

มั่นคง ตรงไป ตรงมา

แนวหน้า

Naeuna's Archive

**AoonIRak Fair and Love Destiny Drama are
Cultural Capital in 5K's**



- Creativity Capital
- Knowledge Capital
- Innovation Capital
- Emotional Capital
- Cultural Capital

I often emphasize that Cultural Capital is a part of Human Capital. Today, I would like to mention about AoonIRak Fair and Love Destiny Drama, a famous period drama flashback to King Narai's reign in Ayutthaya Era.

In my 8K's and 5K's book, Cultural Capital is a part of Human Capital. Human is implanted culture from his or her country. Thais' Cultural Capital is completely different from the Americans'.



Culture does not include only antiques, temples or architectures but also innate ways of life of people. Thailand has been passing thousand years of inherited history and culture. We must understand and adjust our valuable culture to generate Value Added.

- Value Added
- Value Creation
- Value Diversity



AoonIRak Fair obviously presented the national culture. King Rama X had Royal Initiatives to have this fair organized at the Dusit Palace Park. King Rama V's biography and work exhibition was organized. His contributions to the countries were slavery abolition, postal service, commercial bank, transportation, railways etc. The current generation of Thais could learn history, way of life and culture. Then, they appreciate King Rama V's wisdom in these works. Moreover, Thais were inspired to wear Thai national costume and commemorate old traditions from King Rama V's era.



The drama tells the story in the flashback to King Narai's era. It helps us understand Thailand's prosperity during Ayutthaya Era.

I am glad that Prime Minister Prayut assigned Ministry of Culture to expand this drama to generate value added to tourism and other dimensions as South Korea did. I would like to admire him for realizing the value of Cultural Capital.



Cultural Capital is very meaningful to Thailand. The new generation must study the cultural background of the country. It is not just rule or strategy of the country, community or organization. They were developed in the past based on these national factors.

1. How old were they?

2. How did they live? For example, growing rice is a main way of life for Thais. Buddhism in Thailand is different from other religions. When these ways of life combine with geography, there are local cultures. The southern culture differs from the central or northeastern culture. The new generation must understand and know that we have these inherited capitals. They should not craze for other fads without looking at the national background which we are inherited.

Therefore, I would like to propose Cultural Capital concept for the readers to consider.

Prof. Dr. Chira Hongladarom

Source: Learning from Reality with Dr. Chira Column. **Naewna.**

Saturday 17 March 2018, p.5