



Policy Direction on Folk Music and Performing Arts Management in Thailand

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Abstract

The Research on Policy Direction on Music and Performing Arts Management in Thailand is a qualitative research, aiming to study so as to determine policy direction on folk music and performance management of the Department of Cultural Promotion. The results of this Research are as follows:

1. According to the study of folk music and performance situation in Thailand, the music and local performance in Thailand are different from those in a variety of regions, by having total 4 objectives; that is to say, 1) for funning and alleviating working tiredness, 2) for celebrating the achievement of persons or society, 3) for offering to Buddha in virtuous and meritorious activities, and 4) for conducting worship to the spirits and the angels or being used in rites and rituals. However, at present the importance of music and local performance has tremendously reduced and has changed from the previous ones in the form of showing forms, music instruments, dressings, and in particular change in roles and duties towards society as a result of change in society and economics. The survival of showings in society is due to the things which are symbols and identities of a variety of local communities. In addition, the public sector continues to support various operations as appropriate; nonetheless, it is for the purpose of conservation, rather than further development to add economic values.

2. According to the proposal of policy direction on folk music and performance management of the Department of Cultural Promotion, the Researcher utilized concepts concerning management, the UNESCO Culture Production Cycle, and safeguarding of intangible cultural heritage guidelines under the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage as frameworks used in study and determination of 8 issues used in preparing the proposal of the policy direction on folk music and performance management of the Department of Cultural Promotion, comprising 1. the policy / management 2. Creation 3. Production 4. Dissemination 5. exhibition / reception / transmission 6. consumption / participation 7. archiving / preserving and 8. education / training. According to results of preparing the proposals of policy direction on folk music and performance management of the Department of Cultural Promotion, there were 30 policy proposals, 30 aims, and 95 strategies.

Key words: policy direction, management, folk music and performing arts, creation, UNESCO culture production cycle

Introduction

In the globalization era, the dispersion of culture can affect every culture throughout the world. Thailand, the country which has several intellects and culture heritages from the previous generation, now we are also facing the dissemination of culture. This problem occurs because of the mass communications and the monopoly companies which could control the behavior and the culture in modernity by making the traditional culture becomes out of date (Kamol Kamontrakul et al. 2009: 12). Therefore, World Intellectual Property Organization - WIPO and United Nation Educational, Scientific and Cultural Organization - UNESCO are worried about this problem and try to manage the culture.

Nowadays the culture is endangered by the roll of culture is decreasing in the modern society which focuses on the growing of economy, culture is used in the wrong way or it is mixed with other cultures, and some people use the culture without authorization. The management of the organizations as mentioned above motivates the members of the organizations to adapt to the changing of the culture. If the members do not aware of the changing of the culture, they would lose the opportunity to be a part of the culture management. United Nation Educational, Scientific and Cultural Organization - UNESCO promoted convention for the safeguarding of the intangible cultural heritage.

The policy of register the intangible cultural heritage of UNESCO helps make many countries develop the strong management especially in music and folk performing arts. Music and folk performing arts are the first doors to learn of the country. In addition, they could affect the changing of the society and the economy of the country. South Korea is one of the countries which make the profit of their culture under the policy "Creative Economy". Creative Economy becomes the main economy of the country and make the profit of \$27.6 billion in 2002 (Sasin Graduate Institute of Business Administration, 2010

: 59).

Although music and folk performing arts are conserved and protected and also valued, the management of Thai music and Thai art performance which is administered by Department of Cultural Promotion is neglected. The management of Thai music and folk performing arts is not stable because of the unclear management and the politic. Despite the acceptance that music and performing arts are importance for the country, the management is not effective. Especially when compare with the culture management of Japan and South Korea which have successful export on music and performance.

Therefore the study of Policy Direction on Music and Performing Arts Management in Thailand is to present the policy direction on music and performing arts of Department of Cultural Promotion. The information from the study is very useful to specify the policy for the Department of Cultural Promotion as it is the important organization to protect and promote culture to other countries. This research aims to study the situation of Thai music and folk performing arts and to present the policy direction on music and folk performing arts to the Department of Cultural Promotion. The researcher hopes that the study of Policy Direction on Music and Performing Arts Management in Thailand would be useful to help Department of Cultural Promotion make a plan and a decision about the management of music and folk performing arts. The plan and the decision about the management would conserve the identity of music and folk performing arts which is considered as Thailand's property. Besides this research paper is the important research to remind Thai people about the music and folk performing arts management that need to be administered as fast as possible and to be conserved like other countries' cultures.

Objectives

1. To study folk music and performance situation in Thailand.

2. To propose the policy direction on folk music and performance management of the Department of Cultural Promotion.

Methodology

Setting

The study of Policy Direction on Music and Performing Arts Management in Thailand focuses on studying to make the policy direction on music and folk performing arts management of the Department of Cultural Promotion by using Culture Production Cycle of UNESCO which consists of creation, production, dissemination, Exhibition/Reception/Transmission and Consumption/ Participation. The Convention for the safeguarding of the intangible cultural heritage which consists of Archiving/preserving and Education/Training is also the scope of this study.

Population

The sample of this research is selected by condition and objectives of the research.

The researcher selected the sample by the Purposive Sampling. The samples are the music and folk performing arts administrator, expert, academician, music and folk performing arts teacher, artist, the leader of the actors and the actors around Thailand.

This research does not have the exact area because it depends on finding the answer and correcting the answer of the study from the expert. Dating of research started from December 2009 to February 2013.

Research Instruments

The Research on Policy Direction on Music and Performing Arts Management in Thailand is a qualitative research, distributes into 2 terms.

The first term is a study of music and folk performing arts situations of Thailand. According to a survey and a documentary analysis results from the music and folk performing arts situations of Thailand by using a questionnaire as a research tool, basic sta-

tistics data analysis, the role of the Department of Cultural Promotion analysis and the music and folk performing arts situations of Thailand analysis by SWOT Analysis.

For the second study term, is presenting Policy Direction on Music and Performing Arts Management in Thailand by expert in-depth Interview to form a Policy Direction on Music and Performing Arts Management in Thailand and focus group to approve Policy Direction on Music and Performing Arts Management in Thailand of the Department of Cultural Promotion.

Results and Discussion

The results in the study of the music and folk performing arts policy directions in Thailand were as follows:

1. From document analysis it was found that the different regional areas in Thailand have their own styles of folk music and where folk performance occurs the purposes are the same in order to entertain and give the relaxation time or in some sort of charity etc. The influence of globalization currently has impacted and decrease the significant of music and folk performing arts. Besides the performing arts has developed continuously in music, lyrics, vocals, singing, performance, costumes, and management of budget, personnel, technology, public relations and marketing strategies.

2. A recent study of the music and folk performing arts in Thailand were based on a conceptual management for Culture Production Cycle by UNESCO and conventional management for the safeguarding of the intangible cultural heritage for this research conceptual framework found with the average total mean scores of criteria from the sample interviewing questionnaires using Kresjcie Morgan table in sample calculations were 3.96. The average mean scores of the 8 criteria revealed as follows: Education and training factor was 4.31 and SD was 0.67, the Production factor was 4.19 and SD = 0.72, Distribution factor

was 4.01 and SD was 0.77, Consumption / participation factor was 3.99 and SD was 0.88), Maintaining factor was 3.98 and SD was 0.84), Exhibitions factor was 3.87 and SD was 0.93, Creation factor was 3.83 and SD was 0.57, and the Policy and Management factor was 3.50 SD = 0.54).

3. The result of the role of the department of Cultural Promotion analysis can show that the department of Cultural Promotion's mission, Ministry of Culture Thailand is directly related to music and the folk performing arts which had been operating on activities such as data collection, competitions management, organizing seminars including support for local activities with an definite dialogue instead of developing and creating upon the economical value of music and folk performing arts.

After using the result of SWOT Analysis it was found that Thai music and folk performing arts have strong points, weak points, obstruction and opportunity as follows :

Strength: Music and folk performing arts are the symbols of culture which are outstanding and unique. New creations are always produced within various classifications, although the culture is often disseminated in the festival in which local people have been presented from time to time.

Weakness: Most of the musicians and local actors lacked knowledge and a foreign language. The instruments are of low quality and do not meet the quality of standard.

The new product naturally takes time to attract the target group of people. Children do not have a chance to join the performance. They do not have enough books to learn and study.

Opportunity: The government gave significance of music and folk performing arts because they are valuable for the development of the future. Accordingly, the government has to impede the integration of folks music and performances in order to make them notable and involve them into the curriculum.

Threat: The government neglects the impor-

tance of music and folk performing arts to create a new product requiring costly methods. Populations do not pay attention to TV channels which rarely present folk music and performing arts. The majority of parents do not support their children to study in this field.

4. The proposal policy and direction of administration of music and folk performing arts in the department of Cultural Promotion

The researcher creates the proposals from musical situation and the Thai folk performance. It consists of 8 fields such as 1) Policy/Management, 2) Creation, 3) Production, 4) Dissemination, 5) Exhibition/Reception/Transmission, 6) Consumption/Participation, 7) Archiving/Preserving and 8) Education/Training. Furthermore, we obtained the same information from experts with in-depth interviews in order to analyze all proposals and to settle the proposal policy and direction of administration of music and the folk performing arts using focus group for inferring completed proposals. All 8 fields will be pre-

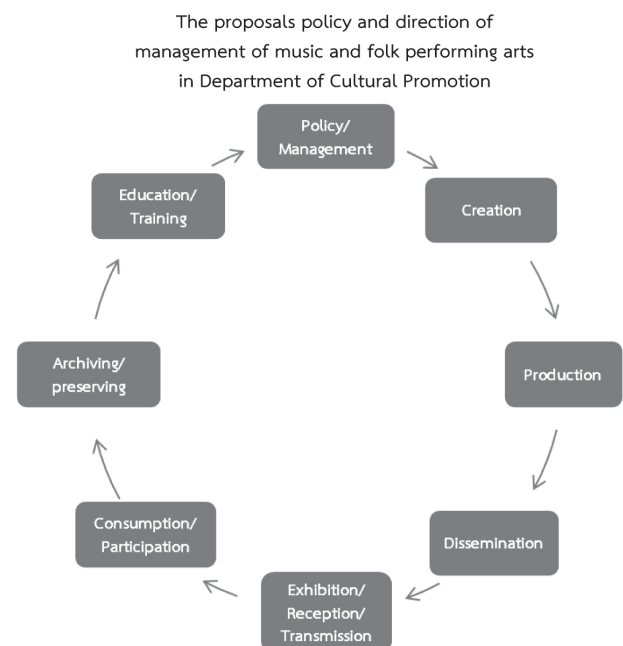


Figure 1. The diagram of proposed policy and direction of management of music and folk performing arts in Department of Cultural Promotion, Ministry of Culture

sented by this diagram.

The proposals policy and direction of management of music and folk performing arts in Department of Cultural Promotion comprised of 8 fields, the proposals 30 items, the aims 30 items, and the strategy of the aims will lead to be successful; there are 95 strategies, such as

1. Policy and management

It consists of 6 proposal policies, 6 aims and 19 strategies. One important proposal is the making of attitude and taste. It will make Thai people appreciated with Thai music and folk performing arts. The Thai cultural heritage plays an important role in the way of life from the past to present. However, there are some important proposals involved with others; for example, defining the music and folk performance are to be considered as the significant policy in nation, planning certain budget. In addition, the development of people needs to be entirely essential to provide and people have to have a good vision and boost Thailand to be the center of music and folk performing arts of the world.

2. Creation

The creation contains 2 proposal policies, 2 aims and 5 strategies. The development of people has to be improved especially the knowledge involved with creation is very necessary to be preserved and got along with the taste in the trendy people.

3. Production

The production has 3 proposal policies, 3 aims and 10 strategies. The important one is that it is essential to do the research and find out the contents and interests of the consumers in order to produce the demanded work.

4. Dissemination

There are 3 proposal policies, 3 aims and 12 strategies to be considered in dissemination. The created media for publishing in each community has to have the remarkable identity for being attractive from others.

5. Exhibition, reception and transmission

These comprise 5 proposal policies, 5 aims and 14 strategies. The important proposal is to provide a chance to show the activity of music and folk performing arts inside and outside the country or around the world.

6. Consumption and participation

There are 5 important proposal policies, 5 aims and 13 strategies in consumption and participation so the children, teenagers and other people should participate in the performance and help each other establish the strong network.

7. Archiving and preserving

Archiving and preserving consists of 2 proposal policies, 2 aims and 8 strategies. The important proposal is to construct a learning community and to create music and folk performing arts database music database efficiently to be accessed easily.

8. Education / training

There are 4 proposal policies, 4 aims and 14 strategies. The important proposal are to build awareness about music and folk performing for children and youth, to support teachers conveying the knowledge's wisdom and to open space for recreational activities together.

Conclusion

Applying management principles, Culture Production Cycle of UNESCO (Culture Production Cycle) and the safeguarding of intangible cultural heritage which is according to the Convention for the safeguarding of the intangible cultural heritage is used as a framework for determining the direction of the Policy Direction on Music and Performing Arts Management in Thailand. As a result of that, there are comprehensive management strategies, that lead to guidelines for achieving expected goal. It creates an important part of integrating mechanisms operating at the community national and international level for developing mechanism for the operations and support for the safeguarding of the music and folk per-

formances. Finally it also establishes the recognition and value which Department of Cultural Promotion is the core player that merges the private sector and network nationwide.

Recommendations

1. Policy Recommendation

1.1 Department of Cultural Promotion should prepare the proposals policy and direction of management of music and folk performing arts for studying and provide projects to support the strategy set.

1.2 Related agency such as Ministry of Education, Ministry of Interior by Department of Local Administration, can use the research report for studying and integrating in the activities with the Ministry of Culture.

2. Recommendation for Further Research

2.1 The research should be developed on the proposals policy and direction of management of

music and folk performing arts such as the creation, which can use the cultural capital for developing the creative economy to be more concrete.

2.2 The research should be included Behavior researching, Expectation and Market Segmentation to response the proposal of 8 fields and to be information for entrepreneurs to create music and folk performing arts as the market needs.

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