

Development of a Cultural Network for Enhancing the Healthy Cities

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Abstract: Problem statement: The implementation in developing the cultural network was a strategy for managing the culture as well as the implementing the healthy city. The objectives of this research were: (1) to study situation of peaceful city and community in overall of Middle West, (2) to analyze the potentiality and readiness in implementing the healthy city and (3) to develop the cultural network model in implementing the peaceful city. **Approach:** The research area included Kanjanaburi Province, Rachaburi Province, Supanburi Province, Nakhonpatom Province, Pechaburi Province, Samutsakon Province, Samutsongkram Province and Prachuabkirikan Province. The samples as informants were selected by Purposive Sampling, 458 persons. The instrument using for collecting data included: (1) the Interview Form, (2) the Observation Form, (3) the Focus Group Discussion and Participatory Workshop. Data were classified into groups, investigated by Triangulation and analyzed according to objective. The findings were presented by descriptive analysis. **Results:** The research findings found that: Phase 1, the cooperation and study the objective of project. Phase 2: The implementation of Participatory Action Research, the construction of knowledge and importance of network implementation for cultural heritage, the sharing stage was opened. The cultural network was formed. The vision and objective of network were determined. The structure of network committee and their role and function as shared thinking, analyzing, presenting and making decision to establish the project/activity in culture as well as communication, cooperation among different small groups of network in total of 7 villages of research area. Phase 3: The assessment during concluding the research findings as workshop for sharing and deciphering the process and outcome of network activity, found that the cultural network implementation in Sub-district was a paradigm which could be able to be used for cultural network implementation appropriately and sustainably. **Conclusion/Recommendations:** In summary, the implementation of cultural network activity was appropriate for enhancing for peacefulness of city and community. The related work units should apply this model in extending to the other Local Administrative Organizations in order to implement for healthy city and community project in dimension of cultural city.

Key words: Development, cultural, network, enhancing, healthy cities

INTRODUCTION

The Office of National Economic and Social Development implemented the overall health city by attempting to move policy through various organizations in order to coordinate for implementing for the Ministry of Interior by the Department of Local Administrative Promotion with responsibility in the Provincial Administrative Organization, Municipality, Sub-district Administrative Organization, focusing on healthy city development in Good Governance as well as dimension keeping security of life and property,

taking care of one's own community as a major thing. For the enhancement of environmental quality, Ministry of Natural Resource and Environment, it focused on enhancing people in different Local Administrative Organizations to participate in economic-social and environmental development by practicing according to guidelines of the Local Agenda 21 for developing sustainable city development which was the implementation in dimension of clean city or environmental dimension.

According to review the findings of implementation for healthy city and report of healthy

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city situation, found that the cultural city dimension, Ministry of Culture didn't participate in implementation and support so that Local Administrative Organization could implement in a concrete way. As a result, the Local Administrative Organization (Municipality/SAO) implemented the activity as well as managed the culture based on one's former comprehension and paradigm---managing the ceremony according to tradition for inheriting and transferring the culture without covering the word culture based on rationale of Cultural Science. Specifically, the congruence between vision, strategy, work plan, project of Ministry of Culture including process of culture in inheriting the identity of culture in country as well as good local culture, investment and management for culture of existing city and community. Culture was used to lead the economic, watching and creating the cultural immunity, organizing the study in culture, religion, ethics and morality in different target groups, especially in young children and youth. In addition, there were no integration in cultural collaboration among different institutes in community including: Religious, family, education, government and cultural institutes.

For this research, the objectives were to study and analyzed the establishment of cultural network for enhancing the healthy city and community by holistic study and Participatory Action Research in order to set up Sub-district Cultural Network by selecting Bangnanglee Sub-district Administrative Organization, Ampawa District, Samut Songkram Province for developing the pilot cultural network and implementing the sharing for extending to 2 Municipalities including Rangkratoom Sub-district Municipality, Banglen District, Nakhon Pathom Province and Songphoenong Municipality, Songphoenong District, Supanburi Province. The findings of this study would be useful for Local Administrative Organization and work units responsible for culture regarding to healthy city and community which would affect the good culture and identity of local leading to success of healthy city development to be perfect.

MATERIALS AND METHODS

The studied areas were the Central Region of Thailand including Bangnanglee Sub-district, Ampawa District, Samut Songkran Province, Rangkratoom Sub-district, Banlen District, Nakhon Pathom Province and Songphoenong Municipality, Songphoenong District, Supanburi Province. This research was Qualitative

Research. Data were collected from the samples selected by Purposive Sampling including 70 expert groups, 150 key informants, 238 general villagers, total of 458 persons. The instruments for collecting data were: (1) the Interview Form, (2) the Observation Form, (3) the Focus Group Discussion, (4) the Participatory Workshop, investigated by Triangulation based on specified issues in the study. The findings were presented in descriptive analysis form.

RESULTS

The findings were as follows:

- For quantitative data
- Analysis findings from questionnaire, found that the pilot samples of healthy city and the administrators of Sub-district Administrative Organization, or approximate 90%, were ready to implement for cultural network. In addition, total number of samples, or 100%, viewed that the Sub-district Administrative Organization and working group for healthy city, should be major work unit in creating the cultural network for implementing cultural activity enhancing healthy city. For Chi-square analysis findings, found that there were significant differences in Sub-district Administrative Organization, Sub-district Municipality and City Municipality in determining to include policy, planning, cultural project and healthy city in cultural dimension
- For qualitative research findings, found that the Sub-district Cultural Network according to the approach "Three Generations Power, the Same Mind," (Children and Youth Power, Middle aged People and Aging Power) aligned with "Three Local Power," (Politics Power, Academic Power and People Power) was a paradigm which could be able to adequately and sustainably be used in implementing the cultural network. In Phase 1: It was the cooperation and study the objective of project. Phase 2: It was the implementation of Participatory Action Research, to develop knowledge and comprehension in the significance of network implementation in inheriting the culture, opening the stage of sharing, creating the cultural network, determining the vision and objective of network, specifying the structure as well as role and duty of network committee. It included the collaboration in thinking, analyzing, presenting and making decision to implement the cultural project/activity as well as communication

and coordination between different small group of network from total of 5 villages of sub-district. Phase 3: It included the evaluation in conclusions of research findings, it was the conference organization for sharing and deciphering the lesson, process and outcome in performing activity of network, analyzing and synthesizing the cultural network model for developing the healthy city and community. Then, the cultural network model were brought for listening to opinion in order to assure the model from pilot healthy city from Local Administrative Organization in the Western Middle Region

- According to the above findings, found that the establishment and implementation of the cultural network activity, were appropriate for enhancing healthy city and community. Therefore, the researcher provided recommendations that the related work units should apply the model for extending into the others Local Administrative Organizations. Besides, the Ministry of Culture should participate in and play major role in implementing the project of healthy city and community in cultural city dimension

DISCUSSION

According to the findings, the findings were discussed as follows:

- For Bangnanglee Cultural Network Model, it was developed after conducting research, implementing the network activity. It was a connection and association in network for sharing as well as evaluating success in implementing the cultural network. The work tasks were assigned systematically assigned. It was supported with network approach of Kanjanarangsinnon (2008) as the group of people or organization who were willing and shared information and news, or participated in activity together by organizing the model or structure orderliness which the people or member in the organization still had their freedom. The major issue was that the member's relationship in network needed to be performed with willingness. The activities in network had to be equal or shard with each other
- For being healthy city and community in the West Middle West Region including the work unit's creation of indicator as well as organization of report. It was the evaluation. The samples of

research determined 11 standards as follows: (1) there was physical environment and clean and safe housing, (2) there was an ecology system in balance and sustainable situation, (3) there was a community with strength, helpfulness, without taking advantage, (4) the people participated in determining, controlling and making decision in the impact on life, health and happiness, (5) the people achieved basic need factor such as food, water, living place, security, income and employment, (5) the people accessed various experiences and resources as well as had opportunity in contacting, communicating and interacting broadly, there were regularly various lively economic systems and innovation, (8) there was a cultural heritage connection, lifestyle and identity of people group in each community, (9) the development was harmoniously carried on for enhancing the good characteristic existing from the past, (10) there were public health system and nursing thoroughly, suitable with every person and (11) people had good health, low rate of sickness. It was supported by Somchai (2006) study, the Office of National Economic and Social Commission specified characteristic of health city in Thailand as follows: (1) In social aspect, people were educated, obtained knowledge in training as well as news broadly and quickly. There were sufficient public health and other public services sufficient with people's needs, (2) in economic aspect, people were employed and had good occupation. (3) In physical aspect, they were healthy cities by city plan with regulations in using land with efficiency. People had transportation communication system with convenience, safety and no wastage. There were parks for recreation, draining system for wasted water and garbage. (4) For environment aspect, the pollution in the water, air, soil and loudness of noise, were controlled. The historical heritage places, fine art and local culture were maintained. (5) For administration and management, there were accountability and justice, efficiency and people's equal benefit. In addition, it was supported with Amon (2005) findings that the attribute of healthy in rural community consisted of 4 aspects including: (1) For physical aspect-community health, the community revitalized the necessary environmental condition and basic structure. (2) For community economic aspect, the community member or villagers had their revenue

adequate with their livelihood. (3) For community lifestyle, the villagers had unity and supported with each other without discrimination. They had good relationship, practice and improvement in local cultural tradition, had religious practice and joyful tradition. (4) For leader aspect, the community management, the community leaders had to be competent and good conduct in community management

- For participation, the network members from 5 villages and political power team, academic power, people power for participating activity in economic, city government, health and community lifestyle, the findings of this study, found the cultural network model enhancing the healthy city, was appropriate and able to be applied in extending in future. Orapin (2008) stated that the people's approach in participation which led to sustainable development consisted of 5 phases including: (1) The participation in perceiving, was able to express opinion and recommendations. (2) The participation in selecting and suggesting the guidelines for decision making. (3) The participation in decision making process. (4) The participation in implementing for follow up and investigation. (5) The collaborated participation in receiving benefit and owner of that thing
- For creating the healthy environment, found that the studied community, most of people's lifestyle, were as farmers and canal people. The type in location of community, it situated on water plain and sea shore. The area of Ma Klong River, it was three water community including the fresh water, sea water and brackish water. There was a canal surrounding the community including both of natural canal and dug canal connecting with each other throughout the area from the context of environment in former time. For the health community lifestyle, it was related to the nature as well as culture from the past to present. It was supported with Nhampid (2004) in brief that the cultural ecology was an environment as a factor affecting culture or pattern of community people's livelihood. So, they adapted and developed themselves for proper living with the environment. Moreover, it led to the healthy in which human beings could learn how they could live with nature

CONCLUSION

According to this research study, both of public sector and private sector should played their role and responsibility, enhanced and supported in the academic aspect by determining the policy in moving activity for healthy city and community in shared cultural dimension aligned with Local Administrative Organization. It would affect the Local Administrative Organization and Community in managing the culture based on academic principle and community need appropriately and sustainably. Furthermore, there were research studies for extending in other regions.

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