



The management of cultural capital with people's participation: A case of Rice Porridge Tradition

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1. Background of rice Porridge Tradition (Khaothip which meant supernatural rice)

Cultural Capital was composed of "capital" and "culture". In economics, capital meant production factors to produce goods and services for example machineries, factories, material, funds and knowledges etc. Culture meant the cultivation of the society with nice performance, national harmony and people's morals which could be shown as the progress of the both mind and objects. (The Office of Royal Society, 2009). So cultural capital meant things which related knowledge, local wisdom and creative jobs which be found by the local expert (Dierk Patthamasiriwat, and others, 2004) cultural capital was kind of capital such as economies capital, social capital, symbolic capital and cultural capital. Bourdieu (Bourdieu, 1986 quoted in Uthit Thahom, and other, 2015 : 47) defined that cultural capital was the capital which were collected in each person, thing and institute. Each person was be taught to inherit the culture by education. Taste was the product of cultural capital collection which could maintain the society. Moreover cultural capital could be defined as the collecting procession and be worth for culture Cultural capital could be divided in 2 groups of touchable cultural products such as historic site, ancient monuments temple, art works, painting, crafts, statues and man - made. These could be prize. Untouchable cultural product were the capital of intellectual possession such as traditions rites, performing arts, songs, writing, tales or folktale believe (Throsby, 2001 : 46 quoted in Kriroek Pinkaew, 2011 : 33-34) As a whole cultural capital must relate with all sectors. At present, the government set the policy to promote commercial cultural capital. So it was a good opportunity to present cultural matter for business. In addition it was the good way to promote rehabilitate, and conserve Thai culture

There were 2 items of Rice Porridge Tradition.

The first item, Rice Porridge Tradition was the Brahman rite which combined with Buddhism rite King Chulalongkorn the Great (Rama V) wrote in twelve months of Royal Ceremony which indicated that Rice Porridge Tradition was shown in Thamma Scripture and Nothaburance Scripture. These scriptures indicated that The

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