Nan City: History, Religion, Culture and Social Management

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Abstract

Nan City: History, Religion, Culture and Social Management is a both qualitative and quantitative mixed-methodology research sought to explore the history, religion and culture of Nan City from the past to present, including the present social management pattern in the aspects of local tradition conservation, and way of life relating to religion and culture for sustainability, proper system and succession for the way of Nan City being. The populations were aimed at studying groups of populations related to the research of Nan City: History, Religion, Culture and Social Management. Group 1 is the policy area including the managements at governmental, ministerial, department and Nan provincial level, Nan Provincial Administration Organization and Local Administration Organization such as Municipality and SAO for 50 monks/person, using questionnaires and interviews as the data collection form. Group 2 are the direct operators including state agencies or organizations relating to history, religion and culture which are the Seventh Regional Office of Fine Arts, Nan, Nan National Museum, Nan Cultural Council in district level and sub-district level for 90 monks/person, using questionnaires and interviews to collect data. Group 3 is the people including people forum in ancient Nan City zone and Nan provincial people forum. People forums were supported from different organizations to organize the cultural, religious and historical activities for 3 forums and 50 monks/person per forum in total of 150 monks/person, using questionnaire and interview as a means to collect data. Group 4 are relevant academicians including religious leaders, historians, researchers, conservationists, and social management academicians for 90 monks/person using questionnaires and interviews as the means of data collection and content analysis and descriptive analysis for data analysis.

The findings of study results revealed the following.

1. Based on the study and analysis of relevant documents and researches, the finding shows new discoveries concerning history, religion, civility, and social management of Nan City from the past until present which can be transformed into 3 books concerning social management pattern of Livable Nan City. These include of Nan City: History, Nan City: Religion, and Nan City: Culture and Tradition.

2. According to the result from the consideration on social management pattern of Nan City, the experts had the opinions that the social management pattern comprised three aspects including discussion, cooperation of network members and reinforcement of organizational leader capability.
3. According to the proposal for application social management pattern of Nan City, sustainable social management pattern of Nan City should be applied with systematic action and action participation by all organizations.

**Keywords** History, Religion, Culture and Social Management

**Introduction**

Nan City is an ancient city with long history. It has its own unique culture inherited from the past to present. This includes architecture, sculpture, good tradition, and ancient places marking Buddhism prosperity that has played the significant role to its people and community, resulting in the constructions of more than 425 monasteries in Nan City. The people of Nan City feature a variety of ethnic groups. Each group has its own historical account which is worth to be studied. Even though Nan City has a variety of tribesmen, they have happily lived together from the past to present. This proves that Nan City has a good social management system and makes "Mueang Nan" renowned for being a lively ancient city, one of the ten model cities for creative economy.

The researcher observed the method for transforming an ancient city to a livable city, which is a concept related to Nan City. Bangkok Metropolitan together with Bangkok Forum which is a civil society organization working to promote people participation for the development of the Bangkok Metropolitan, organized a seminar on the issue of ancient city restoration and conservation under the theme namely “Restoration of Ancient City to be Livable” in Bangkok, Phrae, Nan and Chiang Mai, the area of which have faced ancient city conservation problems. This seminar was held in order to be a forum for the exchange of knowledge and the invention of future conservation measures. It was convened by three prominent scholars from Japan who exchanged their experiences with regard to the restoration operation of ancient city or community between Japan and Thailand. In this seminar, Assoc. Prof. Dr. Yoshifumi Muneta who has worked in Kyoto restoration introduced the tourism style of Japanese people that it is conservation-style tourism with an emphasis on a community. The powers of people and communities have been very crucial for restoration of ancient cities to make the ancient cities become cultural sources to support tourists. This type of tourism has been the conservation and also a method of city development. Fuzae Kojima, the secretary of ancient house network of Kyoto (Kyo Machiya Net) mentioned that a good tourism should be an entry into a community to grasp the good value and culture of that community; in this way, the tourism can contribute to the conservation.

Even though at present, Nan City has more social capital in the aspects of history, religion, culture and social management as the vantage point than other provinces, based on the study, Nan City is required to have the readiness to confront several respects of most important problems and obstacles including incoming afflux of external influence and civilization entering into Nan City like other scenery towns where have been similar to Nan City in the future. The researcher discovered that capitalism has been influential toward culture and society of Nan City, causing simultaneous changes in culture and society. However, it has also undermined the good or existing culture and society at the same time. Therefore, the cross-cultural comprehension building has been the significant building of friendship and alliance foundation. In the world with fast communication, there must be inter-comprehension in diverse notion, way of life, mores and values in current world must be promoted.

The research method, model scheme and master plan of ancient city development and conservation were selected. Synchron Group Company Limited together with
Moradok Lok Company Limited conducted the study via area survey process, relevant document study, in-depth study from well-informed people, intellect, inquiry and public hearing. In such model scheme, it is the strategy determining method and measure in conservation and development to create sustainability of Nan City and to be the crucial tool of supervision and control in order to oversee and protect the main Nan ancient city being, create the worthiness of environment, artistic work and culture and tradition, and convey civilization of Nan city of Eastern Lanna.

From the aforesaid, the researcher was interested in studying and researching Nan City being in order to construct and develop social management pattern under the conceptual framework of history, religion and culture of Nan City since Nan City still has the opportunity to prepare itself for the joint conservation and Nan-social management in order to be the future practical guideline. There are two main issues in this research. One is the application of the social management principles for the development and conservation which will make Nan City to become a significant city in the Eastern Lanna. Another is the designation of appropriate measures or methods for the study of Nan City in the aspects of history, religion and culture which can then transform into the corpus of knowledge and model scheme to construct conservation and development pattern of Nan City in order to have properly systematic and sustainable management and succession of the way of Nan being.

Objectives
1. To study history, religion and culture of Nan City in the past until present.
2. To present the sustainabilization of the social management pattern in the aspects of local tradition conservation, way of life relating to the religion and culture and properly systematic with the succession for way of Nan City.

Research Methodology
The research was conducted on Nan City: History, Religion, Culture and Social Management. The researcher executed the way of Research and Development by applying the Mixed Method comprised of both quantitative and qualitative researches as a means for data collection with three following phases of operation.

Phase 1. The study was made on the history, religion and culture of Nan City in the past until present through the basic data collection from books, scriptures, textbooks, documents and researches relating to the history, religion and culture of Nan City in the past until present. The conclusion results in different forums such as people forum on social management of Nan City were taken to explore the data collected by the researcher, categorize the works for researching, study the variation perspective according to the era to be systematic, summarize the works required for researching, and then present the research. The forum was organized for experts and people concerning with this research to participate and set up a public hearing with respect to Nan City’s development problem and then the data collected was concluded.

Phase 2. The summarized method of the study on Nan City Being in the aspects of history, religion and culture was developed into the patterns of Nan City’s conservation and development and social management to be sustainable and properly systematic with the way of Nan City being. Then, the thoughts of the experts and people concerned with the research were synthesized and development pattern was drafted in order to seek advices from the experts of all four groups through (Focus Group) of the experts using meeting minutes form in the perspective of participation in Nan City development to be cultural, religious and historical city with sustainable and systematic social management.
The in-depth interviews for semi-project of model scheme and master plan on conservation and development of Nan ancient city area were conducted at five monks/persons to enquire them about the condition of problem and development of Nan City. Then, the data was analyzed through the measurement of frequency, mean (x), standard deviation (S.D.) and content analysis; and systemize data and summarize basic data to acquire the main point applied for drafting Nan City’s conservation and development pattern.

Phase 3. Nan City’s conservation and development pattern was created through drafting of the pattern from basic data collected in Phase 1. The concept, theory and pattern development principle of Keeves (Keeves, 1988) and Tissana Khammanee (2005) were applied to define the framework of potential development pattern of Nan City into 6 elements including: 1) source/concept of pattern, 2) objective of pattern, 3) Nan City’s development issue, 4) development approach/process, 5) application of pattern, and 6) determination of role of people concerned and drafting the pattern instruction manual describing pattern details such as background and significance of pattern, objective of pattern development, pattern development process, operating scope, structure and detail in each element of pattern and supporting document for theoretical quality examination format of pattern. The pattern and drafted pattern instruction manual were checked by the experts in Nan City development in the aspects of history, religion and culture at 11 monks/person on consistency, congruity, clearness and possibility of application using 3-rating scaled check form and 5-rating scaled pattern quality evaluation. The data in the part of quantitative research was analyzed with statistical method and the content of the data in part of qualitative research was analyzed. The results were used to improve the pattern and pattern instruction manual to be more complete before use to experiment the pilot study of social management pattern of Nan City. The pilot study was experimented with sample groups of 30 monks/person who applied pattern development participation using Pre Experimental Research to measure the efficiency of the instrument and check the pattern quality in term of action in pilot area. The use of format in accordance with the step in element 3 included pattern usage preparation stage, operation stage and result summary stage.

The action training process and activity in accordance with pattern instruction manual was experimented to be mainly based on trainees and to emphasize on real action. The questionnaire for opinion and satisfaction toward development in accordance with pattern was utilized to measure Alpha Co-efficient according to Cronbach’s formula and reliability values of 0.98 and 0.93 were acquired. For data from open-ended question, Content Analysis was applied to take the study result to improve evaluation instrument and pattern before use in actual experimentation. In addition, the result from the use of Nan City’s social management pattern was concluded for the result of pattern usage experimentation and the research result report was written in accordance with the objective of the study.

Research Result

1. The result of study on and analysis of relevant documents and researches reveals finding on history, religion, culture and tradition and social management of Nan City from the past to present. The said results could be compiled into supporting document of social management pattern for Livable Nan City Set for 3 books consisting of Nan City: History, Nan City: Religion, and Nan City: Culture and Tradition.

2. For social management pattern of Nan City, the experts had the opinions that social management pattern has consisted of three aspects including discussion, cooperation of network members and reinforcement of the organizational leader’s capability. It is
recommended that social management pattern of Nan City should be applied with sustainability, with systematic operation and operational participation by all organizations.

According to the research, the finding indicated that social condition in today’s Nan City has been greatly changed from the past in various areas, causing the necessity of Nan City society to confront with the incoming afflux of external cultural trend entering to change the traditional way of Nan people’s lives. However, the society of Nan City has still been able to conserve and preserve its culture and tradition that has still preserved the exclusive identity of Nan City to be integrated with traditional culture and appropriately adjusted to its own way of life. From the study, another finding also indicated that the significant change was the expansion of civil society sector. Nan City has had strong civil society sector both in urban part and rural part. The starting point of integration into civil society sector was derived from the unification of villagers to uprise and oppose against the capitalists for natural preservation and conservation and they could be successful and became the model to be followed by more numerous groups. The major group with most extensive networks has been Hung Muang Nan Group led by Phra Kru Pitaknanthakoon. The work of Hung Muang Nan Foundation has inspired the origination of additional several “Hor” People Groups (Local District Hung Group) in Nan Province.

Conclusively, power restoration and strength creation to the community and sustainable tourism site management are necessary to build body of academic knowledge foundation and apply knowledge in model scheme planning for local community development. The archeological cultural heritage-memorial history has been available as the core of bond to interlace and link the relationship of the communities in different districts to be united in order to create power to sustain globalization trend with awareness, subsistence and maintenance of their own identities and inheritance of primary intellect of forebears succeeding to lineages afterward.

Discussion of Results
The researcher concluded the results from research and summary from research and the forum was organized for experts and people concerned with the research to participate and do public hearing in the condition of Nan City development requirement problem. Social management principle as well as Nan City people requirement were formatted to be a new sustainable and participative body of knowledge and comply into the supporting document for execution of social management of Nan City for three books to be used to further result extension.

Social management pattern of Nan City has included 3 aspects as follows.

**Discussion**

1. Social Management Committee is formed under collective agreement within the communities with regular collective meetings as well as mutual planning in determining practical guideline in the community.

2. Dialogue meetings are held to measure social management method using integration among the data of good culture and tradition, religion and history aspects of Nan City.

3. Workshop of knowledge exchange among people concerned in social management comprising the representatives from various existing agencies and organizations in Nan City is held.

**Reinforcement of Organizational Leader’s Capability**

1. Academic symposium about history, religion, culture and social management is held.

2. Workshop of knowledge exchange among people concerned in social
management comprising the representatives from various agencies and organizations existent in Nan City is held.

**Cooperation of Network Member**

1. Collective agreement development on social management pattern of Nan City is signed.
2. Duty and responsibility of network member in integrated social management among people concerned in history, religion and culture of Nan City are stipulated.
3. Policy of the administrators in provincial, local and community level on social management in history, religion and culture of Nan City is stipulated.

**Social Management in Aspect of Nan City: History, Religion and Culture.** The concept of the requirement on sustainable development of Nan City was arisen mainly emphasizing on the people participation. According to Nan City development, people should perceive the benefit and realize the worthiness not the financial value since an ancient city history cannot be appraised. It has been the art and cultural promotion and development through study of history, visit of ancient places, view of folk tradition performance; and it has been the ecological history by way of experiencing the nature and way of community life. Therefore, there must be cooperation, network coordination, preparation of people in people sector, local leaders, and private and public sector officers in order to plan, operate, follow-up, analyze and evaluate. The public sector performs its duty in issuing regulation, sets the strategy, determines policy and allocates budget. The make the development on social management of Nan City interesting has become the requirement. That is to build an awareness Nan people to recognize what has been existent in Nan City and to have omniscience, good relationship building system, regulation and activity for network reinforcement, learning and participation of tourists.

In any circumstance, it should be noted that the identity of Nan City culture is different from other cities and has its own beauty. Hence, the community must mutually think how this will not be destroyed, how the history could be brought back to be live, who will be the communicator to make Nan people conscious and enable to convey to others to be appreciated on the history of Nan City and how the cultural heritage is inherited by the community through linages. The person who performs the duty of Nan people must have thorough knowledge. For example, Nan sculpture is modest but always embedded with advanced Buddhist philosophy so how it will be conveyed to others for their comprehension or take technician intellect and ancient craftsman skill out for demonstration to create impression. There have been many stories to be integrated in sequence together with all related segments for historical tourism management of Nan City.

**Suggestion**

**Policy Suggestion**

1. The three books of body of knowledge documents should be used as supporting documents for reinforcement of organizational leader’s capability, people concerned in social management and plebs under the name of Livable Nan City for 3 books consisting of Nan City: History Aspect, Nan City: Religion Aspect, Nan City : Tradition and Culture Aspect.
2. Social management pattern of Nan City should be applied to be social management method consisting of 3 aspects in dialogue, cooperation of network member, and reinforcement of organizational leader’s capability.
3. Social management pattern of Nan City should be applied with systematic implementation of all organizations for practical participation.
**Suggestion for Next Research**

1. The research should be conducted on social management of Nan City in other dimensions such as society, economy, environment, forest, and education, etc. in order to recognize factors affecting social management of Nan City.

2. People concerned in all segments should urgently study the road map in order to mutually develop Nan City to meet the accurate method which will enable Nan City to conserve and preserve its good history, religion and culture. In addition, they should study, monitor and observe other factors affecting history, culture, religion, culture and social management of Nan City pursuant to the trend directly affecting in today’s society.

**References**


