Government Policy: Change And Preservation Of Isan Culture

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Abstract: The objectives of research were; 1) to analyze the changes and preservation of Isan culture in politics and government through policies of government and constitution, 2) to analyze political and government changes affected Isan culture, and 3) analyze integration of Isan culture and government politics. This is a qualitative research by collecting information from documents in-depth interviews and participatory observation. There are 45 key informants consisting of; 1) 15 government representatives, 2) 15 persons from local government organization, and 3) 15 local scholars as being both monks and laity. The research results were found that; 1. The change and preservation of Isan culture is the result of changes under government policy, which can be determined by the Constitutional Law and the plan of National Economic and Social Development. It starts with developing people by using culture as the base of development. And then local wisdom and culture were applied to create the value of the product based on knowledge and Thai in order to drive to the growth from increasing productivity based on wisdom and innovation. 2. Thai society at the present time has progressed in technology development. The rapid change in all dimensions both social, economic, political and technological was for creating a cultural development plan according to the 20-year national strategy and the directional framework under the policy of development to Thailand 4.0. 3. The integration of Isan culture and government politics is the result of government policies emphasized the participation of all sectors in society and focused on "People-Centered Development" by transforming the development methods into holistic integration. There is a blend of culture and government policies to make income for the community through cultural tourism activities due to the participation of people within that community under the support of government agencies and the private sectors through various activities.

Keywords: Government politics, Change and Preservation, Isan culture

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1.   Introduction

Cultural changes and persistence of individual cultures has the main cause from the government policy, followed by changes in society such as technology changes and communication without borders. Moreover, the western culture flushes rapidly. Therefore, in which local cultures will be supported or promoted it depends on government policy first. If a culture goes against government policy, it must be abolished or modified according to government policy. In fact, culture will be associated with government policy. Government policy is the rules that people in that society must follow in order to achieve peace in society. The culture is the way of life of that society. They practice together and have been passed down for a long time from generation to generation. Therefore, the way of life or the conduct of people in society cannot conflict with the policy of the government. In this way, culture and government policy are closely related, or are they one and the same? [1] The upper Isan region is considered an area with great cultural strength. In the past, Isan society used culture as a law to govern the country or to live together in society. Because everyone must follow the culture. Isan culture is therefore divided into several levels like law, and there are penalties that differ depending on the type of culture, such as some culture must be strictly followed, if anyone does not follow, there must be a failure, such as death, madness, accidents, and disabilities[2]. Isan culture is the way of life of Isan people that determines human behavior from birth to death as a lifestyle determines the patterns that are traditionally memorized both family, government, language, building, such as the twelve traditions, fourteen laws, etc.[3] These are all the cultures that are the way of life of the Isan people. That have been passed down since their ancestors and the Isan culture has taken part in controlling nature and human behavior which causes social order, belief system, art, values. And these cultures are also adapting to new technologies. The modern technology has changed the concept and behavior of Isan people to respond to what happens in society in order to adapt to keep up with the environment and government policies. Isan culture influences the way of life of Isan people.

Researching the policies of the government and the change and persistence of cultures is necessary because it is necessary to learn which Isan cultures are essential to the lives of the Isan people. Isan culture is considered to be the strength of the Isan region, whether it is a performance culture such as music, singing symbols, art and traditions. And these cultures do Isan people be Isan people and they are the basis for social order, and as a way to nurture the minds of the Isan people to be good and moral, such as the popular twelve traditions, which is a culture that the Isan people have practiced for a long time, and this culture can be regarded as a measure of being Isan people or a symbol of Isan people as well. Isan culture is also the basis of morality, foundation of social

organization and is also a lull for the mind of the Isan people to be a good person of society. If we do not conduct research on this subject, the culture that is the strength of the Isan people will be forgotten. Because the new generation has been influenced by foreign cultures and foreign cultures do not cleanse the mind and organize society, but instead bring problems to society whether it is selfishness, aggression, lack of morality as we see.

From the reasons mentioned above, the researcher found it necessary to research government policy: the transformation and persistence of Isan culture in order to be a sustainable Isan culture for the Isan people and as a tool for continuing the organization of the Isan society.

2. Research Objectives

1. To analyze the change and persistence of Isan culture in politics and government through government and constitutional policies.

2. To analyze the political and administrative changes that affect Isan culture.

3. To analyze the fusion of Isan culture and government politics

3. Research Method

A. Research model

This research was qualitative research by collecting data from primary, secondary, data obtained from in-depth interviews and participatory observation. (Participatory observation).

B. Area boundary

For this research, the researcher set up research areas in 3 provinces, namely Khon Kaen Province. Mahasarakham Province and Roi Et Province. These areas are culturally strong and have a lot of cultural change. Because it is a big city, many people believe in many nations, religions, and cultures to live together. It causes cultural diversity which is one of the reasons for cultural change and one more thing, these three provinces are provinces with politicians. The governor contributes to the transformation of a culture. Therefore, the researcher has selected 3 provinces as a representative for the research.

C. Scope of data source

The key contributors used in this research are people who are involved in politics and have been involved in politics for at least 4 years, being a person who can provide good information on political development. And is a person who lives in the area of 3 provinces, namely Khon Kaen Province, Mahasarakham Province and Roi Et Province as totaling 45 people.

4. Research Results

1. Changes and persistence of Isan culture, politics and government through government and constitutional policies. The study found that the change and persistence of Isan culture is the result of changes in government policy, which can be determined by the Constitutional Law and the National Economic and Social Development Plan. As for the constitutional law to reflect the changes in this research, the researcher studied the change and persistence of the Isan culture through three constitution, namely No. 16, No. 18 and No. 20.

The Constitution of the Kingdom of Thailand No.16 B.E. 2540 gives the greatest importance to decentralization. People participate in all organizations, expand civil rights, freedoms and cooperation. Reforming culture with a goal, the government must provide protection for fostering the maintenance of Buddhism and other religions, and fostering good cultures and traditions, and promoting local wisdom National arts and culture. Conservation and promotion of local culture, there is a national cultural master plan to control and instill virtuous values. There are important operational strategies, including Build the strength of individuals, families, and communities and apply cultural dimensions to their development and disseminate the value of Thai culture in Thai society and the world society. The culture is classified into 3 types: 1) material culture can be tangible 2) mental culture as intangible, and 3) cultural diversity. There are 4 important policies: 1) the maintenance of artistic and cultural heritage,

2) Continuing the art and cultural heritage, 3) production and development of artistic and cultural personnel, and 4) administration and cultural management. The Sufficiency Economy Philosophy has been applied to link the concept with the community culture. It has promoted various traditions and cultures that have existed since their ancestors, such as education in primary and secondary schools. There is a competition for etiquette, lecture, dharma and chanting among the Saraphanyas at the national level, and this constitution requires the government to adhere to the basic policy in a concrete and clear manner as well as requiring the Council of Ministers to

administer the Government Affairs to clarify how to proceed in accordance with the basic policy guidelines and must report the results. Problems and barriers must follow the established guidelines.

The Constitution of the Kingdom of Thailand No.18

B.E. By stipulating in the category of rights and liberties of the Thai people, that makes Thais know that there is the right and freedom to perform the ritual according to the individual trust in which the ritual based on the faith is a culture. In addition to personal liberties, it also extends to the rights and liberties in the community of persons who have consented to the community shall have the right to conserve or restore local traditions and wisdom. Good local arts and culture of the nation to be sustainable and enforce that it is a duty for Thai people to carry on the art, national culture and local wisdom. And clearly set the intent of the management. The government has set a policy for the administration of the Government in the cultural policy to promote and support knowledge, love, unity and learning, cultivate consciousness and disseminate art and culture and national traditions. As well as the good values of local wisdom, the government policy promotes and supports the development of local wisdom, Thai wisdom for use in the production of products. Service and occupation, it is a genetic contract that the government or administration must do. And determine the main organization or agency that will be responsible for the preparation of public services.

Participation, Decision making and problem solving in cultural areas in which the local government organization is clearly responsible. All of which can be seen that Culture is

defined in the constitution or supreme law of the country. The focus is on what is clearly and systematically from individuals, society and organizations.

The Constitution of the Kingdom of Thailand No. 20

B.E. This makes both local and national culture a priority that should be given a top priority of economic andsocial development.

National Economic and Social Development Plan

The national plans that are considered the largest development plans are: National Economic and Social Development Plan. It is a document prepared by the government to demonstrate the principles, broad policies and plans of government to run the country in the desired direction, setting objectives, goals and operational guidelines within a specified period of time. Therefore, each edition of the National Economic and Social Development Plan has different focus on economic and social development according to the location of the period.

The 8th National Economic and Social Development Plan (1997 - 2001) has revised the development concept from the original focus on economic development. To focus on people as the center of development Encourage culture to play an important role in the development of people based on their own culture. Guidelines for the implementation of the government development plan have encouraged people to have knowledge and understanding and take pride in their conservation for revitalizing and spreading the art, culture, good values and local wisdom and applying them for appropriate benefits. The government encourages all parties to participate in the preservation of the culture.

The 9th National Economic and Social Development Plan (2002-1949) Policy related to cultural events is promotion of social organizations and mass media to support and cooperate in the preservation and development of ancient sites, antiques, cultural heritage and local wisdom including continually and seriously upholding Thai identity and values, especially using the correct Thai language, national dress campaign and learning about national and local history. Collection and dissemination of religious information on art, culture and Thai wisdom in all are as systematically.

The 10th National Economic and Social Development Plan (2007-2011) introduces cultural dimensions to strengthen people and communities. There are important development strategies related to culture such as the development of quality of people and Thai society towards a society of wisdom and learning. With an emphasis on the development of morals and knowledge, be able to manage knowledge both local wisdom and modern knowledge from community level to country. It can be used for economic and social development. It also emphasizes the strengthening of the community. The government encourages the community to join together to continue activities in ways that are appropriate for the community and encourages the community to apply local wisdom and culture to create value of products based on knowledge base and Thai.

The 11th National Economic and Social Development Plan (2012-2016), the management of the country under the philosophy of sufficiency economy to support the change is to use the existing strengths and potential to benefit development countries to strengthen and stabilize the country's economy. Therefore, the development of

the country during the 11th Development Plan is to create immunity in various dimensions for the national development to be balanced and sustainable. By utilizing the potential national capital to benefit integrally and complementary along with strengthening the foundation for national development such as strengthening social capital (Human capital, social capital Cultural capital) to focus on the development of Thai people and society towards a quality society. The government aims to build immunity at the individual, family and community level, able to manage risks and adapt to the changes Have opportunities to access resources and benefit from equitable economic and social development. For strengthening economic capital (physical capital, financial capital), the government aims to develop a strong domestic economy by using wisdom Science and technology and ideas and focuses on the adjustment of trade and investment structure to meet market demand in both Domestic and foreign country. Environmentally friendly production is linked with countries in different regions on the basis of interdependence.

12th National Economic and Social Development Plan (2017-2011)

The key national development principles in the 12th edition of the National Development Plan are based on the "Sufficiency Economy Philosophy", "Sustainable Development" and "People-Centered Development", and hold the vision of the flamework of national strategy provided that "Thailand is stable, prosperous and sustainable, is a developed country with the development of the philosophy of sufficiency economy " Principles of economic growth that reduce inequality and drive growth from increasing productivity based on wisdom and innovation with participation processes from the public, private, public and education sectors In all areas of the country.

2.   Political and administrative changes affect Isan culture The results of the study showed that when thereisachangeinthegovernmentpolicylevelandchangestotheconstitutionallawwilldirectlyaffectthegovernmentofthe culture. When there is the 8th National Economic and Social Development Plan, cultural dimensions are applied to human development and social development.The9thNational Economic and Social Development Plan focuses on the development of people using culture as the base of development. The 10th National Economic and Social Development Plan uses culture to develop the economy, society and the country. The government encourages the community   to   apply   local   wisdom   and culturetocreatevalueofproductsbasedonknowledgebaseandThaibeing.The11thNationalEconomicandSocialDevelopmentPlancreates immunity in various dimensions for the national development to be balanced and sustainable by bringing the potential country capital come to benefit in an integrated and complementary manner along with strengthening the foundation for national development such as strengthening social capital (Human capital, social capital and Cultural capital).   The   12th   National Economic   and   Social   Development Plan reduces inequality and drive growth from enhancing productivity based on wisdom and innovation.OntheConstitutionno.16in2540B.E.,everyonehastheresponsibility to local wisdom and conservation of natural resources and the environment and the government must give local autonomy according to the principle of self- government according to the will of the local people. The 18th Constitution, 2007. A person is protected from the Government from committing any act that undermines his rights or loses his due benefit. Because of religion, Sect of religion, Religiousism or religious practice, A commandment or a religious practice is different from others Local community or traditional local community with the right to preserve or restore traditions Local wisdom. Local and national arts and culture and their participation in management, Maintenance and utilization of natural resources including biodiversity in a balanced and sustainable manner and the person is responsible for the inheritance of national arts, culture and local wisdom and conserve natural resources and the environment. As provided by law, however, the Government must take action to promote and support the development of local and Thai wisdom for use in the manufacture of products Service and occupation. Local government organization has the power and duty to maintain arts, custom, local wisdom and good culture of the locality. Local government organizations must take into account the maintenance of traditional arts. Local wisdom and good local culture as well. And the Constitution of 20/2017, persons have the duty to cooperate and support conservation and environmental protection. Natural resources, biodiversity, including cultural and government heritage must conserve, restore and promote good local wisdom, arts, culture, customs and traditions of the locality and nation. And the government provides public spaces for related activities Including promoting and supporting people, communities and local government organizations participated inaction.

3.   A blend of Isan culture and government politics

The study found that the integration of Isan culture with political and government is the result of government policies that emphasize the participation of all sectors in society. "People at the center of development" Change the development method to Holistic integration to achieve balanced development using culture as the base for development and continuing the use of culture as capital Immunization of capital (culture) to the development of capital into an innovative commodity generates income for the local community by combining culture with government policies to generate income for the community Through cultural tourism activities This is due to the participation of people within the community through the support of government and private sectors through

various activities, but the participation of the people in local cultural activities at present cannot be fully implemented. Because 1. People lacks support for operations from the government sector, 2. The organization responsible for cultural work lacks coordination. Cultures are planned and operated separately, with different people causing disconnections between government sectors. Public organization, 3. Lack of use of cultural dimensions in harmony with the way of life of the people in the community, 4. In the past, some communities focused on solving economic problems mainly. Neglect the value of local culture.

Suggestions for promoting the building of a strong local culture are as follows:

1.   Strengthening the community as a whole by reducing dependence on the government.

2.   The Government serves to support the implementation of community culture sufficiently.

3.   Promote leaders in the cultural development of the community strongly.

1)   Higher education institutions in the community take the lead in researching studies and preparing textbooks. Every community should have its own textbook for learning about their history and community.

2)   The school takes the leaders in cultivating the value of local culture.

3)   Community leaders take the lead in building local culture, Disseminate the way of life, values, local wisdom which is an important part of building a strong community.

4)   Create a balance between local and foreign cultural development consisting of; (1) recording of "local cultural heritage", (2) registration of "national cultural heritage", and (3) providing support to all cultures of all groups as being equal people.

5.   Discussion

From the research results, there are important points discussed as follows:

1)   Change and persistence of Northeastern culture, politics and government through government and constitutional policies. The study was found that was a result of changes in government policy. This is because of having a change in the direction and principles of social and national development. Different areas of development must be changed according to the respective development policies and plans due to government policies. The government's idea of what to do or not, how, when, with three elements: providing target, principles and strategies for achieving the objectives and various support arrangements.[4] Because culture is a way of living man-made. It is passed on from one generation to another. Culture is the foundation of national security. It represents a national identity; culture can change over time with cultural changes going faster or slow depending on the social context involved. However, culture determines the style of the institution which have different characteristics in society. And it defines human behavior as well as what regulates society and creates order for society. Nowadays, the culture has changed with the times due to the more open communication. And it is the reason for the spreading of cultures from abroad even more. It was related with Snit Smakarn's research paper [5] explained that culture is subject to change. Social changes can occur as a result of the individual social relationships. It may occur in subsection or most of any social relationship, or any change, no matter the change how big or small. It would be considered a social change at all.

2)   From the study results, it was found that Isan culture blending with government politics by combining culture with government policies to generate income for the community through cultural tourism activities. This is due to the participation of people within the community through the support of government and private agencies through various activities. This is because culture is everything that is a prosperous thing that people in Thai society have done or have accumulated until now. Culture is a creative work of all fields of arts and Buddhism, and culture is something that is good and worth showing taste of the well-educated and well-offended aristocrats. Culture is a way of living in society. It is a form of behavior and expression of thoughts in different situations. Where members of the same society can understand, appreciate together, and human society creates a culture for the benefit of life and ethnic inheritance, when the life of man is vast and has various aspects. The way of people's life in the community and in society as a whole, including society, culture and art, culture is not abstract and concrete that is still, but constantly changing, with culture focused on the well-being of people and society as a whole. Therefore, there must be a link between the past situation to the present and into the future. People in societies of different ages have to make connections between themselves, their families, their communities, society and the world, they must make connections between knowledge in different areas of the humanities, social sciences and science, and there must be a connection between people and nature by relying on connections and understanding of diversity and differences, and the common point of local culture, national culture, and world culture, which evolves and changes with dynamic dynamism, only to connect and weave the way of life of people and communities around the world and with nature which can create sustainable development.[6] Countries have

realized the importance of cultural tourism to generate enormous income for their countries. Therefore, culture is used as part of the country's strategy for cultural tourism in Thailand. Thailand has a lot of cultural resources. It is a country with cultural heritage. Government, therefore, should invest in the cultural tourism industry. Which can be an industry that brings the main income into the country and add enormous value. It uses cultural resources to add to the enormous value. And many other cultural investments including art, antiques, ancient sites, local wisdom, culture of living, food, etc. There are many countries in Thailand than other countries.

Several sectors involved in tourism have begun to develop the idea of Thailand tourism, which is one of the important strategic points to become an important center for the ASEAN community. Educational institution has begun to focus on with strategic areas for tourism in the area. Promoting research linking the area between Isan and other regions, including neighboring countries. However, it is important to challenge tourism to thrive. Sustainability requires cooperation or participation of the local people. Especially in cooperation to achieve conservation for protecting and restoring natural resources, culture and local wisdom to remain permanently.

And in addition, another important benefit that the community will receive under the cooperation in tourism management is Increased income and cooperation unity made will create strength at the community level. This is consistent with the Prachamas Lanchanon's study [7] of cultural heritage management through community participation. Factors influencing the participation and effects of cultural heritage management to the persistence of the cultural heritage of the community in the historical tourism city. It was found that the management of cultural heritage through the participation of the urban community

Chiang Mai historical tourism that has an effect on the persistence of cultural heritage in the community is informal management of cultural heritage through social mechanisms. The main players in management are people in the community, formal groups in the community. Religious institutions in the public sector, while the supporting roles are informal groups in the community. Educational groups in the community, Private sector in the community, Official groups outside the community, Independent academic and informal groups outside the community. The community engagement process consists of initiatives, planning, execution and evaluation. The factors influencing the participation in the management of cultural heritage of the community were cultural factors in religious belief and social factor Relationship in the kinship system and the interaction of people in the community. Factors of obtaining benefits both in terms of building conservation, maintaining the environment and obtaining information. The results of the study can be summarized as a model for the management of cultural heritage, with the participation of the urban community in an appropriate and utilitarian historical tourism.

6.   Conclusion

Public Policy Research: Changes and Persistence of Isan Culture after having studied and analyzed the changes, persistence and impacts of Isan culture in the way of politics and government through government and constitutional policies. It was found that the change and persistence of Isan culture was due to the change in government policy, which can be determined by the law, the Constitution and the National Economic and Social Development Plan. It starts with the development of people using culture as the base of development. Later, local wisdom and culture were applied to create the value of the product based on knowledge and Thai being leading to the growth of productivity based on wisdom and innovation where Thai society today has progressed in technology development. Rapid change in all dimensions; both social, economic, political and technological change leads to create a culture development plan according to the 20-year national strategy and the directional framework for the development to Thailand 4.0, and It was found that the integration of Isan culture with political and government was the result of government policies that emphasize the participation of all sectors in society, focusing on "People-Centered Development" transforms development methods into holistic integration. There is a blend of culture and government policies to generate income for the community through cultural tourism activities. This is due to the participation of people within the community through the support of government agencies and the private sector through various activities.

7.   Suggestion

A.   Suggestion for policy level

From the research results, it was found that the blend of culture and government policies to generate income for the community through cultural tourism activities. This is due to the participation of people within the community through the support of government and private agencies through various activities. Therefore, the managers or related persons should promote and support local cultural tourism in order to create pride of the people in the community so that people in the community have a sense of love for their hometown and generate income of the local people.

B.   Suggestions for applying research results

From the research, it was found that cultural tourism by community contributes to the love home community as born of pride in their own locality and generate income for people within the community, so stakeholders should take cultural tourism as a development strength for people within the community to develop to create stability, wealth and sustainability.

C.   Recommendations for the next research

1)   There should be a study of the cultural tourism development model in order to create sustainability for people within the community. On the basis of government policies.

2)   There should be studies on the factors contributing to the success of cultural tourism in each place, both in the area of administration and management on the basis of cooperation from all related sectors..

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