

Thesis Title : Concept, Value and Social Power Building of Wat Phra
Pathom Chedi Rajavaramahavihara, Phra Pathom Chedi
Sub-district, Muang District, Nakhon Pathom Province

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ABSTRACT

The purposes of this research were: 1) to study the origin and the value of the annual festival organization in celebration of Phra Pathom Chedi at Wat Phra Pathom Chedi Rajavaramahavihara, Phra Pathomchedi sub-district, Muang district, Nakhon Pathom province, 2) to study the process of the annual festival management and the context of the annual festival change in celebration of Phra Pathom Chedi at Wat Phra Pathom Chedi Rajavaramahavihara, Phra Pathom Chedi sub-district, Muang district, Nakhon Pathom province 3) to study the annual festival of Phra Pathom Chedi with the social power building of Wat Phra Pathom Chedi Rajavaramahavihara, Phra Pathom Chedi sub-district, Muang district, Nakhon Pathom province.

In this research, mixed methodology research was used. With the quantitative research, a researcher conducted a survey of the sample groups that was divided into 2 groups: 1) the population would be 400 out of total 740,681 Thai people who came to tour Nakhon Pathom province in the year of 2011 by using Taro Yamane formula. 2) 2,078 people from the committee of 33 units and 79,148 local people who involved in Phra Pathom Chedi festival organization which totaled 82,493 people, the population would be 204 out of total 82,493 people by using Taro Yamane formula. The data was analyzed by frequency, percentage, mean, and standard deviation. All data collected from the sample groups was analyzed by using Statistical Package for the Social Sciences (frequency, percentage, mean, and standard deviation), while the content analysis techniques were used to analyze qualitative data (in-depth interview and key informants).

The findings of this research showed that:

1. General people's opinions on the annual festival organization in celebration of Phra Pathom Chedi at Wat Phra Pathom Chedi Rajavaramahavihara, Phra Pathom Chedi sub-district, Muang district, Nakhon Pathom province were found that 5 aspects were at an excellent level with the means scores 3.92. When each aspect was considered separately, it showed that the aspect of giving the information, service, environmental management, Buddhist-approach activity and traditional activity were at an excellent level in all aspects.

2. Managing process in celebration of Phra Pathom Chedi of Wat Phra Pathom Chedi Rajavaramahavihara, Phra Pathom Chedi sub-district, Muang district, Nakhon Pathom province was found that 6 aspects were at an excellent level with the means scores 3.94. When each aspect was considered separately, it showed that the aspect of planning, personnel administration, providing the convenience of knowledge building and the social network building were at an excellent level in all aspects.

3. Based on analyzing the management process in celebration of Phra Pathom Chedi, it was found that the process of festival management which held build the social power consisted of 5 aspects: 1) The aspect of the personnel development; the promotion of work practitioners such as physical, mental and intellectual development in accordance with Buddhist teachings through the process of personal training was the first priority. 2) The aspect of organizational development; building the organization for helping the society, for driving the social development. 3) The aspect of work development; organizing Phra Pathom Chedi festival was to develop one's self complying with the determined process that led to personnel and organizational development and other social development. 4) Building the body of the Buddhist approach knowledge was to set activities by applying the faith and Thai traditional knowledge to the principles of Buddhism together in order to build wisdom in process of life and lead to sustainably social power building. 5) The aspect of social network building was the development along with other involved parties in order for them to have the participation in organizing the festival and building the social network system led to have the unity through social development.