

Creating Performing Arts to Promote Community Products that Reflects the Local Identity Pathum Thani Province

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Abstract

The research on Creating Performing Arts to Promote Community Products That Reflects the Local Identity Pathum Thani Province aims to 1) study the characteristics and forms of community products in Pathum Thani Province as Intangible Cultural Heritage (ICH) and 2) create performing arts that promote community products that reflect the local identity in Pathum Thani Province by using research tools consisting of studying and surveying data from academic documents, information media, fieldwork and surveying structured interviews, and the researcher's experience. The obtained data were analyzed and synthesized in terms of content and triangulated data, and the performance results were evaluated using statistics and averages and standard deviations, and presented descriptively. Performing arts works were designed to be explained through the dimensions of performing arts. The findings reveal that Pathum Thani Province has integrated multiculturalism into the charm of the ancient community lifestyle. From the history of different ethnic groups, they have immigrated to live their lives from the past to the present. There have been developments in various types of community products, such as food products, agricultural products, household items, and souvenirs for tourism. In addition, there are traces of local cultural heritage reflecting history and way of life. There are important archaeological cultural sites, as well as activities reflecting the way of life. Local wisdom, customs, and unique cultures of the Mon Thai people that have been passed down have been used to develop creative forms that can be classified according to the 8 components of performing arts: 1) Performance design, 2) Performer selection, 3) Choreography design of performing arts, 4) Design of performing equipment, 5) Sound and music design, 6) Costume design, 7) Lighting design, and 8) Performance space design. In addition, the researcher has taken into account the concepts obtained after creating 3 classical dance arts: 1) Consideration of creativity in performing arts, 2) Consideration of the use of symbols in creating performing arts, and 3) Consideration of performing arts theory, music, and visual arts. This is also a collection of performing arts knowledge to integrate with other branches of knowledge, which is an academic advancement in creating performing arts works, as well as a guideline for further development and development of performing arts works in the future.

Keywords: *Creating Performing Arts, Community Products Promotion, Local Identity.*

Introduction

Human society is constantly changing because humans have complex and ever-increasing needs due to their intelligent intelligence and ability to constantly learn new things. Therefore, human society is a society that is constantly moving. There is management to create changes and development all the time according to the needs and intelligence of people in each era. This can be seen from the evolution and management of development in each society, and each community from the past to the present. The social conditions have both flourished and declined in some eras. There are many problems, both social, political, economic, and natural disasters. However, humans do not stop trying to develop and correct past mistakes by finding new methods, techniques, and management methods to produce results that meet expectations effectively.

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Human society can be classified into two types according to its characteristics: *rural society* is a society located outside the capital. Most people work in agriculture. The living conditions are similar. They are close to each other like brothers and sisters. They live their lives related to religion and beliefs. They strictly adhere to traditions and customs. They give importance to various activities and ceremonies. The current rural society is facing problems of poverty, economic problems, and cultural problems that are a result of various modern technologies such as machines, labor-saving tools for work, and equipment that makes life more convenient, which results in higher production costs and more waste. Meanwhile, *urban society* is a society where a large number of people live together. It is the center of various developments. People have various occupations. The relationships of people in urban society are systematic. The relationships of city people are organized into groups that are like single families. The economy in urban society is very complicated.

Thailand has set the current national development guidelines using the 13th National Economic and Social Development Plan, a continuous strategy from the 12th Plan, focuses on creating economic strength and sustainable competition. The goal of arts and culture is to restore, conserve, and learn about the diversity of Thai arts and culture. It supports the use of Thai wisdom and local culture to create value for products and services by strongly preserving the value of local identity. To use local wisdom and culture to expand commercially, it promotes the creation of entrepreneurs and startups to apply the concept of creative economy, cultural identity, technology, and innovation to develop and create added value, including using soft power as a driving force, as well as promoting research and development, using information technology and innovation to promote services and facilitate access to knowledge and various information quickly. It also promotes cooperation among people in the community to jointly develop on the foundation of biological and cultural diversity tangibly and sustainably (National Economic and Social Development Board, 2023). The government's policy also emphasizes promoting religion, culture, and Thainess by creating a strong Thai society with quality and morality. It is a development of the country that has a balance of both material and spiritual aspects in the national cultural master plan. The main goal is to develop Thai society into a strong society. and cultural stability can be maintained with reason, moderation and moderation according to the Sufficiency Economy Philosophy, which will lead to the development of the country to achieve a stable and sustainable balance.

Culture is very important to national development. In other words, culture is a measure and determiner of the progress and decline of society. Therefore, culture influences the well-being of the people and the progress of the country. The main goal is to develop Thai society into a strong and culturally stable society. Thai people must be proud of being Thai, preserve their wisdom, have unity amidst cultural diversity (Unity in Diversity), have knowledge and morality, and be able to adjust their way of life appropriately to the changes in the present and future world. They can live their lives with reason, moderation, and moderation according to the philosophy of sufficiency economy. From the research team's study of data and observation of the area, it is worth preserving and developing according to the guidelines for developing creative industries (Creative Industries or CI). It is the promotion of the economy and cultural tourism related to the artistic and creative production of products/products/works (Outputs) from both tangible and intangible arts and culture by creating wealth and generating income through the use of products or cultural capital, using the original knowledge base along with contemporary development, adhering to the principles of creativity, cultural knowledge, and intellectual property.

The above issues and the importance of the problem for this research found that from the importance of products/goods of communities in Pathum Thani Province that reflect local wisdom and identity, as well as ways of life that can be used as cultural capital for study and development to promote cultural security, the process of developing social mechanisms, the researcher is interested in studying the concept of creative economy in communities with arts and culture, if the principles of creative economy are applied to

occupations and can be integrated into the creation of creative economic strategies and sustainable tourism industries of the nation, which is the application of the principles of creative economy and related principles to develop as a model, which should study the prototype cities in arts and culture, as well as the development of cultural tourism in other countries to know the guidelines for implementation in managing development, it is used to analyze the opportunities and obstacles of promoting and developing communities to be strong, which emphasizes products and goods in the community that can create added value and cultural value, create pride in themselves, and are in line with the management strategy of Pathum Thani Province that encourages all sectors to support and participate in operations, preserving religion, art, culture, traditions, and local wisdom to be inherited and developed sustainably to promote the use of cultural capital, develop creativity to create value and added economic value, the researcher sees the importance of studying and promoting community products that reflect local identity through performing arts. Therefore, the research team has brought the important issues of the problem into the development research process. To create new knowledge and performing arts that can apply research results to creative economic policies to develop industries that add value to the Intangible Cultural Heritage (ICH) of communities in Pathum Thani Province and the country.

Objectives

To study the characteristics and forms of community products in Pathum Thani Province as Intangible Cultural Heritage (ICH)

To create performing arts that promote community products that reflect local identity in Pathum Thani Province

Literature Review

The concept of Intangible Cultural Heritage (ICH), The United Nations Educational, Scientific and Cultural Organization (UNESCO) defines Intangible Cultural Heritage (ICH) as knowledge or works created by individuals or groups of people that have been continuously created, developed, accumulated, passed on and applied in the way of life and are consistent with the social conditions and environment of each group of people, which reflects the identity and cultural diversity. Intangible Cultural Heritage (ICH) consists of creative works of architecture, paintings, sculptures, handicrafts, folk art, knowledge, abilities, skills, practices expressed in language, performing arts, craftsmanship, beliefs, traditions, rituals, food, which have been passed on and passed down from generation to generation as a guideline or in some cases, as a spirit that people in society hold together, including in some cases still being beautiful and having high artistic value (Office of the National Culture Commission, 2009).

The Concept of Creative Economy defines the word “capital” as a factor of production or something created by humans to be used together with other factors of production in the production of goods and services. If we analyze the meaning of economic capital when applied to the meaning of culture, it means the cost related to nature, economy, society, traditions, rituals and beliefs that create cultural investment or things that accumulate, train people until they create cultural investment. In this sense, the cost related to nature, economy, society, traditions, rituals and beliefs has “culture” as an important component. Therefore, cultural capital is considered to be the importance of the value of culture in various forms. If we consider the capital, which must consist of factors related to nature, economy, society, traditions, rituals and beliefs as the cost (input) through the process (process) of development or investment, such as the creative thinking process, cooperation in conducting various activities, what occurs from the development and investment is to respond to social, economic and political needs, both in the form of outputs of that culture, such as the emergence of various traditions, income distribution to society, making merit, including the results (outcomes) from the development of cultural capital, such as the creation of peace in society and the strength of society (Aneksuk, 2015).

The Concept of Creating Performing Arts, The creation of performing arts and performing arts There is a process similar to the creation of other art forms, whether music or visual arts, but the use of different "media" to create works. The works that are presented therefore appear in different forms, but can be used to support and enhance each other. Phanthumkomon (1981) stated that "drama has played a role in human life and existence since ancient times. Since humans began to develop basic skills, began to know how to express themselves through gestures, movement, and tone of voice, began to see the importance of being in groups, having activities and experiences together, almost all human races can invent ways to express themselves in a creative artistic manner, which is considered the origin of the drama that we know in the present era. Referring to Aristotle's statement in the book Poetics, "Humans have an innate instinct for imitation, which makes humans superior to all other animals and can learn things in life. Therefore, humans admire works that come from the ability to imitate." In addition, Charassri (2005) stated that "classical dance arts are one of the oldest arts in the world in prehistoric times. Performing arts are considered an expression of feelings expressed in the form of human activities. In the past, our ancestors used to imitate the gestures of animals and nature and organized a performance to please or show respect to the natural power that humans could not find the answer for at that time. In performing arts, there is always a connection to the human spirit. Performing arts is often related to human life, borders, war zones, ghosts and demons, which will lead to the development of performing arts itself until it is molded into civilization."

Methods

Samples/Key Informants

The researcher used the purposive sampling method by selecting those who could provide information on the origin of cultural identity and local cultural products in Pathum Thani Province, consisting of:

Key Informants

Group of cultural officers, Office of Culture of Pathum Thani Province, 5 people

Group of community developers, Pathum Thani Province, 5 people

Group of community leaders and local scholars, Pathum Thani Province, 5 people

Community product entrepreneurs and craftsmen, Pathum Thani Province, 5 people

Performance Evaluators

Experts with at least 5 years of experience in performing and creating creative performances, 5 people

Tools and Techniques Used for Data Collection

The tools used for data collection included interview question forms, group discussions, performance evaluation forms, and brainstorming. Qualitative data was analyzed using content analysis and quantitative data from the performance evaluation forms.

Methods for Data Collection and Analysis

The researcher conducted qualitative data collection by visiting the field to collect data using research tools, including interview question forms Focus group discussions and studying books, academic documents, textbooks, journals, and related research are used to analyze data, and quantitative data from the assessment form are used as basic statistics:

Mean

Standard deviation

Presenting data through descriptive analysis. The researcher has the following steps in conducting research activities:

Preparation Stage for Creative Research

Prepare for conducting research activities and study related data from books, academic documents, textbooks, journals, and related research to create tools for collecting data and to examine the appropriateness of the tools by experts. Prepare personnel, materials, and equipment for data collection and compare existing creative performing arts with newly created performing arts to obtain data on differences for designing performances.

Community Study Stage

The researcher visits the area to build relationships with the community by making an appointment with the key informant group, in which people in the community participate in learning, organizing data from research tools, and techniques. The researcher has conducted the research process using the concept of Intangible Cultural Heritage (ICH) to organize groups to brainstorm and bring out symbols representing each community area to analyze by content analysis as data for designing and creating performances and various elements for presenting the image of tourism in Pathum Thani Province.

Performance Design Stage

The data collected from the focus group meeting was interpreted from the source using the concept of creative economy, cultural identity, methods, and forms of cultural products, and the cultural flow of local areas in Pathum Thani Province to be introduced into the process of reinterpreting using the concept of creative performing arts for designing creative performing arts that promote community products that reflect the identity of the local area of Pathum Thani Province, covering the design of forms and methods of performance, design of costumes for performances, design of music/songs in performances, and design of props for performances.

Data Analysis

Qualitative data were analyzed by content analysis and quantitative data from the evaluation form, analyzed using basic statistics, including mean and standard deviation. In this creative research, the research team analyzed the data collected from the evaluation of experts/qualified persons. By using ready-made statistical programs to analyze data and having steps in the analysis by taking data from the collected assessment forms, classifying the data into numerical codes (Code), and then entering the data into the program to analyze the data.

Presentation of Research Data and Performance

Qualitative data is presented in the form of analytical descriptions (Descriptive Analysis). The discussion of data results is presented in the form of tables with explanations and in the form of performance.

Results

The results of the study of the characteristics and forms of community products in Pathum Thani Province as Intangible Cultural Heritage (ICH) from documents, textbooks, academic documents, and interviews

about local cultural products in Pathum Thani Province found that Pathum Thani Province is another province that combines multiple cultures until it becomes the charm of the ancient community lifestyle. From the history of different races, they have migrated to live from the past to the present. There has been the development of community products in many types, such as food products such as Khao Chae, Boat Noodles, Khanom Thuai, Mon Crispy Rice, agricultural products such as fragrant rice, oranges, lotus flowers, vegetables and fruits, utensils such as Mon shoulder cloth, Sam Khok jars, Mon bricks and pottery, woven products from water hyacinth, banana fiber cloth, rice straw paper, including tourist souvenirs such as Benjasiri decorated pottery, artificial lotus flowers, which are products that reflect the unique identity, identity, wisdom, community lifestyle, and culture. In addition, Pathum Thani Province also has activities related to tourist attractions that still have religious sites and temples, showing traces of local cultural heritage reflecting history and way of life. There are important archaeological cultural sites from the evidence found, such as Wat Tao Ong Ang, the City Pillar, as well as lifestyle activities. Local wisdom, customs, and unique culture of the Mon Thai people have been passed down. They have social characteristics that encourage cooperation in creating love and unity in the community in preserving and passing on the arts and culture of their ancestors from generation to generation, such as Mon dance, Mon Kang (sing and dancing on merit making day), Tak Bat Phra Roi, Tha Yae Mon (traditional games with Mon musical instruments), Luk Nu (Children traditional games), and various traditions and customs, such as the tradition of snatching a corpse, the tradition of parading the swan tail (Swan tail parade in merit or funeral events), the centipede flag (offering the centipede flag), and the Songkran tradition, which have been passed down to the present.

The results of creating performing arts that promote community products that reflect local identity in Pathum Thani Province From the study of cultural products, it is the application of cultural knowledge and intellectual property to create performing arts that promote community products that reflect social and cultural meanings, both in terms of traditional activities and local cultures that have identities, differences in activity formats, and diverse supporting factors, along with the principles of creativity, developing creative industries. (Creative Industries or CI) is the promotion of the economy and cultural tourism related to the artistic and creative production of products/products/works (Outputs) from both tangible and intangible arts and culture. These creative works are developed in a contemporary form to make products and services and tourism activities in Thailand more interesting by creating social value and promoting economic added value with cultural capital. Therefore, it has been used to create cultural media innovations through the performance dimension that can be classified according to the components of performing arts into 8 components: 1) Performance design 2) Performer selection 3) Performing arts style design 4) Performance equipment design 5) Sound and music design 6) Costume design 7) Lighting design and 8) Performance space design. In addition, the researcher has taken into account the concepts from the creation of 3 performing arts: 1) Taking into account creativity in performing arts 2) Taking into account the use of symbols in the creation of performing arts and 3) Taking into account the theory of performing arts, music and visual arts. This is also a collection of performing knowledge. Performing arts are integrated with other branches of knowledge, which is an academic advancement in creating performing arts works and is a guideline for further development of performing arts works in the future. There are 3 sets of performances:

A Creative Dance of Go Hab Lai Liaw (Kuay Tiaw Ruer Rangsit) which reflects food products. The performance format is a portrayal of the lifestyle of people in Rangsit, living conditions, making a living, making a living, and selling boat noodles in the form of dance moves that are strung together with performing arts and natural gestures with a melody. The melody is a new melody that has a Chinese and Thai influence that blends beautifully. There are many different and more modern row formations. It is divided into 3 parts: Part 1 shows the migration of Chinese people to settle in Rangsit, Thailand; Part 2 shows the process of making noodles; and Part 3 shows the trade and popularity of Thai people in eating

boat noodles, which are popular and well-known throughout the country. This is to make Rangsit boat noodles well-known and to promote tourism in Rangsit, so that it will remain well-known for generations.



Figure 1: A Creative Dance of Go Hab Lai Liaw (Kuay Tiaw RuerRangsit)

A Creative Dance of Yard bha rim toh pattern on attire of Mon's Nakorn Pratum that reflects the products of household items. The performance format is a concept of designing performing arts. The pattern of Mon sabai shawl is divided into 3 parts as follows: Part 1 "Mon Girl's Attire" shows the beauty of the attire of Thai women of Mon descent. Part 2 "Pattern Identity" shows different patterns with different meanings on each pattern of Mon sabai shawl. Part 3 "Mon Lifestyle" shows the characteristics of wearing sabai shawl in religious and traditional ceremonies, along with inspiration, using 2 principles of dance posture design: dance postures that convey meaning by combining Mon dance postures and the principle of taking the dance postures of Mon Pathum Thani from the mother postures in 13 Mon dance postures to weave new dance postures beautifully. The music is a creation that adheres to contemporary music forms by combining Mon and international musical instruments. It is a melody that maintains the uniqueness of Mon music but is more modern.



Figure 2: A Creative Dance of Yard Bha Rim Toh Pattern on Attire of Mon's Nakorn Pratum

A Creative Dance of Sao Lak Ban San Lak Meuang, which reflects the promotion of local values and identity of the community with participation in Pathum Thani Province through performing arts, cultural practices, and community tourism dramas. The performances will be presented in 3 stages: Stage 1, "The Past," reflects the homelessness and the group of people who have not yet settled down in any city. Stage 2, "Faith," reflects the construction, worship, and offerings to the city pillar, the prayers to sacred objects, and the hope that the sacred objects will protect and preserve. Stage 3, "People of Nong Suea," reflects the stability, wealth, prosperity, and abundance. The people in the city live in peace, happiness, and joy.



Figure 3. A Creative Dance of Sao Lak Ban San Lak Meuang

Table 1. Results of the Evaluation of the Quality of Performing Arts Creation That Promotes Community Products That Reflect Local Identity In Pathum Thani Province

(n = 5)

Evaluation Factors	\bar{x}	SD	Level
Knowledge	4.75	0.46	Excellent
Creative Procedure	4.64	0.50	Excellent
Documentation	4.74	0.45	Excellent
Overview	4.71	0.47	Excellent

The data analysis results in Table 1 from 5 experts/qualified persons found that the quality of creative performing arts that promote community products that reflect local identity in Pathum Thani Province was of the highest quality and appropriate overall, with an average value of 4.71 and a standard deviation of 0.47. Each aspect can be considered as follows: The knowledge of creative researchers had the highest quality and appropriate evaluation results, with an average value of 4.75 and a standard deviation of 0.46, ranked first. The creative work documentation that presented information had the highest quality and appropriate evaluation results, with an average value of 4.74 and a standard deviation of 0.45. The creative performance process had the highest quality and appropriate evaluation results, with an average value of 4.64 and a standard deviation of 0.50, respectively.

Discussion

The results of the study of the characteristics and forms of products of communities in Pathum Thani Province as Intangible Cultural Heritage (ICH) found that Pathum Thani Province is another province that combines multiple cultures together until it becomes the charm of the ancient community lifestyle. From the history of various races, they have migrated to live their lives from the past to the present, which is consistent with Suvannin (2014). Pathum Thani Province is an important cultural source of Thailand. There is archaeology from the evidence discovered by trying to restore the original traditions and cultures of the Mon Thai people to maintain them as a good example of local work to support the development into an industrial area and develop it into a tourism route by using local wisdom and culture in communities with biodiversity and cultural capital with participation. In addition, Pathum Thani Province also has activities related to tourist attractions that still have religious sites and temples, showing traces of local cultural heritage, reflecting history and way of life. There are important archaeological cultural sites, including activities of the way of life, local wisdom, traditions, and unique cultures of the Mon Thai people that have been passed down. There are social characteristics that encourage cooperation in creating love and unity in the community in preserving and passing on the arts and culture of their ancestors to continue.

Which is an important element of tourism promotion. According to the concept of Colier and Harraway (1997), the elements of tourism must be able to attract people to visit, such as those that occur naturally or are created by humans. This is consistent with Khuanmuang and Mokmol (2006) who stated that the elements of tourism that can attract people to visit include man-made things such as ancient sites, antiques, and unique local products. Pathum Thani Province has developed community products in many types, such as food products such as Khao Chae, Boat Noodles, Khanom Thuai, Mon Crispy Rice, agricultural products such as fragrant rice, oranges, lotus flowers, vegetables and fruits, utensils such as Mon shoulder cloth, Sam Khok jars, Mon bricks and pottery, water hyacinth woven machinery, banana fiber cloth, rice straw paper, and tourism souvenirs such as Benjasiri decorated clay, artificial lotus flowers, which are products that reflect the unique identity, wisdom, community lifestyle, and culture (Putpun and Sanedee, 2023).

The results of creative performing arts that promote community products that reflect local identity in Pathum Thani Province From the study of cultural products, it is the application of cultural knowledge and intellectual property to create performing arts that promote community products that reflect social and cultural meanings that are consistent with UNCTAD (2008) that divides creative industries into 4 types: 1) Cultural Heritage 2) Arts 3) Media and 4) Creative works divided by the nature of the work (Functional Creation) in terms of traditional activities as well as local cultures that have identity, differences in activity formats and diverse supporting factors along with the principles of creativity. Developing creative industries (Creative Industries or CI) is the promotion of the economy and cultural tourism related to artistic and creative production of products/products/works (Outputs) from both tangible and intangible arts and culture. These creative works are developed in a contemporary form to create more interest in products and tourism activities in Thailand by creating social value and promoting economic added value with cultural capital. Including the way of life in each locality that has an identity that can be used to create added value, resulting in the creation of value from human thoughts (Department of Cultural Promotion, 2017). Therefore, it has been used to create cultural media innovation through the dimension of performance. Performing arts (Dance) is considered a creative industry in the Arts group. It is considered cultural capital that reflects the beliefs and way of life of the community at all times. Local performances that have been passed down from generation to generation are traces of civilization that indicate the identity of each area very well. At present, local performances in some areas are still passed down because they are connected to the way of life, culture, traditions, or have been developed into cultural resources that can attract tourists to become the economy of the community. However, at the same time, in some areas, local performances seem to be gradually disappearing due to the lack of continuation from the next generation due to factors of changes in society that have caused the way of life to change until a new way of life that lacks connection with the original culture and lacks interaction with the community has emerged. As a result, performing arts have been adjusted to be consistent with the current way of life in a balanced way. The factor that causes the lack of successors may be because they are seen as lacking interest and useless for the new generation. And that may mean the loss of the value of wisdom that combines various arts and sciences, such as performing arts, music, literature, etc. But if we analyze it carefully, we will find that in fact, culture has not disappeared. It is just that some areas of art and culture have not been adapted to the current world because at one time, cultural works were valued as something that had to be preserved, which caused them to lose connection with the world that was changing all the time. Therefore, what we need to understand is that “Art and culture are a reflection of the way of life (Culture is a way of life)”, which means that art and culture must be fluid and change according to the way of life of people in each era in order to develop and expand art in every branch. And for the progress of performing arts, it is necessary to develop works to be up-to-date with the context of today’s changing society by creating performing arts works with the idea of giving importance and aiming to use art and culture as a medium to show the evolution of the way of life of society in each era that is conveyed through customs, traditions, and various traditions that people in society have practiced and passed on (Ministry of Culture. 2009, Rittibul, 2015). The concept of creating performing arts has been based on the principles learned by people in the past as a concept for

communication, as follows: **1)** Concepts from traditions and cultures **2)** Concepts from lifestyles **3)** Concepts from imagination **4)** Concepts from beliefs (Wisutthiphan, 2021) But how can the changes be creative and create a balance between the old and the new? How can local arts and culture survive if they are created to create value and have value that allows local artists to make a living to create value for society? (Boonserm, 2022) Using local arts and culture as a medium for cultural tourism is an interesting form of tourism and plays a significant role in the overall tourism industry. This is because tourists are often interested in and want to understand the cultures of different countries through viewing and experiencing all forms of art and culture (Academic Resource Development Center, Ma-hasarakham University, 2014). This can be seen from the research of Jaiwisuthansa (2009) who found that Thai performing arts are a type of product. They play a role in expressing identity and promoting the conservation of arts and culture. It plays a role in creating entertainment, plays a role in creating interest in tourists, and plays a part in deciding for tourists to visit more cultural and historical works, which is related to the concept of tourism marketing that mentions the importance of surveying consumer needs because the data can be used to manage products that meet the needs and create maximum satisfaction, leading to continuous service use that can be classified according to the components of performing arts into **8** components: **1)** Performance design **2)** Performer selection **3)** Performing arts style design **4)** Performing arts prop design **5)** Sound and music design **6)** Costume design **7)** Lighting design and **8)** Performance space design. In addition, the researcher has taken into account the concepts from the creation of performing arts in **3** aspects: **1)** Consideration of creativity in performing arts **2)** Consideration of the use of symbols in the creation of performing arts and **3)** Consideration of performing arts theory, music and visual arts. It is also a collection of performing arts knowledge to integrate with other branches of knowledge, which is an academic advancement in the creation of performing arts works, as well as a guideline for further development and development of performing arts works. arts in the future in line with research and creative works related to the theoretical issues used in the research on the topic of the taste in classical dance arts through the new drama "Narayana Avatar" by Naraphong Charassri by Wisedsing (2014). The research results found that the format of creating work to enhance the enjoyment of performing contemporary Thai classical dance arts emphasizes the creation of classical dance arts in a new form by using cultural diversity, as well as the form of performance and taking into account the new generation of audiences, consisting of **3** sets of performances: **1.** A Creative Dance of Go Hab Lai Liaw (Kuay Tiaw Ruer Rangsit) that reflects food products, **2.** A Creative Dance of Yard Bha Rim Toh Pattern on Attire of Mon's Nakorn Pratum that reflects household products, and **3.** A Creative Dance of Sao Lak Ban San Lak Meuang that reflects the promotion of local values and identities of communities with participation in Pathum Thani Province through performing arts, cultural practices, and community tourism dramas. The results of the analysis of the quality of creative performing arts that promote community products that reflect local identities in Pathum Thani Province from **5** experts/qualified persons found that the quality and overall appropriateness were at the highest level, with an average value of **4.71** and a standard deviation of **0.47**. And when the current society has changed, performing arts must adapt to meet the needs of people in society who want to know. And creators who want to communicate and express themselves. The use of cultural capital to develop work to add value begins with an analysis based on economic theory. That defines the word "capital" means a factor of production or something created by humans for use with other factors of production in the production of goods and services. Therefore, cultural capital is considered to be the importance of the value of culture in various forms as an input through the process of development or investment, such as the creative thinking process, cooperation in various activities. What results from development and investment is to respond to social and economic needs in the form of outputs of that culture, income distribution to society, and outcomes from the development of cultural capital (Aneksuk, 2015) that can be used as cultural media to record as knowledge in the academic sector. and promote the use of cultural capital to create economic added value and promote the creation of commercial added value of other cultural products It is considered a result of creative research that combines qualitative research and creative research processes (Rittibul, 2017). In the process of working, the researcher must be able to

create the work along with the research. That is, they must be able to explain the origin, thought process, cause and effect of the work at every step. It requires evidence from reliable reference sources and should be primary data. The researcher therefore prepares for the study and is able to create the work with quality both in academic and artistic aesthetics. This is consistent with Virulrak (2004) who said that the creation of performing arts, Choreographer, means thinking, designing and creating ideas, formats and methods of performing arts sets performed by one or more performers. This includes improving past works. Therefore, Nathapradit is a work that covers philosophy, content, meaning, dance postures, dance moves, line formations, and booth setup. And it is consistent with Iamsakul (2011) who stated that creative performing arts means inventing dance moves or designing dance moves. It may be a dance of characters that comes from inventing or designing dance moves, composing music, and creating new costumes. It may still maintain the original structure, such as still using Thai performing arts dance moves or may combine gestures according to the music of other languages according to the appropriateness of the performance set. In addition, the researcher has taken into account the concepts obtained after creating performing arts in 3 aspects: 1) considering creativity in performing arts, 2) considering the use of symbols in creating performing arts, and 3) considering the theory of performing arts, music, and visual arts.

Recommendation

Recommendation for Applying the Research Results

The study of the characteristics and forms of community products in Pathum Thani Province as Intangible Cultural Heritage (ICH) to create performing arts that promote community products that reflect local identity in Pathum Thani Province is a search for forms and elements of presenting creative performances to promote the value and local identity of communities in Pathum Thani Province through performing arts and searching for concepts after creating performances, resulting in the inspiration to create performing arts in the form of performances that reflect society. It is also a creation of knowledge as a guideline for use in creating other works. The development of cultural innovations to promote the value and local identity of communities in Pathum Thani Province through performing arts and creating added economic value and strength that focuses on driving, expanding influence, and changing ideas that can make people participate or change behaviors. "Soft Power" that uses knowledge (Knowledge), education (Education) and creativity (Creativity) based on the roots of art and culture.

Recommendation for Future Research

In creating important performing arts works, researchers must have knowledge of performing arts and music, costumes, have knowledge of various emotions of performances, have aesthetics, and always realize that creating performing arts works can be improved and changed, not adhered to a fixed model. The creator must have a clear purpose and understand it in order to design the work completely. In addition, the creative thinking process must be used systematically and it can be considered a work in the form of creative research that uses qualitative research and creative research processes combined. In the process of working, researchers must be able to create works along with research work, that is, they must be able to explain the origin, thinking process, reasons, and results of the work in every step. They must rely on evidence from reliable reference sources and should be primary data. Therefore, researchers prepare for the study and can create works that are of quality in both academic and artistic aesthetics that can be used to develop creative potential for those interested in studying performing arts and other fields.

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