



Management Strategies for Developing Thai Cultural Leadership of Students, Buditpatanasilpa Institute

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Abstract

This study is a descriptive research. The objectives are 1) to investigate the characteristics of Thai leadership in cultural aspect, 2) to investigate the current situations and expected situations of management for developing Thai leadership in cultural aspect of Buditpatanasilpa Institute's students and 3) to propose management strategies for developing Thai leadership in cultural aspect of Buditpatanasilpa Institute's students, the Faculty of Arts and 13 collaborative networks. The population and samples consist of 7 deans/directors, 22 deputy directors, 15 heads of department, 104 instructors, and 85 students. The research instrument is questionnaire and the statistic analysis are means, standard deviation, and calculated in PNIModified index, and content analysis.

The findings revealed are as follow.

1) There are 7 components of Thai leadership in cultural aspect: Thai -cultural personality, Thai -cultural knowledge, Thai -cultural skill, Thai -cultural attitude, Thai -cultural communication, Thai -cultural relationship, and Thai -cultural moral and ethic.

2) The current situation regarding the development of Thai leadership in cultural aspect of students in the overview and each component are evaluated at high level. The high components mentioned are (1) conservation and heritage of traditional Thai music and performing arts (2) education management mission for producing qualified traditional Thai music and performing arts teacher (3) provision of academic knowledge about traditional Thai music and performing arts for the interested people and (4) research and develop the knowledge concerning on traditional Thai music and performing arts.

3) The appropriate and possible management strategies for developing Thai Leadership in cultural aspect consists of 4 strategies; namely, (1) improving the research quality and creative tasks concerning traditional Thai music and performing arts to achieve a high level and get the International acceptance (2) improving the collaborative academic service in traditional Thai music and performing arts and improving community's life quality (3) improving the quality of the whole system of education management for producing traditional Thai music and performing arts teachers (4) improving the conservation, heritage and creation of traditional Thai music and performing arts.

Keywords: *management strategies, Thai cultural leadership, Buditpatanasilpa Institute*

Introduction

In the past decades, Thailand has been rapidly developed. It leads to the change of lifestyle, authoritarianism and materialism have emerged among some groups of people in Thai society. It leads to the confusion on concepts and value. There have been more conflicts between an individual's role, responsibility and institutes. The indigeneous structure and traditions have also been changed greatly (Tipanong lunpuka-wat, 2003:3) Thailand is now in the state of consumerism and following which has become a weak point of the society, and is facing the problem of having social value in copying international culture rather than create or invent it by its own. The current global society is an information and technology era which has rapid communication, culture transformation is then easy and spread in a wide extent, especially among the youth which is an important group of the country in the future. Thai youth has accepted culture of other country so much that they dismiss their own traditional value and lifestyle. It is a kind of the cultural flow in one way which is not adapted to Thai culture and lifestyle at all. Exceedingly adopt the new culture could root out their own indigenous culture, which is an important part protecting a country's development, and decays tradition of their own country until it has been lost and the people would be running out of their own identity. This makes them lose their pride in their own culture and local wisdom and leads to the lack of maintaining being Thai.

From these problems, it reflects that Thai culture is facing a problem of losing its own identity and uniqueness. If it is not solved in a soon time, there could be a culture collapse in the future. And if there is no proper indoctrinate for the youth, it would be hard to have unique culture in the future.

Institutes in college level have a main responsibility in arranging education for academic and professional progress to serve the society's requirement. Education, thus, is an important tool to develop human to be qualified and gain full potential and bal-

ance intelligently, mentally, physically and socially so that it can help creating people who are leaders in different careers to develop the country. (Distance Education Institute, 1999 :1) People can be developed by learning transmission which can create and develop people on knowledge, thought, and morality so people can live in society happily. Above all, education is cultural transmission which means the handing over from generation to another generation. At the same time, culture has evolution and it can move, not just stay still with new things coming up. Colleges/ university has its main responsibility on arranging education and the country's culture transmission too. This is obvious as there is an enforcement that every education institutes must have main mission in working for 4 aspects : learning and teaching management, research, academic service to society and arts and culture maintenance. On arts and culture maintenance, an important mission, has different works like development, conveying, research exchange and domestic culture monitoring. It is to have students learn their own root and history, Thai society, the country and international, and to enable students to understand the reason of having culture, tradition and values which hold people in our society to be in harmony and have patriotism mind and value the country's culture, also know how to select to adopt other cultures properly among the global change so the country exist with dignity and maintain her quality.

Culture is an issue of national policy which leads to Thai culture management in order to promote culture and maintain it. It is foundation of citizen's living. This national policy can enable people to value culture which has important role in developing country virtually with institutes in college level as the main tool in building important resource, especially the development of Thai cultural leadership. This development and product from colleges will make graduates who have vision and ability to lead on culture and maintain, transmit and learn Thai culture.

The Faculty of Art Study, Buditpattanasilpa institute is an education institute that arrange learning and teaching on arts and culture, including music and dance. It is an organization that has a mission of conserve, recover, transmit, create and develop arts and culture, with its network in affiliation, the College of Dramatic Arts throughout the country for 13 places. This makes the Faculty of Arts Study in Buditpattanasilpa institute becomes the main unit in arranging the study of arts and culture, and also an educational institute on arts that strive to produce graduates with the best on art and culture teachers to maintain and transmit our country's arts and culture, emphasizing on producing graduates who are academic on dramatic arts to develop and the knowledge to be productive and applicable, and stick to their code of ethics of teaching profession with Thai culture awareness.

In the present, the Faculty of Arts Study has been produced graduates to serve our society constantly that it is acceptable as a high quality organization in producing teachers in dramatic arts and music. Consequently, the graduates of the Faculty of Arts Study, Buditpattanasilpa institute is now expected by society to be the leading teachers on culture, and know Thai culture deeply with ability to implement well, as well as to have leadership skill. But In this changed status of the society with rapidly flow of knowledge and information, the faculty is affected and it needs to strengthen its paradigm and striving to develop itself to be the model organization on producing teachers of dramatic arts and music and acceptable both in the country and in international league, also to be the study resource of culture with standard that students gain efficient learning process.

Thus, the management strategies for developing Thai cultural leadership is a creation of national culture unity, conserving and maintaining Thai culture in global culture trend as in the King's saying that graduates are expected by citizen and society on knowledge, ability and goodness as the creator of

power, progress, happiness and security for the public, including the solver of all problems. (Ministry of Education,2005:online)

From the background and significance of the problem, I am interested in studying the management strategies for developing Thai cultural leadership of student in Buditpattansilpa Institute to produce the graduates to be the leader of Thai culture and the Thai culture experts in every aspects with in-depth understanding and can transmit and convey the knowledge well.

Objectives

1. To study the qualification of Thai cultural leadership
2. To study current and required state of administration to develop Thai cultural leadership of students in Buditpattanasilpa Institute.
3. To develop management strategies to improve Thai cultural leadership of students in Buditpat-tanasilpa Institute.

Methodology

Populations : 876 people of executives, instructors, students in the Faculty of Arts Study and the Dramatic Arts College networks, Buditpatanasilpa Institute.

Sampling groups: executives, instructors, students in the Faculty of Arts Study and the Dramatic Arts College networks, Buditpatanasilpa Institute. Data is collected by quantitative method of Taro Yamane from 876 sampling groups at deviation level at 0.05 which can calculate the sampling group to be 271 people by quota sampling which select sampling groups according to population ratio and show the sampling groups nationwide.

Data Analysis

1. The study on the component of Thai cultural state qualification.

2. Study the current and required state of management to develop Thai cultural leadership of students in Bunditpat-tanasilpa Institute. Data is collected by Quantitative Method and analyzed by gathering the data from questionnaires at 5 rating scales and calculated the mean and deviation standard in each item. Besides, there is PNIModified calculation to get the Needs Identification from the formula of $PNIModified = (I - D)/D$. Then sort the value from each item in questionnaire in order of its significance and needed issue.

3. The topics in each question are sorted according to the significance and needed management to develop Thai culture leadership of students in Bunditpatanasilpa from questionnaire and group topics to be analyzed by SWOT Matrix Analysis. Then the topics are sorted in to the weak point, strong point, opportunity and threat, which is referred by the calculation of the highest PNIModified subtracting the lowest PNIModified. The group with the highest PNIModified is considered as the weakness / threat of the administration which would show improvement requirement. So the topics need to consider as a strategies to eliminate the weakness or to reduce the threat. On the topics groups that have medium PNImodified indicator level and the one with low PNImodified indicator will be the strength of the administration of developing the leadership of the students. The result of the assessment analyzed by SWOT Matrix Analysis shows the relation between current state and required state (suwimon wongwarid, 2007) which will be used to develop the management strategies for developing Thai cultural leadership of students in Bunditpa-tansilpa institute.

Results

1. The components of cultural leadership is found for 7 aspects : 1) Thai cultural personality 2) Thai culture knowledge 3) Thai culture skill 4) Thai cultural attitude 5) Thai cultural communication 6) Thai cultural relationship and 7) Thai cultural ethics

and morality.

2. The current and required state of administration to develop Thai cultural leadership of students in Bunditpattanasilpa Institute, it is found that the Faculty of Arts Study has administration on developing leadership of students in high level.

3. The management strategies to improve Thai cultural leadership of students in Bunditpattanasilpa Institute, the results are found as follows:

Strategy 1 : shift up research quality and creative works to be the center of the best practice in dramatic arts and music and acceptable nationally and internationally.

1.1 Strategy of developing to be the model institutes for dramatic arts and music teachers.

1.2 Strategy of developing staff and students' potential in conducting research with good standard for sustainable development of people's life in community and society.

1.3 Strategy of increasing the potential of research and creative work leadership of arts and culture on dramatic arts and music, and building the research network in national and international level.

1.4 Strategy of developing information technology to develop the institute to be the research center of arts and culture on dramatic arts and music of the country.

1.5 Strategy of promoting copyright registration creative and research works to serve for research conducting.

Strategy 2 : shifting academic service quality of arts and culture on dramatic arts and music with participation, and the life quality of people in community and society.

2.1 Strategy of building up cooperation with community and society : managing a project of academic service of dramatic arts and music which is consistent with community's requirement and integrate and discipline it with diverse culture for sustainable development.

2.2 Strategy of developing communication

skill that is efficient to relate to the good understanding and the skill of using technology creatively by communication and present the works of arts and culture in creative way.

2.3 Strategy of academic service that relating to teaching dramatic arts and music arts to communities in both academic way and vocational way.

2.4 Strategy of cultural information collecting system for keeping local and national performance to be an efficient study source.

Strategy 3: shifting educational quality for the whole system to produce required qualification dramatic arts and music teachers.

3.1 Strategy of building cooperation network of state section and private section in developing curricula to produce dramatic arts and music arts teachers to be in the required standard of society.

3.2 Strategy of developing learning management for producing the dramatic arts and music arts teachers to have proper personality consistent with Thai value and culture.

3.3 Strategy of developing academic and vocational skills to increase the ability on dramatic arts and musical arts to be acceptable in national and international level.

3.4 Build the community and social learning center to be the basement of learning exchange on Thai culture and indigenous wisdom.

Strategy 4:

4.1 Strategy of promoting national and local dramatic arts and musical arts maintaining and conservation.

4.2 Strategy of strengthen community and society cooperating potential on making understanding of Thai tradition and lifestyle to build up sustainable relationship with community and society.

4.3 Strategy of developing the image of dramatic arts and musical arts performance to be ready

for ASEAN.

4.4 Strategy of developing database system of arts and culture on dramatic arts and musical arts for dissemination and being the learning center in proper standard.

Conclusion

The objective is to report the study results and present the strategies found from the study to encourage for paradigm improvement of the Faculty of arts to be influential in the society and development of the organization to be a model organization on producing dramatic arts and musical arts teachers who are recognized both in the country and among other countries, as well as an information center of culture with standard that lead students to be productive and become a model of cultural teachers and a foundation of our culture integrating with present society.

I hope that the study of Management Strategies for Developing Thai Cultural Leadership of Students in Buditpatanasilpa Institute could be an approach of quality shifting of Thai cultural leadership to be in a better standard as management is a key of education improvement for it is a framework of administration in every kinds of activity in educational institution. This involves with learning experience management for the students from making policy, planning, budget allocation to implementing, so that the learners gain good quality learning experience and achieve the objectives of education management as planned in order to produce graduates who can be Thai cultural leader who are experts on Thai culture in every dimension and in-depth and can transmit their knowledge well. Above all, I hope the study is relevant to the objectives of education management of Buditpatanasilp institute in integrating and securing performing arts culture to be sustainably maintained in the country.

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