit campaign throughout the award period.

The interaction during the award period, the Department of Culture, Sport and Tourism, under the auspices of the BMA, created networks and alliances to garner commitment to follow the proposal. Especially, in 2011, the BMA and its alliances had defined 5 strategies in the reading promotion campaign to pave the track of achievement. One of the Department's visions is to support services and activities, including sports, music, and libraries. As the main organization, they must gradually motivate and follow up on all activities of their alliances, collect information about the performance results from all parties, and create the proposal. At every step of the Department's implementation, it conveyed a strong belief that the World Book Capital award would stimulate and motivate a culture of reading for Thai people of all ages and thereby contribute to improving learning in Thai society. The commitment to the reading campaign to establish Bangkok as a Capital of Reading will be deemed as successful when the Thai population achieves an average rate of reading of 10–20 books a year.

2) What is the situation of other cities which were awarded as world book capital?

To understand the situation of other cities, the criteria by UNESCO has been used to respond:

Table 5.1 the Comparison of Cities Selected for World Book Capital Since 2011 to 2013

Nomination Criteria	Argentina Buenos Aires/2011	Armenia Yerevan/2012	Thailand Bangkok/2013
The degree of participation from all levels, from municipality to international	- Buenos Aires organized the International Book Fairs to play host to 70 libraries, over 400 bookstores, and scores of kiosks	- Yerevan celebrated the 500 th anniversary of the printing industry to promote participation of all book-industry stakeholders, NGOs, and relevant writing and publishing professionals.	-The Bangkok Government established the “Bangkok Reading Group” which have 89 alliances as a strategy to develop a reading culture for all, then was made host of the 30 th International Publishers Association Congress in 2014 for international participation.
The potential impact of the program	-These campaigns (There is no City without poetry, Give me a book as a gift, the day of the reader) have helped to foster and maintain a strong reading culture and provide a range of adventurous, intellectual writing.	- Yerevan made a lasting impact event for the publishing and printing industry by bringing professionals together to design the reading habit development project -Established events specific to children and young people to develop a love of reading.	-Bangkok leveraged power from various alliances to establish a sustainable reading culture and to influence Thai people of all ages, beginning with newborn babies and the “Book Start Project”, including disabled people.
The scope and quality of activities proposed by the candidate involves writers, publishers, and libraries	-The city has played host to celebrate many acclaimed writers such as Jorge Luis Borges (Labyrinths), Manuel Puig (Kiss of the Spider Woman), and Julio Cortázar (Blow-up and Other Stories)	-The city celebrated a foreign language translator’s event and collaborated with all stakeholders in the book supply chain, and relevant players and professionals in the book industry.	-The Literature Lane is an event that showcased Thai writer poets from the Rattanakosin era to the present. It also established many writer awards to inspire writers to publish their work, including the SEATO award, the S.E.A write, and the Wan Kaew award.

Table 5.1 (Continue)

Nomination Criteria	Argentina Buenos Aires/2011	Armenia Yerevan/2012	Thailand Bangkok/2013
The extent of the program with respect to freedom of expression, as stated in the UNESCO Constitution	<p>-Preserving and maintaining the literature heritage is the mission of Feria del Libro, with the expectation for all Argentinians to take their books very seriously. The theme of this mission is “no books on earth that we would like to read and cannot read.” Argentina tried to translate many titles into Spanish that might otherwise be overlooked by publishers,” said Adamo.</p>	<p>-Freedom of thought, speech and publishing is the main focus of the national associations playing significant roles in Yerevan World Book Capital 2012. This collaboration includes small associations (Girq Foundation), those at the NGO level (Hayheghinak” Protection of Copyright), those at the national level (National Association of Publishers of Armenia), and those at the international level (Armenian Association for Cultural Relations with Foreign Countries).</p>	<p>-The Thai cartoon museum is the 2nd of 9 missions, established to inspire people to think outside the box and to create a “platform for opportunity” to allow cartoonists and interested people to show and publish their work.</p> <p>-Book for You exhibition promotes equal access to books for everyone to share in the reading experience, including audio books, text, and braille text.</p> <p>-The Avid Reader Gallery displays photos s of book lovers who read at any time, any place, and given any chance.</p>
The quantity and quality of projects to promote and foster book reading	<ol style="list-style-type: none"> 1. International book fairs attract 1.2 million visitors 2. Hosts 200 bookstores, 70 libraries, and scores of kiosks. 3. Digital rights platform event for Argentine publishers 4. A cross-cultural program to promote a day of “biblio-diversity” for the Spanish-speaking world, 5. MICA, a new fair for the cultural industries 6. Library of Babel is a 75-meter high tower built from over 30,000 books (Rob: 2011) 	<ol style="list-style-type: none"> 1. Events dedicated to Book Donation Day 2. “Printing in Theoretical and Bibliographic Sources” exhibition 3. The Book in Historical, Cultural and Information Messaging Systems” conference 4. Management of “Art of the Book” national award and international contests' diplomas 5. Essay contests for the official website creation for the anniversary event “Yerevan World Book Capital”. 6. Reading in the garden, a project to encourage reading habits. 2012”. (Yerevan World Book Capital : 2012) 	<ol style="list-style-type: none"> 1. Renovated Bangkok City Hall into a city library 2. Established the Thai Cartoon Museum 3. Created a reading culture to nurture a thinking culture 4. Promoted reading to children and youth to convey the value of reading 5. Searched the literature for Bangkokian authors and individuals 6. Learning through scientific books 7. Supported the reading of morality-based books to establish a more peaceful society 8. Sustaining the reading campaign continuously with several groups to promote reading culture in Thai society 9. Organized the International Publisher Association (IPA) Congress (Bangkok World Book Capital , 2013)

The degree of participation from all levels, from municipality to international: Three cities have used the event as an instrument for holding interest since domestic to international participation level. There is a normally way for any cities to create events for attracting people which quite sustainable system to raise an awareness of reading habit for all. In terms of the potential impact of the program: Buenos Aires used the campaign for making the impactful, Yerevan and Bangkok initiated the project which has different focus and target group. It implies to the culture of people that a part from voluntary campaign, sometimes, active public relation or forcing environment is necessary. Moreover, the scope and quality of activities proposed by the candidate involves writers, publishers, and libraries: three cities used the special occasion to celebrate the outstanding or legend writers for establishing award to new writers, publishers, and libraries. Thus, event organizing is a significant tool to raise the issue and interest from all range of population, public and private book industry network and government which have a highly potential impact to participation.

The extent of the program with respect to freedom of expression, as stated in the UNESCO Constitution: there are different ways initiative, Buenos Aires translated all books in the world into Spanish language with the mission “no books on earth that we would like to read and cannot read.” In terms of Yerevan, they took the collaboration with non-government organization to publish and express free of thought. Bangkok focused on the freedom of book accession and museum to think out of boxes which show the opportunities to express any ideas for Thai people. Hence, it depends on the commitment of proposal which focus the freedom of expression on readers or writers. Finally, The quantity and quality of projects to promote and foster book reading: Only Bangkok that have nine missions more than the other two cities were awarded before due to several factors such as less awareness and reading rate of Bangkokian, the number of population in Bangkok area, and the potential of metropolitan administration to mentor and evaluate the project.

3) Does the policy transfer network approach appropriate effectively to analyze the world book capital transfer?

This is very appropriate tool to utilize and find more detail of transferring sequence, at every stages of voluntary policy transfer network, it can help to notice the clues of interview for getting in-depth information from key informants. Firstly, it

implies how the project was managed by public administration team (BMA) and private co-ordination (89 alliances) to garner the commitment, follow the proposal, and pave the track of achievement by using several events and campaigns to raise an awareness of reading habit importance and 9 missions of proposal to Bangkokian. Secondly, it informs a very detail of the process of policy and project since pre-transferred: Bangkok recognizes this project by the suggestion of the PUBAT presidents, process-transferred: Bangkok and 89 alliances coordinate together for establish the proposal and the Department of Culture, Sport and Tourism under the auspices of the BMA that has the visions to support services and activities, including sports, music, and libraries in order to implement the campaigns and commitments, and post-transferred: the reading rate of Bangkokian is outstanding and make progression in every year. The commitment to the reading campaign to establish Bangkok as a Capital of Reading will be deemed as successful when the Thai population achieves an average rate of reading of 10–20 books a year. Finally, voluntary policy transfer can be used as a len to realize other cities' implementation policy transfer especially World Book Capital by UNESCO which 2 cities mentioned (Bunis Aires and Yerevan).

5.2 Further Avenue of Research

The benefits arising during the implementation of this research include, first, the ability to transfer the context of the project management to other cities. Because of its positive impact on the community, the project should be repeated in other provinces that have the necessary resources and determination. In fact, the governor of Nakornrachasima, Mr. Thongchai Lue-adul, initiated a reading habit campaign over six years ago. The events held to motivate reading were known as the “Korat Night Book Fairs.” This represents one impact of this case study, which gave full attention to the importance of sustainable reading development (Hormthienthong, 2014). Secondly, with respect to the factors affecting the recognition of the project purpose, Bangkok is still recognized as the World Book Capital in the present day. However, the impact is not adequate throughout the Thai population. The short award period and diminished public relations efforts mean that continued active PR and

strong collaboration is necessary. Thirdly, while the survey satisfied the requirements of being a World Book Capital for Bangkokians and UNESCO, its simple but powerful information is also useful for managers, researchers, and BMA officers to further develop the reading project. Bangkok has provided a model for project management to Thailand, which can benefit the public and private sectors. Even if the Bangkok World Book Capital is a relatively new phenomenon in Thailand, globally, this concept has been in operation for a decade. Finally, policy transfer network theory in Thailand suffers from a lack of empirical research. As a tool for policy development, many academicians and researchers would benefit by understanding this concept in relation to foreign policy in Thailand.

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