

# **Developing the Outstanding Potential of Socio-cultural Capital into Cultural Product and Service in the Lower Isan Areas, Thailand: UbonRatchathani, Sisaket, Yasothon, and Amnat Charoen**

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## **ABSTRACT**

The cultural capital is one of the social capitals that will bring benefits, especially in the economy. In other words, if there is a sharp strategy, it will be able to convert social, cultural capital into goods and services until it can create a career or income for the owner of the capital very well. This research aimed to study the outstanding potential of appropriate socio-cultural capital to be converted into goods and services in the Lower Isaan region and to present a way to develop the outstanding potential of socio-cultural capital into goods and services, this research is a qualitative study that explores information from relevant literature, and interviews with key informants including Academics, experts, entrepreneurs, businessmen, villagers, government officials involved from all 4 provinces selected by a specific selection method of 40 people analyzed data using the Content Analysis method. The research results found that;

The outstanding potentials of appropriate socio-cultural capital will be converted into goods and services in the lower northeastern region, namely: (1) UbonRatchathani area: Candle parade tradition, KabBua cloth, Ban Pa Aau brassware. (2) Sisaket province consists of the Sanonta tradition, Sheng Sanai Lai long boat tradition, Madan grilled chicken. (3) The area of Yasothon Province consists of the MalaiKhaoTuk tradition, fish sauce. And (4) The Amnat Charoen Province area consists of a tradition of opening the doors of the Phu Thai Tribe, Bun Khao Chi, Fermented pork wrapped in gooseberry leaves. The four areas have outstanding potential as a whole: tourism, cultural identity, community readiness, and the use of local materials to create community innovation.

Guidelines for the outstanding potential development of socio-cultural capital into goods and services in the Lower Isan area are: (1) The role of the public sector needs to be closely and continuously encouraged to foster policies in the implementation of budget support, action, and support. (2) The role of the private sector must be to find the main host to act (focus on the private sector) and to allow the private sector to take action to foster competition among the private sectors. (3) The role of the public sector must be involved (civil state cooperation), building coaching community leaders, building value awareness. (4) Social media roles Need to use social media Line, Facebook, website building, or applications to access community products and services. (5) Strategic management consists of strategic planning covering principles and operational processes, and the Road Map assignments.

## **Keywords**

Developing, Outstanding Potential, Socio-cultural Capital, Cultural Product and Service

## **Introduction**

Social capital is an important capital that contributes to the good livelihoods of the people in society and for a long time contributes to the economic, social, and governmental development of the country, especially in enhancing the efficiency of services and production processes in the economy sector. The past economic and social development has resulted in Thailand being prosperous and able to compete on the world stage by adopting the development concept in line with the current trends in various countries. Capitalist development is adapted to suit the country's context leading to modernization, while the globalization era affects the well-being of Thai people at all levels, and provides opportunities for learning without borders while bringing about object-oriented values of convenience and speed (NapapornHavanon. 2007). If Thai society is deprived of good immunity, it will create cultural degradation and good relationships that underpin happiness, stability, and the strength of the community.

Social capital, one of the factors that are getting more attention and acceptance. Nowadays, it is associated with sustainable development and people's quality of life, enabling people to have better living and happier lives. Therefore, the development of social capital should be the solution for solving the aforementioned problems of Thai society (Luang-Ubol, 2010). And it is noteworthy that most scholars estimate that the crisis in Thailand has many problems, but it still makes Thai society survive and not collapse until a severe crisis may arise from the good social capital of Thai society. Even in Brazil, research by Jamie Worms (2017) found that social capital impacts development in low-income communities and economic growth as a result of social capital factors. And Chaisirin's research (2018) found that rural people can participate in community development planning through the use of various dimensions of social capital, it has the same characteristics as Luang-Ubol (2010) found that residual social capital, such as cultural dimensions, generosity, family and community ties are unique, proud, able to apply social capital to suit their way of life appropriately and harmoniously. Become a peaceful society, free from violent conflicts, adhering to the doctrines of religion based on principles and reasons. By there is a monarchy as the center for keeping the minds of the people for a long time.

The idea of social capital was so widespread with serious attention arising in 1997, due to the collapse of the economic and social crisis. The government and academics, as well as those interested in the country's problems, have proposed a social solution for the sustainable development of Thai society, thus the Social Investment Program (SIP) was established, which consists of 2 approaches: (1) Allocation to effective government programs following existing program programs that can rapidly mitigate and resolve economic and social problems, (2) The Ministry of Finance assigned the Government Savings Bank to manage 2 funds: (1) Social Investment Fund (SIF) or community funds, (2) Regional Urban Development Fund (RUDF) or, the Community Fund is established to strengthen rural and urban communities, which aim to restore the economy and society from economic deeds leading to long-term self-reliance. Finally, there is a budget contribution to the activities or projects offered by local organizations. These include community organizations, community organizations, community institutions, village committees, sub-district administrative organizations. Sanitation, and municipal, etc. This SIF fund allows Thai society to turn to our existing value, which is the old capital that rarely requires additional investment, or if there is not much additional investment such as kindness, generosity, support, being a community, etc. Which has some things that have been inherited and accumulated since ancient times such as folk wisdom, culture, traditions, beliefs, religion, including potential within the community such as group leaders, organizations which have always existed alongside Thai society, but have been neglected and overlooked despite the legacy of Thai society.

From the study of socio-cultural capital management in the Lower Northeastern area, it was found that the socio-cultural capital in the lower Isaan area found that in general, the socio-cultural characteristics were similar, it is also an area that has a mix of social, cultural, and ethnic characteristics, especially in Sisaket Province which has a different language, culture, and way of life such as dress, spoken language, food, etc. The traditions of the lower east adhere to *H̄it̄sib̄s̄ngkhxnḡsib̄s̄i* (12 traditions, 14 governments), and local cultural traditions of each province, which are divided according to the category of cultural heritage, as follows (1) The fields of social practice, rituals and festivals are Traditions and festival groups. (2) The branches of traditional craftsmanship include Fabric and fabric products, wickerwork, woodwork, and metalwork. (3) The fields of knowledge and practice about nature and the universe are Food and Nutrition and Natural Resources Management for Conservation and Sustainable Use. (4) The performing arts field includes the Performing arts group, and show group

(WatcharapornJantanukul and SanyaKenaphoom, **2020**). Therefore, this research is interested in the development of the outstanding potential of social and cultural capital into goods and services in the lower Isan area, that was studied at UbonRatchathani, Sisaket, Yasothon, and Amnat Charoen and was part of the research on the topic of “Guidelines for converting social-cultural capital into goods and services to raise the foundational economy in the lower Isan region: UbonRatchathani, Sisaket, Yasothon, and Amnat Charoen”. Details are as follows.

### **Research Objectives**

The objective of this research is **(1)** to study the outstanding potential of appropriate socio-cultural capital to be transformed into goods and services to enhance the foundational economy in the lower Isaan region, **(2)** to propose a development approach to the outstanding potential of socio-cultural capital into goods and services in the lower Isan region, this research was studied in UbonRatchathani, Sisaket, Yasothon, and Amnat Charoen provinces.

### **Research Methodology**

1. Research area: This research was a qualitative research study in the lower northeastern **4** provinces: UbonRatchathani, Sisaket, Yasothon, and Amnat Charoen.

2. Research sources:

2.1) Documents and evidence: Documents relating to the outstanding potential of socio-cultural capital are researched from concepts, theories, and related research to obtain information on the potential and outstanding social-cultural capital in the Lower Isaan region.

2.2) The key informant population were academics, experts, entrepreneurs, businessmen, villagers, relevant government officials from **4** provinces, selected by a specific selection method of **40** people as follows:

3. Research conceptual framework: In this research, the researcher focuses on the following **(1)** The outstanding potential of appropriate socio-cultural capital will be converted into goods and services in the lower northeastern region. **(2)** Guidelines for the outstanding potential development of socio-cultural capital into goods and services in the Lower Isan area.

4. The research period is **1** year or **12** months between **2018-2019**.

5. Data Collection Tool: Research at this stage, the content of the research answer is specific knowledge that can provide an answer, some people call a Key Informant, Therefore, the main tools needed to be used are the semi-structured interview, the observation form, and cameras, which the researcher has built independently within the established objective and content scope, including document analysis by defining the subject or topic to be analyzed, define the purpose, purpose of the analysis, determine the scope of the analysis, collecting documents related to the subject studied, selecting complete reliable documents, analyzing the criteria of the concept and theory of analysis techniques, summarize the results of the study and write the conclusion of the descriptive analysis.

6. Data collection: **(1)** Research and collect information from documents, research works, and various literature that is useful for research. **(2)** Conduct an interview with Key Informant about the potential and outstanding social-cultural capital available in the area. **(3)** Observe from the context of the area such as lifestyle, customs, traditions, and phenomena that occur. **(4)** Taking triangulation checking to obtained from researching documents, evidence. **(5)** Data from Key Informant Interviews and observational data were gathered together the data and then summarized into the research results.

**7. Data Analysis:** Data from studies, documents, and from Key Informant, will use the Content Analysis method which has the following steps. (1) Word Grouping, (2) Explanation, (3) Interpretation, (4) Description.

### **Research Results**

**1.** The social-cultural capital that has outstanding potential to convert into goods and services are as follows.

#### **1.1. Social and cultural capital of UbonRatchathani Province are;**

1.1.1) The outstanding potential of the Buddhist Lent Festival consists of (1) Community capability is that people in the community have high competencies and abilities, emphasizing the intricacies of making the candles carved or printed to form a procession and tell the story of the Buddhist history of the candle procession. (2) Uniqueness, there are 2 types of tree candles: Mold type and engraving type which is a large candle with a length of approximately 10-15 meters and a height of about 6 meters. (3) As a tourist attraction, UbonRatchathani Candle Festival is a grand festival, with a great theme of the event, consisting of candle processions from different districts with beautiful women of the candle trees. Before the day of the parade, the candle procession will be parked to contest the beauty of the candle trees, allowing the public and tourists to see the beauty of the candle up close. On the day of the parade, there will be a magnificent parade dance, a tradition that has grown in the tourism sector of the provincial and national levels, as well as being able to generate income and build a reputation for UbonRatchathani for a long time.

1.1.2) The outstanding potential of KabBua fabric includes (1) Uniqueness, KabBua pattern in which the kababah may be woven with cotton or silk, consisting of warp dyed at least two colors, streaked according to the characteristics "Sinthew [the ancient cloth of the noble lady boss of UbonRatchathani]", and also weaving by Ĥ ĩmĩmābmĩ (Twisted Silk Thread), Mudmee and Khit, Including the color of cloth, KabBua is the color of the baby or lotus petals which are chasing from light color to dark color such as from white, pink, gray, green, brown. Besides, the KabBua fabric can be made into products other than apparel, such as handmade souvenirs which are made from various materials such as bags, tissue boxes, Jewelry, furniture, etc.

1.1.3) The outstanding potential of the Pa Aau brassware include: (1) A tourist attraction, the reputation of Ban Pa Ao brassware has long been known from generation to generation until now it is the sixth generation. In the continuation of the inheritance of brass wisdom, Baan Pa AoNai has remained in the community since. Ban Pa Aau brassware can be used as capital to make it a tourism attraction of a learning center or a brass-making school to allow interested people as well as tourists to learn about brass products. (2) Uniqueness, Ban Pa Aau brassware has a method of casting a lost wax or replacing a decorative wax with a unique pattern such as the betel pattern, the lotus petal pattern, the zigzag pattern, the pine pattern, the fish roe pattern, and the roller pattern. This results in one of the only brass products in the world and is handmade craftsmanship that uses the same finesse to make patterns.

#### **1.2. The social and cultural capital of Sisaket Province are;**

1.2.1) Sanonta tradition [Sanonta is a tradition of worshipping the spirits and ancestors of the Thai Khmer descent, a legend that has been passed down for over **1000** years of the indigenous Khmer community of Surin.] The distinctive potential of the Sanonta tradition includes (1) Tourist attraction, Sanonta tradition is a ceremony to pay homage to the ancestors of the Khmer ancestry. There is a parade of offerings of each community and a contest of offerings used in the sacrifice, which can be used as a capital for the development of a seasonal cultural tourism attraction. (2) Uniqueness, TheSanonta tradition is unique in that offerings are used to offer sacrifices to the

ancestors, with a distinctive feature being a large number of required bananas. (3) Using local materials, the traditional offerings are usually local, especially the much-needed offerings are bananas, according to the festival's motto that "Sanonta tradition, worship the city pillar, famously famous bananas", the offering was filled with many bananas. Therefore, these offerings can be developed to be self-sufficient and available for sale to generate income within the community.

**1.2.2) SengSanai Tradition, Flow longboat:** Distinctive potentials of the longboat Sheng Sanai tradition include: (1) Uniqueness, Sanai is a folk instrument of the Ye tribe made from buffalo horns, Sanai is sacred and has the spiritual value of the community. Hence, Sanai can be used to make a souvenir or to create a logo for various products to make them known by the general public. (2) Tourist attraction, the tradition of flowing long boats or boat races is a famous tradition of RasiSalai District that is geographically adjacent to the Mun River, which is a large river and abundant resources suitable for developing as a tourist destination.

**1.2.3) Madan Wood-Grilled Chicken,** Outstanding potential includes (1) Uniqueness starts from selecting raw materials by bringing local chickens or what the people of HuaiThap Than call "Three-blooded chickens". Because it is a crossbreed of chickens, including; Rhode Island Chicken with Super Hago Chicken, and mixed with fighting local chicken. The three-blooded chicken is characterized by its unique texture which is quite tough like a cockfight, delicious any dish to make, Including the introduction of Madan wood, which is a common wood on the banks of Huab Than creek, used as a stick for roasting chicken, which has a special characteristic which is an aroma, sour flavor, sticky texture, it is heat resistant, when it is cubed in chicken, it will add more delicious flavor, including the flavor of the Madan grilled chicken made from local chickens and the three lineages. Which uses fresh Madan wood to have rubber flowing out mixed with the chicken. The sour taste of Madan Yang makes the roasted chicken without a fishy smell and the right sour taste combined with the unique seasoning recipe makes HuaiThapThan Roast Chicken famous all over the country.

### **1.3. The social and cultural capital of Yasothon Province are:**

**1.3.1) MalaiKhaotok Festival** [Khaotok refers to paddy rice that is roasted to split into white flowers, MalaiKhaotok refer Khaotok that makes as garland], The outstanding potential of the MalaiKhaotok Festival includes; (1) Uniqueness, the tradition of the KhaoTokMalai Parade is the only one in the world that brings hundreds of meters of white paddy rice from the finest glutinous rice to a garland that is tens of meters high and is decorated in a wide variety of styles. On the day of the event, there will be several competitions including MalaiKhaotokMalai, souvenir designs from the Khaotok garland, Local wisdom handicrafts, Singing Saraphan (chorus melody), In addition to that, there is also a demonstration of how to make khaotok garland. There is also a great and beautiful procession of rice wreaths to bring to the temple grounds, these are considered to have the potential to be used as a capital for the development of tourism. (2) Community readiness, the ability of community leaders, knowledge and expertise of the people in the community, which is an important capital and unity in the community, leads to the participation of community and government agencies in organizing activities, creating income for People in the community, for example, the elderly, students who have free time to hire garlands with wages of 2 baht per meter. (3) Tourist attraction, The KhaoTok Garland Parade is one of the most unique traditions in the world. There is a traditional pattern of garland procession, made from a large number of cracked rice grains, which are threaded into a line to look beautiful and pure like a mass of flowers from heaven for water to worship the Lord Buddha, where villagers would gather at the front office in the morning to contest the beauty of each community's wreaths.

Therefore, on the day of the event, there will be both people in the community and outside who come to see the beauty of the tradition.

1.3.2) Pickled fish, Yasothon Province, its outstanding potential is its uniqueness, Pickled fish, Yasothon Province, is the ultimate preservation of traditional folk wisdom such as PlaSoi fish, Nuan Chan Fish and Tepo fish which is mostly used the carp. The pickled fish production process includes no artificial coloring, no MSG, no pimples and preservatives.

#### **1.4 The social and cultural capital of Amnat Charoen Province are as follows:**

1.4.1) The tradition of opening the door of the Phu Thai tribe. Its outstanding potential is Uniqueness, In the event a variety of Phu Thai tribes, which includes exhibitions, art, culture, traditions, and way of life of 12 Phu Thai communities. Exhibition of the Fai-Ban flower field, an exhibition of Phu Thai tribe products, an exhibition of the life of the Phu Tai Sepon tribe, PhutaiThida contest, the performance of Phu Thai students, the Nang Wan Khao parade, and the Phu Thai way of life, the door-opening ceremony of the Phu Thai tribe house, the performance of watching young men strolling through the village to woo girls, Pao Khan, the cotton blossoming land, Taste the local food of Phu Thai people, Tie the arms of the old Tao Home descendants like Phu Thai, eat rice together to bring, eat fish in cups, eat bananas with the comb, Take a walk with Phu Thai dress. Therefore, the tradition of opening the doors of the Phu Thai tribe can bring products that are unique to the Phu Thai tribe, making them a variety of products such as Souvenirs, utensils, or brand logos of various products.

1.4.2) Bun Khao Chi Tradition, its outstanding potential is Uniqueness, the size of the Khao Chi is large, Bun Khao Chi tradition has a big Khao Chi competition at the public and student level, there is a rice parade from every district. There is a contest for the daughter of Khao Chi, which has the potential to be used as a fund for tourism development and to generate income from selling Khao Chi to the community.

1.4.3) Pork fermented pork wrapped in gooseberry leaves, its outstanding potential is Uniqueness, Pork fermented pork wrapped in gooseberry leaves, Amnat Charoen Province has a long tradition of carrying on from generation to generation, making fermented pork wrapped in gooseberry leaves. That is to say, gooseberry leaves are wrapped in pork cubes that are formed into small cubes, as needed, and then wrapped over a banana leaf.

Synthesis of the outstanding potential of appropriate socio-cultural capital will be transformed into goods and services in the Lower Isaan region. The researcher concluded on the outstanding potential of appropriate socio-cultural capital to be transformed into goods and services as follows:

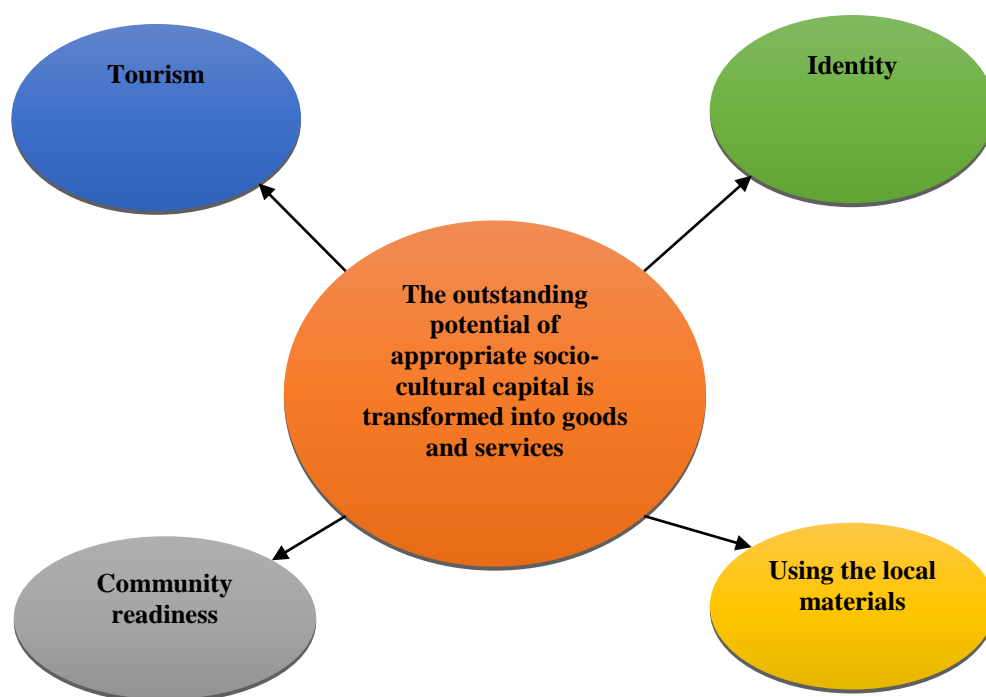
1. Outstanding potential in tourism, that is to say, the cultural traditions in the lower Isan area have the distinction of holding events each year, as evidenced by the enormous and magnificent form of events, it was able to attract tourists from all directions, local and foreign as well, for example, the candle parade tradition of UbonRatchathani Province has a great event in the event consisting of candle processions from different districts with beautiful women of candles. Before the day of the parade, the candle procession will be parked to contest the beauty of the trees. On the day of the parade, there is a magnificent parade dance, which allows citizens and tourists to see the beauty of the candle up close. The Sanonta tradition of Sisaket Province, which is a worshiping ceremony for the ancestors of the Khmer Thai people, has a very grand theme. There is a procession of offerings of each community and a contest of offerings used in the worshiping ceremony. MalaiKhaotok Festival, Yasothon Province, one of the most unique traditions in the world. There is a theme of the event with a garland procession made from a large number of cracked rice grains into a line to look beautiful and pure like a mass of flowers from heaven for water to worship the Lord Buddha. And the tradition of opening the doors of the Phu Thai tribe,

which is an activity of the Phu Thai people community, has a theme, there are various activities of the Phu Thai tribe, including exhibitions, art, culture, traditions, and way of life of **12** Phu Thai communities, etc. Therefore, the cultural traditions in the lower Isan area can develop the potential of tourism to have a better standard to raise the level of the foundation economy.

**2.** The outstanding potential of identity, that is to say, the lower northeast is an area with a distinctive cultural identity, whether it is a matter of food, folk music, folk tales, dance arts, traditions, cultures that are unique as Candle parade tradition of UbonRatchathani Province, which is unique the patterns of the candles are both engraved and printed, and the size of the candle is **10-15** meters in size. Sanonta tradition of Sisaket Province found large offerings with local materials. MalaiKhaotok Festival in Yasothon Province, bringing garlands of the best white rice from the best glutinous rice, tens of meters high and decorated in a variety of patterns. And the tradition of opening the doors of the Phu Tai Tribe is an exhibition, art, culture and tradition, and the way of life of the Phu Thai tribe, products, products of the Phu Thai people.

**3.** Outstanding potential in community readiness That is, the way of life of Isan people is a simple living, depend on each other, have always lived in the traditional heat **12** traditions. Therefore, at the festival season, people in the community will cooperate in doing activities together, including the community people are alert and interested in activities such as collaboration of the people in the community helped unwrap the candles to be used to assemble them on the candle holders or to collaborate on the garlands of the khaotok, besides, the people in the community also pay attention to the craftsmanship and elaboration in doing various activities.

**4.** Outstanding potential in the use of local materials, that is to say, thanks to the geography of the Isan region, most of the population has a career in agriculture and a way of life with nature. The majority of community activities are undertaken by the use of locally sourced materials to be used in the activation process or to create sufficient local materials for the operation of each department.



**Figure 1: The outstanding potential of appropriate socio-cultural capital is transformed into goods and services**

## **2. Guidelines for the outstanding potential development of socio-cultural capital into goods and services in the Lower Isaan area are as follows:**

**2.1 Public sector roles:** Developing the outstanding potential of socio-cultural capital into goods and services in the Lower Isaan region is a feasible approach, the government should fully support, especially in the areas of policy involved in performing such as promotion, support, and reinforce the operations to be flexible as follows:

2.1.1 Promoting concrete action, that is to say, the government should play a role in promoting the implementation of the social and cultural capital utilization of the community to truly generate economic value in the form of goods and services such as policy advocacy to facilitate successful operations.

2.1.2 Supporting action, that is, the government should play a role in supporting the development of the outstanding potential of socio-cultural capital to being a product and service in the manner of supporting the budget to drive the operations to the maximum benefit.

2.1.3 Reinforcement of action, that is, the government should play a role in promoting the development of outstanding social and cultural capital into goods and services to raise awareness of the community to benefit from the social and cultural capital that exists in the community, for example the government is responsible for providing academic information on principles, and methods for developing social and cultural capital into goods and services to the community.

**2.2. Private sector:** there should be the main host agency to help drive, the private sector is an agency that has a prominent role in business development. Therefore, in driving the development of social-cultural capital that has outstanding potential as a product and service to raise the foundation economy, the private sector should be involved in driving operations as follows:

2.2.1 Finding the main host, there should be the main host agency to help drive because the community itself is not ready to drive one another, but if there is a major agency to host the movement with the community, it is likely to be successful.

2.2.2 Letting the private sector operate, that is, opportunities for the private sector involved in trading or promoting industries should be allowed to play a role in driving or managing the social and cultural capital of that community for commercial benefits.

2.2.3 Promoting competition That is, each private sector should be promoted to be alert to access and exploit the social and cultural capital of the community in a manner of competition between the private sectors. This is considered to encourage the private sector to participate in the operations.

**2.3 Role of the people sector:** A feasible approach to development practice must begin with the cooperation of all departments to drive concrete utilization of cultures and traditions, including:

2.3.1 Participation, should begin with the cooperation of all departments to drive concrete utilization of cultures and traditions, known as civil-state cooperation, which encourages the community, the private sector, and the public sector to work together according to the role in which the community and the private sector cooperate as the main host of the action, and the public sector just as policy advocacy.

2.3.2 Creating a community leader, should begin at the family level or the community level first, with the community taking action within its community when successful. Afterward, start expanding or telling other communities to take the same action from one community to another, with a group or representative of the community doing the outreach or referring to the action, it's called Coach or a community leader.

2.3.3 Building value awareness, the social and cultural capital of the community is of great importance to the people of the community. Therefore, for the best interest of the community, the



people of the community should be aware of the value of existing socio-cultural capital and should conserve and utilize that social-cultural capital to create value and constructive values.

**2.4 Social media roles:** Social media should be used to help communicate, publicize, trade, and let people get to know the products and services generated by the social and cultural capital of the community, which is very good and necessary because nowadays many people are concerned with technology. Therefore, using social media as one of the channels to promote and increase the awareness of the products and services generated by the social and cultural capital of the community are:

2.4.1 Using social media, social media should be involved in actions such as Line, Facebook, Fan page, Group media acts as both a channel and area to sell products, promote products or promote products and services resulting from the social and cultural capital of the community.

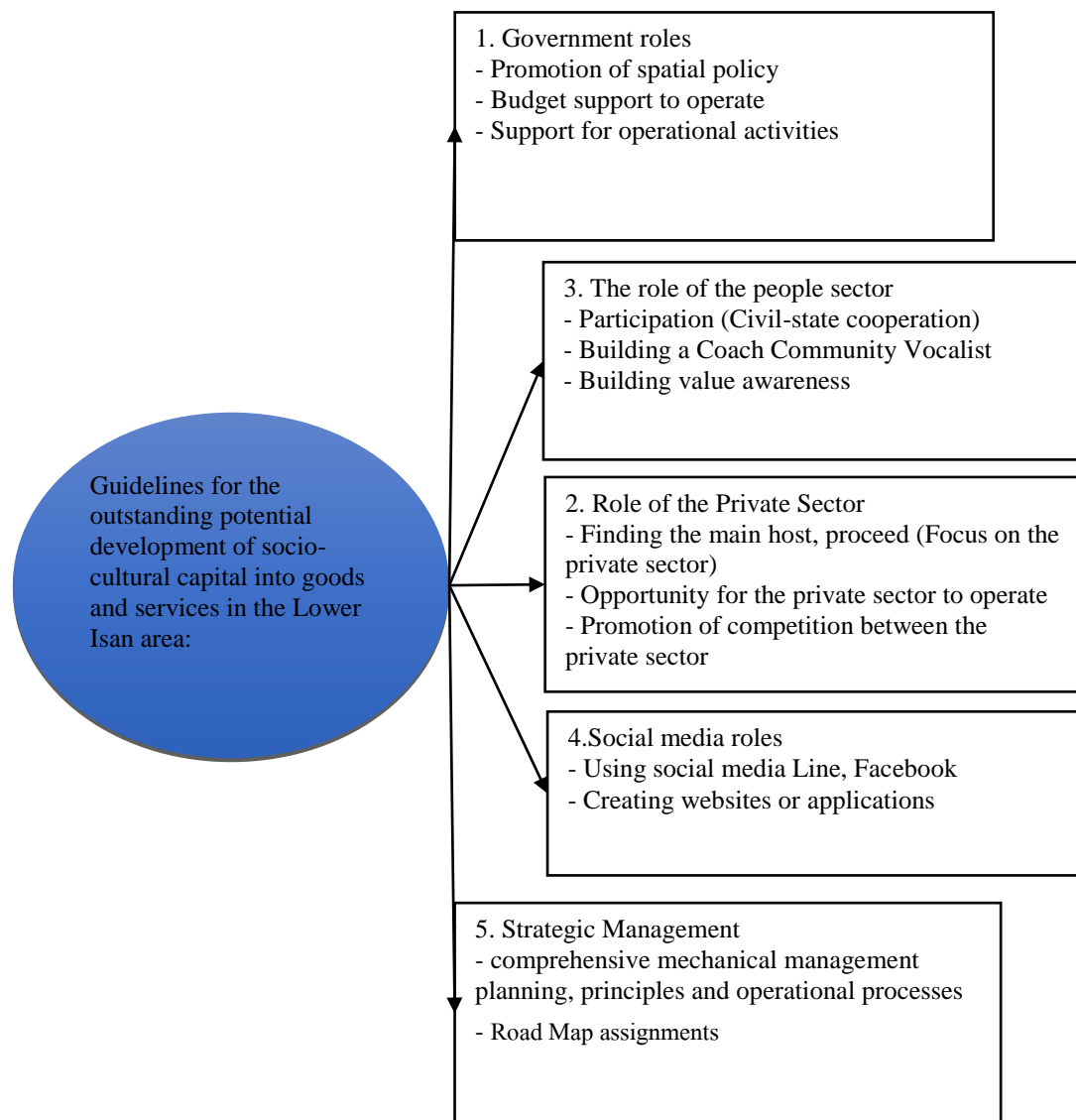
2.4.2 For creating any website or application, should create a website or application as a repository of important information about the products and services generated by the social and cultural capital of that community. The information to be stored on any website or application should be insights related to the product and service from the process it took place until the current state of that product and service.

**2.5 Strategic management:** There must be a clear plan for how to do what, how, where, when, when, by whom, and where to take the budget. Therefore, a good management plan should be undertaken before proceeding to achieve success and real utilization, including:

2.5.1 Strategic Management Planning, Strategic Management Planning should be clearly defined with clearly defined processes, operational guidelines, and operational controls to show the concrete direction of the outcome.

2.5.2 Defining principles and operational processes, clearly defining the operating principles such as Guidelines for converting socio-cultural capital, rules, and regulations, and there are processes for action clearly what steps are taken and how each step is performed.

2.5.2 Road Map assignments, there should be a clear operational plan or a systematic plan that will do such a thing such as the storytelling, legends telling of products and services that are created from those cultures, traditions, and wisdom to gain more belief and popularity and to be known.



**Figure 2: Guidelines for the outstanding potential development of socio-cultural capital into goods and services in the Lower Isan area**

## Discussion

From the study of the outstanding potential of appropriate socio-cultural capital to be transformed into goods and services to raise the foundational economy in the lower Isan area, interesting points were found to be discussed as follows:

1. UbonRatchathani Candle Festival It was found that the potential or the uniqueness of the Lent Candle parade tradition in the capacity of the people in the community may be due to people in the community are highly capable, emphasizing the intricacies of making the candle carved or printed, thus making the candle beautifully, consistent with the research of NapapornHongpukdee and SurbpongHongpukdee (2016) having said that the process of making a large candle, the design of the pattern to be carved, by drawing up the base, trunk, and top of the candle. The design of the structure and pattern of the tree depends on the story that will be presented in the parade procession because the story that unwraps the trunk has to be related to the story of the

characters in the candle parade, such as Kinnaree pattern as a pattern that is sweet, Giant pattern or Himmaphan wildlife, Sword pattern, a pattern that is fierce and can be twisted according to the imagination.

UbonRatchathani has the potential of tourist attractions, probably because the UbonRatchathani Candle Festival is held every year and is a great and grand festival. It is a tradition that causes growth in the tourism sector at the provincial and national levels, as well as being able to generate income and build a reputation for UbonRatchathani Province for a long time. It is consistent with the research of KrittayapornTantiset (2014) found that the period leading up to becoming a product of the UbonRatchathani Candle Festival from the early stages to the present emphasized on making larger, more magnificent, and grand candles, coupled with an emphasis on refinement, beauty in the art of candle making, which is local wisdom that emphasizes modernity such as the wicks that used to be made of Jai cotton with slow-burning properties are no longer popular, instead, they turned to a wooden stick instead of a cotton wick, making the wooden wick, which is not suitable for lighting. Therefore, in the later period, candles are not lit for use as important, due to the current electricity consumption and regret the beauty, which focuses on making the candles flaunt each other during the temple, the actual lighted candle is a small, cheap candle such as candles or wax candles, candles are no longer intended for illumination, which in the latter became a product of the UbonRatchathani Candle Festival. The candle parade tradition of UbonRatchathani Province has changed in the acquisition of factors in making the candles by soliciting or donating alms that have a psychological effect on the donors with the faith of the participants of the Lent Candle Festival. There is a change to donations that may lead to greater involvement in political, social, and economic positions. The candle parade tradition of UbonRatchathani Province has become a cultural product, which is found that the Tourism Authority of Thailand has promoted both domestic and foreign to be more well known, makes the UbonRatchathani Candle Procession Festival become a grand festival, elevated from local events, and eventually become an international event. As a result, from the original investment and time in working as capital, there was a mobilization of ideas and resources to devote more to the arrangement of candles and candle parades, which focused on being work It is an annual tradition and is a national event which welcomes many tourists from all over the world to visit.

**2. Sanonta Tradition, Sisaket Province** It was found that the outstanding potential of the Santonta tradition could develop into a tourist destination, probably because Sanonta tradition which is an ancestral worship ceremony of the Khmer ethnic minority that is very large, can be used as a capital for the development of seasonal cultural tourism, which is in line with the research of MethaweeSiriwong (2013) studied the process of creating an artificial tradition at the Sanonta tradition Festival, Khukhan District, Sisaket Province found that its debut to the national tourism arena took place after 2007. The Sanonta tradition became known and caught the eye of the people of the same culture, the southern Isan culture, as a result, the organizers began to think of a more formal style of events, especially the traditional weaving dress, jacket and cloth, sarong men, women wearing sarong to create the identity of the community has resulted in tourists, students, the media coming to visit and filming local news programs, creating the pride of local people. Local cultural resources are presented through various media. As a result, the ancient archaeological sites that have been neglected have been restored to reinforce the image of the old community that is relevant to the historical events from the Khmer Kingdom to the Rattanakosin period. Before the relocation of Khukhan town to the present Sisaket Province area.

**3. The MalaiKhaotok Festival, Yasothon Province:** Yasothon's outstanding potential is the MalaiKhaotok Festival, probably because The MalaiKhaotok Festival is one of the only traditions

in the world that features the finest white rice paddy, selected from the finest glutinous rice, twelve meters high, and decorated in a wide variety of styles, which have the potential to be capitalized for the development of tourism. The readiness of the community is strong, probably because of The ability of community leaders, knowledge and expertise of the people in the community, and the cooperation of the people in the community until the creation of income for the community. Tourism has a high probability, perhaps because the MalaiKhaotok Festival is one of the most unique traditions in the world, with a beautiful traditional style, with a large number of garland parades made from cracked rice grains to look as pure and pure as the blossoms of heaven, suitable for promoting tourism value. This is consistent with the research of SuwapatSrejongsoang and KhemchiraNongped (2019), it was found that the cultural resources of the communities in the lower northeastern 2 provinces consisted of (1) Way of life, (2) Wisdom and knowledge, and (3) Cultural traditions. The aforementioned cultural resources that have the potential to facilitate the development of creative cultural tourism were (1) Attracting potential, (2) Potential to support tourism, and (3) Management potential. Besides, it has also proposed a guideline for the development of creative cultural tourism resources, it was found that (1) The potential for tourism attractions should develop community amenities, such as access road signs, tourism activities, and local guides. (2) Potential for supporting tourism, learning centers should be developed to welcome tourists and tourism network construction potential. And (3) Management potential, focus on raising awareness and awareness of people in the community and youth and should be organized in tourism management services to be clear. Therefore, the community development in the lower northeastern provinces to be a creative cultural tourism destination should proceed as follows: (1) Finding Community Identity, (2) Differentiation, (3) Product Value Creation, and (4) Marketing Promotion.

**4.** The tradition of opening the door of the Phu Thai Tribe, Amnat Charoen Province: Is the activity of the Phu Thai people community, organizing various activities of the Phu Thai tribe, which activities include Exhibition, art, culture, traditions, and lifestyles of the 12 Phu Thai communities in the area of Amnat Charoen Province, This may be because the important identity is traditions, cultures, and unique ways of life of the Phu Thai people, which have been told through traditions and expressed through various activities and exhibitions such as The Phu Tai clothing is important identity of the Phu Thai people and is born from the wisdom of Phutai weaving from the past, passed down to the present. Consistent with the research of DaraneePloyjun (2016) It is found that the interesting ethnic-cultural capital of the Hmong hill tribe that can promote tourism is prominently divided into 3 groups as follows Dress, language, culture, and customs. That is, the Hmong hill tribe dress, Hmong embroidery, when thinking of the Hmong hill tribe, the first thing that will be a projection of the uniqueness of the Hmong, that is the embroidered fabrics and unique dress, most hill tribe's embroidered cloth will use raw silk that has been handcrafted into elaborate patterns, and once the embroidery is finished, it will be transformed into garments that will be worn on New Year's festivals or important days. And able to fabricate other utensils and as a souvenir such as grocery bags, shoulder bags, backpacks, wallet bags, mobile phone bags, as well as other appliances, etc.

### **Research suggestion**

1. Applying research results in policy purposes: The results of the research can be used as information to the government or government agencies to consider and formulate promotion policies, encourage, strengthen the utilization of socio-cultural capital to create economic value at the community and national level.

2. Suggestions in the operations: (1) The results of this research can be carried out by government agencies in collaboration with the private sector, the public sector, and other relevant agencies to create cooperation in driving the utilization of the potential and outstanding social and cultural capital in the Lower Isan area. In particular, the public sector plays a role in promoting, supporting, reinforcing policies and budgets, as well as regulating them under regulations, and the private sector is the main host in driving alongside the people. (2) Communities that want to improve themselves can use their findings as a guideline for developing the potential or prominence of social-cultural capital into the products and services available in the community for the best benefit, and to use suggestions for the development of potential or outstanding social-cultural capital into products and services as a model for community development and for the strength of the community and able to raise the foundation economy.
3. Academic Recommendations: The results of this research can be used by the relevant departments to provide training manuals on the development of the potential or prominence of the social-cultural capital of the community, and making the most of the social and cultural capital of the community and able to create value for the community.
4. Suggestions for further research: (1) The study area should be expanded on the management of socio-cultural capital to benefit the community development in terms of tourism and services. (2) There should be a thorough study of the unique socio-cultural capital from the very beginning to the present. (3) There should be a comparative study of the socio-cultural capital, including different socio-cultural capital management modes according to the context of each area.

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