

Development of digital cultural collections for cultural knowledge centre (Thailand): A data collection method and technique

Ruethai Nimnoi S. Sudarshan Rao

Abstract

Purpose: The main aim of the paper is to create awareness of the Thai Cultural Collections Database, http://m-culture.in.th and to explain the techniques and methods used for creating the cultural objects database.

Methodology: The study follows the survey method. Collection of cultural information for development of cultural directory in the form of digital cultural collections by the Cultural Knowledge Center (Thailand) comprises of four important steps, namely (1) preparation for data collection; (2) field data collection by local staff; (3) data filtering by a workgroup appointed by the Cultural Knowledge Center (Thailand); and (4) data recording and dissemination through website of the center. Data collected includes cultural information, geographic coordinates of the sources (GPS), photos, visual media and animations illustrating texts. The data collection methods are through individual and group interviews, review of documents of cultural organizations, and visits to the cultural sites.

Findings: Scattering of cultural information and problems with performance of the Cultural Knowledge Center (Thailand) itself, such as insufficiency of data collected, substandard illustrations, personnel's lack of technology skills, and ambiguous operation manual, etc, which make it difficult for personnel of the center to operate properly. However, at present, the website of the Cultural Knowledge Center (Thailand) contains over 50,000 items of information and has been visited more than two million times. Moreover, the website gives all users a chance to participate in collection and sharing of cultural information and experiences in order to continue the culture, tradition and other good things that show the glory of Thailand through the community website.

Research Implications/Value: The study would be helpful to information seekers, scholars and cultural collections' database designers and also to those concerned with the cultural objects information and their preservation for posterity.

Keywords: Digital cultural collections; Cultural data collection; Data collection techniques and methods; Cultural Knowledge Center (Thailand); Cultural information; Thai cultural information; Cultural database; Thai cultural information category; Thai cultural information type; Cultural objects database **Paper Type:** Technical

Introduction

ulture refers to the way of life of people in society in every aspect right from the way they eat to the way they live, the way they dress, the way they work, the way they rest, they way they convey their emotions, the way they communicate, their transportation systems, their social systems, the way they show their affection and the norms and moral standards. The path of living might be modeled from individual or group of persons later followed by society and continue on until this day. Sub-culture can change according to the change in the surrounding conditions and times. As there are new inventions and discoveries that lead to new solutions that better answer the needs of society which could gain better favorable acceptance from members of the society and lead to terminating traditional culture. As a result, in order to uphold or preserve these traditional cultures, one must adjust and improve culture that suits the present surrounding (Thailand, Ministry of Culture, Office of the National Culture Commission, 2010).

According to the World Commission Report on Culture and Development (UNESCO), The World Commission on Culture and Development, (1997) presented to the UNESCO Assembly in 1996 under the title "Our Creation Diversity" describes culture as a factor that effects the process of transmitting behavior and is the power of change, creativity, freedom and always alert to the new change in the way of life **(UNESCO, 1997)**. Also, it states that culture is power, conscious mind, knowledge and diversity for community and society. As a result, the main challenge to humanity is the adaptation to society and surrounding environment in the present time and for the time to come especially for changes in attitudes, behavior, social rules and for supporting various improvements on the basis of cultural dimensions.

Culture can be divided in to 2 broad types: 1. Materialism Culture and 2. Mentalist Culture (i.e. religion, art and craft, literature and other social rules that support humans). UNESCO divides "Cultural heritage" into 2 categories which are Tangible Cultural Heritage such as ancient remains and antiques, and Intangible Cultural Heritage that are related to knowledge, intellect, belief, behavior and the way of life (UNESCO, 2003). Culture and development are two words which have not always gone together, or been worked upon within the same context. In recent years, however, we come across new elements, instruments and ideas which place increasing emphasis on this pair of concepts (Marana, 2010). For Thailand, creative economy is the economic development system that reflects process combined with culture, economic and technology together at the same time and it is the process that conforms to the present surrounding environment. Thai Government have given high attention to this concept, with the main emphasis on building economic process which combines cultural wisdom and assets together with other branches of knowledge covered such as technology and innovation in order to produce products and services with unique features as an economic value added with the aim to create more jobs, more income and increase quality of life. As a result, the "Creative Thailand" program has been set up by government with the aim to create substantial development and to encourage Thai to become thinker and innovator. Also, it is to motivate Thai in every region to have knowledge on how to improve their intellectual property in order to create innovative economies by their own thinking power. By using innovative thinking based on cultural basis and wisdom that relates to the new way of thinking and technology for the purpose of creating "Thailand, the land of Thinker" concept and to promote Thailand to become Industrial center in ASEAN region. In order to support the program, Ministry of Culture and Ministry of Science and Technology have signed the cooperation to develop Grassroots to Global program (Heart of Thailand – "Culture and Creative Economy Concept", 2012) whereas Ministry of Culture will undertake *Cultural Central Database* development program functioning as collector of country, province and local knowledge and wisdom, whereas, the Ministry of Science and Technology will use technology to collect, process, analyze and present the data collected in digitalized format. Moreover, a community database will be organized to increase general public opportunities to access and utilize information on cultural knowledge. Also, they provide a fast, convenient and advanced access to database service which is one of the cultural developments under grassroots to global program. Besides being support to "Creative Thailand" program, this is also another step to adopt cultural work field to the age of technology.

Origins of the Cultural Knowledge Center (Thailand)

The Ministry Reform Act 2002 (on 3rd October, 2002) divided public services into 20 different ministries. Ministry of Culture has been found with authority over; art materials, religion and culture. Its objectives include: 1) Maintain and carry on national and provincial cultures 2) Develop social value, good sense, knowledge and wisdom of people 3) Using country's cultural value to create and increase social value and economic value 4) Manage religious, art materials and cultural knowledge (Thailand, Ministry of Culture, 2010). Then in 2005, the Cultural Knowledge Center was formed in order to collect, manage and distribute cultural information effectively, with the vision of "Ministry of Culture which aims to create the advanced Cultural database to enable to be used as a tool to effectively manage and perform cultural activities". For this purpose, experts from inside and outside the Ministry have been appointed to form a committee to discuss the joint cultural information and prepare outline plan and perform process till the Cultural Knowledge Center is formed in accordance with the needs and requirements of plan with objectives to create highly effective organized system where the

information can be processed independently, systematically and without duplicability.

A Central culture database is created with objectives to improve central culture system of both central and provincial section to be more effective and efficient in providing service to general public, to improve performance of internal human resources and to outline the Center's operation plan. The strategies used are as follows; (Thailand, Ministry of Culture, Knowledge Management Workgroup, 2010).

- Build and improve Cultural Knowledge Center in the form of e-Knowledge; Management Information System (MIS) and Geographic Information System (GIS).
- Connect and improve national cultural information distribution and service system.
- Develop an advanced Cultural database system for better information management.
- Develop human resources performance to operate central culture database.

Due to the scattered and unorganized cultural information and with the obstacles in cultural information processing system, insufficient information, non- standard illustration, and unskilled technology with personnel or unclear manual led to difficulties in operation process of cultural knowledge center. Even though, Ministry of Culture has established the Center in 2005, it is still not able to make success as expected. Mr. Somchai Seanglai, Permanent Secretary for Ministry of Culture, Thailand, (2012) in his talk at the Cultural Knowledge Center's Human Resources Improvement Conference stated that at present, most of personnel of province's are well educated and had the abilities to better collect and handle cultural information unlike in the past (Somchai, 2012). There are continuous practical improvement programs for Cultural Knowledge Center's personnel. Also, he expected the Province Cultural Center to perform the main task in development of Cultural Knowledge Center and following are the determined solutions; 1) Set of Performance Indicators 2) Consultant committees for giving advice and finding solutions together 3) Giving authority to Ministry of Culture's inspector to determine the performance, supervise, and conclude the problems and suggest solutions. Moreover, there is a continuous improvement in the operation process of Cultural Knowledge Center by starting with still illustration to slide show and to animate illustration in the future. At the present time, number of visitors to Central Knowledge Center's website; http://m-culture.in.th are more than 2 million and the site now has more than 50,000 contents.

Definition, Category and Type of Cultural Information

Cultural Knowledge Center (Thailand) is developed under the MOU of Ministry of Culture and Ministry of Science and Technology. This contract is made by the Department of Information Technology and Communication between the Digital Media Informatics Laboratory of NECTEC. The operation process include cultural data collection to prepare Cultural Directory to distribute it from community website which has collection of national culture including individual or organization's cultures such as local wisdom and religious figures and cultural inventions that include antiques, literature, art material, dresses, way of life, wisdom to cultural and tourist places. Then it would be screened again by Province's Culture Department, Ministry of Culture. Besides, the general public is also encouraged in collecting and sharing cultural information and experiences in order to carry on cultures, traditions, ways of life and other prosperous matters of "The Kingdome of Thailand" (Cultural Knowledge Center, Thailand, 2012).

Cultural Information on Cultural Knowledge Center (Thailand) website refers to the products which were made from the peaceful living of human societies both the previous and present. Cultural Information is divided into five categories comprising of thirty two types of elements (Table 1) (Cultural Knowledge Center, Thailand, 2010)

No.	Category & type	Definition		
Type 1	Cultural Person/O	ganization		
1.	1. Artist	Person who establishes art works such as visual arts,		
		performance. For example, writer, dancer, singer.		
		Local Person who has been accepted as the local wisdom		
2.	2. Local Scholar	who specializes in a particular science. For example, as		
		traditional doctor, shaman, craftsman; artisan.		
	3. Religious	Person who has the important role in religious affair such		
3.	Important	as monk, priest, philosopher, knowledgeable people,		
	Person	devotee, and general people.		
4.	4. Writer / Novelist	Person who wrote prose and poems which are well		
		recognized in society. For example, songwriter,		
		composer, poet.		
	5. Association,	Group of people who gather together in order to operate		
5.	Foundation and	the cultural affairs. For example, the aged club,		
	Club	emergency club, youth club, sports club.		
	6. Cultural Network	People or institutions which support the cultural affairs		
6.		such as, government, school, institution, non-		
		government organization.		
7	7. Cultural Unit	Government office under the ministry of culture which is		
7.		located in a provincial area.		

Table 1: Definition, Category and Type of Cultural Information

No.	Category & type	Definition		
Type 2	Cultural Artifacts			
8.	1. Antiques	Invention objects which are ancient, valuable, important relevant to history and archeology. For example, stone inscription, Statue of Buddha, sculpture, wood desk, decoration, old equipment.		
9.	 Art material / Object 	Invention object which is well known as the artifact such as shadow play, puppet, carved puppet.		
10.	3. Visual arts	The work of art in terms of painting, sculpture; inventing, and architecture; originally designed such as wall painting, building sculpture, and constructing of unique feature building.		
11.	4. Document / Book	The written record such as sheet, book, media sheet, rock, patio or other sources such as ancient book, scripture, rare book, old books, medical scripture, legendary, tale, chronicle and palm leaf manuscript.		
12.	5. Audio/Visual Media	Recorded Media both video and sound regarding cultural affairs such as gramophone record, phonograph; record player, movie film, slide, cassette, CD, Movie.		
13.	6. Equipment / Instrument / Tool	A tool which was invented by human in order to accommodate the living life. It includes living facilities, spiritual material, occupational tool and transportation such as boat, vehicle, vessel and wagon carts.		
14.	7. Clothing	Clothes refer to garment, clothing, and decoration representing the local identity.		
Type 3	Way of Life			
15.	1. Ethnicity	Group of people who preserve and maintain their own local cultural identity, such as Tai Puan Akah, hill tribe, Tai Yai, Tai, Mon, Khmer.		
16.	2. Religion and Belief	Local religion and belief such as Buddhism, Islamism, Christianity, Goddess, spiritual and ghost belief.		
17.	3. Tradition and Ritual	Continuous activities and practices of the society which belongs to social belief from ancient period until the present. For example, harvest tradition, merit ceremony, entering into the monkhood, funeral, boating, marriage, fulfillment of one's vow, worship, exorcising, superstition, rocket festival, apologizing ceremony, field ceremony, communication with spirit, requiring for the wealth, sponsoring spirit, confess for a sin, and propaganda tradition.		
18.	4. Language and Literary work	Spoken accent, written language, local language, legend, story, myth, and literature poem which continuously exist in the local society both from the ancient period and contemporary creation.		
19.	5. Local Knowledge and Local Wisdom	Knowledge, skill, and capability which have been inherited or contemporary creation, it aims to benefit for living in the society. Such as, intellectual traditional doctor, agriculture, nutrition, food storage, bakery, food preservation, artworks, handicraft, artisan, crockery, weaving the cloths, coloring the cloth, traditional massage, building, connecting pieces of wood, ironing, charcoaling, music instrument creation.		

No.	Category & type	Definition	
20.	6. Performing	Local performances, traditional folk songs, folk music.	
-	Arts and Music		
Type 4	Cultural attraction	places	
21.	1. Archaeological site	Place of which has the ancient living clue of humanity. It includes; caves, cliff, canal, moat, old city, abandoned city, basin of a river, graveyard, pottery site and metal land.	
22.	2. Historical Park	Historical place and area in which located the local historical object in particular period. The place was recognized by Department of Fine Arts, Ministry of Culture. Currently, Thailand owns 10 historical parks.	
23.	3. Historic site	The building which is important to history and archeology such as castle, temple, monastery, mosque, shrine.	
24.	4. Architectural Site	Unique pattern of building and edifice which has been influenced by local identity such as traditional house, Thai building, soil house, stable, hall, pavilion, shrine, cemetery, funeral pyre.	
25.	5. Religious place	Place in which religious ceremony took place such as mosque, temple, monastery, cathedral.	
26.	6. Museum	Place which store and exhibit the cultural and historical objects. It aims for researching and amusement, such as national museum, local museum, temple museum, government museum and private museum.	
27.	7. Library	Place which collect the resources including writing, publication, media such as book, magazine, newspaper, pamphlet, Thai long book made of pulp from trees, cassette, radio, television, movie, photos, maps.	
28.	8. Archive Hall	Government office whose duties concern with storage of the historical documents from the past to the present, such as archives, annals, royal chronicle, record document relevant to human society,	
29.	9. Monument	Buildings or places which were constructed as the symbol to memorize the events related to particular area such as Kamkhaen Buddha's relics, Khaen Nakorn Maha Pagoda.	
30.	10. Cultural Venue	Exhibiting cultural activities, for example; theatre, playhouse, art galleries, cultural field, market, society, sport ground, boating competition place, meeting hall, local cultural center, demonstration center.	
31.	11. Cultural Tourist Attraction	Area or place for entertainment and amusement which is relevant to culture, such as water market, buffalo village, turtle village, snake village, natural park, waterfall, mountain, lake, sea.	
Type 5	Miscellaneous	Miscellaneous	
32.	Miscellaneous	Cultural information other than those already mentioned.	

Details of the Cultural Information by Grouping

All the 32 sub-categories of cultural information can be categorized into 10 different types of information by their attributes, **(Cultural Knowledge Center, Thailand, 2010)**

Category I: State Agency under Ministry of Culture

1) Name of State Agency, location and general information 2) Geographic location from GPS with photo illustration and 3) General information such as numbers of personnel, director, organization's structure, history, importance and its accomplishment.

Category II: Cultural Activities Site

1) Activities site name, location and general information 2) Geographic location from GPS with photo illustration and 3) General information such as personnel, history, importance and finished or on-going projects.

Category III: Cultural Network

1) Cultural Network's name, location and general information 2) Geographic location from GPS with photo illustration and 3) General information such as Network management team committee, importance of organization, activities/program and outstanding performance.

Category IV: Association and Foundation

1) Organization's name, location and general information 2) Geographic location from GPS with photo illustration and 3) General information such as committees and members, history and objectives of organization, authorize capital and on-going missions or activities.

Category V: Religious place

1) Religious place's name, location and general information 2) Geographic location from GPS with photo illustration and 3) General information such as denomination, founding history, location, statute registration, religious activities and participants.

Category VI: Local Product

1) Product's name, location and general information 2) Geographic location from GPS with photo illustration and 3) General information such as type, price, material, product's characteristics, production process, usage and benefits, producer and distribution center.

Category VII: Local Wisdom

 Wisdom's name, reference person's name, location and general information 2) Geographic location from GPS with photo illustration and
 General information such as bibliography, ideology, wisdom knowledge, usage and benefits and process of passing on the wisdom.

Category VIII: Important Person

1) Important Person's name, location and general information 2) Geographic location from GPS with photo illustration and 3) General information such as biography, his/her knowledge and abilities, ideology, works and received award.

Category IX: Cultural Knowledge

1) Culture's name, location and general information 2) Geographic location from GPS with photo illustration and 3) General information

which divided into 4 sub categories; languages and literary work, local tradition/belief/ritual and local recreation activities.

Category X: Cultural Venue

1) Cultural venue's name, location and general information 2) Geographic location from GPS with photo illustrate and 3) General information such as potential to become cultural tourism location, history, age, condition, historical evidence and path to cultural venue.

The Process of Cultural Information / Data Collection

To provide clear direction of operation/ process to Data Collection Officer from Ministry of Culture across the country and to lay out the standard working guidelines in order to develop the unit's public service in the future, the process of collecting cultural information to create Cultural directory has the following steps (Thailand, Ministry of Culture, Knowledge Management Workgroup, 2010)

- 1. Preparing information collecting process framework which starts from:
 - 1.1 Information collecting plan, by performing initial research of the unit and for additional information so that the researchers will be able to collect complete information.
 - 1.2 Clearly assign performing function and communicate with information sources beforehand.
 - 1.3 Preparing CD-01 form and information collecting tools such as camera, GPS locator and location map.
- 2. Information collecting process has the following steps;
 - 2.1 After arriving at the information source location, initially check the surroundings in order to fix proper photographic scene and GPS location.
 - 2.2 Collect information using CD-01 form and recheck accuracy and completeness before leaving the location.
 - 2.3 Collect and screen information received and forward to province's Cultural Knowledge Center committee.
- 3. Consideration and screening process by province's Cultural Knowledge Center committee is the process where the committee takes consideration over the accuracy and completeness of information received before upload information, code with both data and photo illustration into control file. After that, Cultural Knowledge Center will submit filled CD-01 form that already has been coded to relevant unit in order to further process online recording.
- 4. Data recording is operation of recording the cultural data that has already passed screening process through site's system for further distribution (Table 2).

Procedure	Related Personnel	Tools
Prepare for Data	Unit Director	CD-01 Form
Collecting	Data Collector	Data Collecting Manual
Collecting	Coordinator	Plan
Data Collection	Unit Director	CD-01 Form
Process	Data Collector	GPS
PIOLESS	Coordinator	Camera, etc.
	Working Committee	CD-01 Form
Data Processing	Secretary of Working	Information control file
Data Frocessing	Committee	and code
	Coordinator	Photo Illustrate
	Unit Director	CD-01 Form
Data Recording	Data Recorder and	Online Data Recording
	Document Screening	Manual

Table 2: Summaries of Cultural Data Collecting Process

Techniques and Obstacles in collecting Cultural Data

Methods of cultural data collection includes obstacles in collecting cultural data which can be divided into following categories: (Cultural Knowledge Center, Thailand, 2010)

1. Cultural Person Category (Artist, Local Scholar, Religiously Important Person. Writer, Novelist)

The data has concrete characteristics but it is complicated to collect the data, the appointments need to be prepared and fixed beforehand. Interview method is used to collect the data. The interviewer must have a degree of professional skills in order to retrieve the most accurate information. The data collecting officer must also possess certain understanding of location or else they would face difficulties. Information on target person location must be clear and detailed, otherwise the team might face wastage of time and expenditure. Other important tools include voice recorder. Moreover, spatially of reference location must use the front residence of interviewee. It is allowed for interviewing other people as addition to the target interviewee for Cultural Person category data collection.

Often found obstacle include interviewing the elderly persons, as sometimes the information received is not accurate due to memory negligence and in some other cases such as target person has already deceased or vacated. As a result, the data collector must search for other persons who have such knowledge and information in order to extract the most clear, accurate and complete information.

2. Cultural Organization Category (Association, Foundation, Club, Cultural Network and Cultural Unit)

The data has concrete characteristics but not difficult for collection due to the clear location and availability of organization's official to coordinate and provide relevant information. Also, it is possible to gather more information of other cultural organizations from the interviewee. **3. Cultural Artifact Category** (Antiques, Art material, Visual Arts, Documents, Books, Audio and Visual Media, Equipment, Instrument, Tools and Clothing)

The data has both abstract and concrete characteristics but not difficult for collection. The information request could be sent to cultural unit or organization that takes responsibilities of cultural artifact. The spatial location is determined from the location where cultural artifact is preserved.

4. Way of Life Category (Ethnicity, Religion and Belief, Tradition and Ritual, Language and Literary work, Local knowledge and Local wisdom and Performing art and music)

The data has both abstract and concrete characteristics but not difficult for collection. Interviewer with profound knowledge will be performing the interview. This is a time consuming task as it is necessary to figure the appropriate method that can reach the information, by finding the profound knowledgeable interviewee for the most accurate and reliable information.

For this, the different methods used are as follows:

- Collect Lineage data using group discussion.
- Collect Cultural and Tradition data where the data collector must study basic information throughout and plan ahead in order to receive accurate and complete information.
- Collecting Local Wisdom data is time consuming as the information is detailed in nature and data received is of quality and could be used further to develop new business.

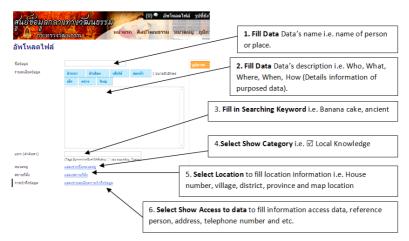
5. Cultural Attraction Places (Archaeological site, Historic park, Historic site, Architectural site, Religious place, Museum, Library, Archive Hall, Monument, Cultural Venue and Cultural Tourist Attraction)

The data has concrete characteristics but not difficult for collection. As the information sources and objectives are clear, the interviewer can coordinate with responsible person for information directly. The information can also be collected at convenient time and spatial location. Beside this, there are also problems in tools used for collecting cultural data which require a standard. There is a necessity for having mutual agreement and standard manual for describing the information with illustration such as, antiques must use the description as stated from Fine Art Department.

Recording process of Cultural Database of Cultural Knowledge Center (Thailand)

The recording process of Cultural Knowledge Center Database shall be done through website (http://www.m-culture.in.th) (Cultural Knowledge Center, Thailand, 2011; 2012):

- 1. User must select menu *"Register"*, the system will redirect user to registration form where user can fill information for member registration.
- 2. User must wait for the system to send member registration confirmation e-mail to confirm user identity. After that, user can access the system by selecting *"Sign-in"* on Central Cultural Database website in order to fill cultural data using username and password.
- 3. Select *"Upload File"* in order to fill the information and data that user wants to present through website.
- 4. Select **Browse** to present photo (Select image photo that you want to present)
- 5. You can check data uploaded status at "Photo in process of approval"



System administrator and province level administrator will review in detail the information, accuracy and appropriateness before final approval and further dissemination.

Conclusion

Cultural data collection is the process in collecting the data from two sources. Primary source which is the knowledge of people (tacit) using interview and survey method as tools to collect this kind of knowledge and secondary source which is explicit knowledge such as documents and manuals in order to create Cultural Knowledge Center by selecting various ideas, theories and technologies used in analyzing, planning and managing the related organization in order to improve and develop existing cultural information to be able to distribute to general public and to effectively utilize the information. The Cultural Knowledge Center has connection with many units in different levels and with various types of information. In order to create policies and systematic organization system independently, without duplication and effectively, it is necessary to proceed according to steps of cultural data collection process. Start from first step, prepare for data collection where plans, manuals and tools must be prepared in order to reduce time and utilize budget. In the second step where data collection is performed, the appropriate numbers of staff and types of cultural information must be determined. Also the data collector should create connection with other personnel and organizations which will assist the group to convenience in requesting the information and performing their data collection task. In third step, cultural data screening process must be considered and inspection and selection should be according to previous setting policies. For the fourth step, data recording for further distribution through Cultural Knowledge Center website and to develop database that is a convenience to use and assist the target audience (i.e. general public, researchers, students and interested persons) should be able to utilize the information effectively.

Acknowledgements

We would like to acknowledge the support of Mr.Thanitsak Ounta, the Officer of Mukdahan Province Cultural Office, Thailand, who allowed us to interview him at length and gave us generous access to his working manuals.

References

- Cultural Knowledge Center, Thailand. (2010). *Manual for Cultural Data Collection for Development of Cultural Directory*. Bangkok: Office of the Permanent Secretary, Ministry of Culture.
- Cultural Knowledge Center, Thailand. (2011). *Central Cultural Database Recording Process Manual, Ministry of Culture.* Retrieved September 25, 2012, from: http://www.culturecm.com/cm/f_download/87.doc
- Cultural Knowledge Center, Thailand. (2012). Central Cultural Database Recording Process Manual for System Administrator/ Province level administrator. Retrieved from http://mculture.in.th/downloads/20110826 1 mannual admin.pdf
- Heart of Thailand "Culture and Creative Economy Concept". (2012). Culture and Creative Economy Concept. Kom Chad Luek Online. Retrieved from

http://www.komchadluek.net/detail/20090917/28808.html

Marana, M. (2010). *Culture and development: Evolution and Prospects.* Bilbao, Spain: UNESCO Etxea-UNESCO Centre Basque Country. Retrieved January 2, 2012, from http://www.unescoetxea.org/dokumentuak/Culture_Developm ent.pdf

Somchai Seanglai. (2012). *Newswit.com*. Retrieved from http://www.newswit.com/gen/2012-05-

22/eeb25a38e2630994494c60e88758f2b2/

Thailand, Ministry of Culture. (2010). *Visions, Missions and Strategies of Ministry of Culture*. Retrieved from

http://www.m-culture.go.th/about.php?sub_id=1037

Thailand, Ministry of Culture. Office of the National Culture Commission. (2010). *Meanings, Concepts and Issues relating to Culture.* Retrieved from

http://www.m-culture.go.th/detail_page.php? sub_id=1763

- Thailand, Ministry of Culture. Office of the Permanent Secretary, Knowledge Management Workgroup. (2010). *Manual for Establishment of Provincial Cultural Knowledge Center*. Bangkok: Office of the Permanent Secretary, Ministry of Culture.
- UNESCO. (2003). UNESCO Database of National Cultural Heritage Laws. Retrieved from http://portal.unesco.org/culture/en/ev.phpURL_ID=33928&URL DO=DO TOPIC&URL SECTION=201.html.
- UNESCO. (1997). The World Commission on Culture and Development. Towards a world report on culture and development: constructing cultural statistics and indicators: Report of the Workshop on Cultural Foundation, Indicators of Development, Royaumont, France 4-7 January 1996. Geneva, Switzerland: UNRISD and UNESCO.

Corresponding Author:

Ruethai Nimnoi can be contacted at: ruethai.n@msu.ac.th

Author Biographies

Ruethai Nimnoi is a Ph.D. Research Scholar in Department of Library and Information Science, Osmania University, Hyderabad. She is also a lecturer at Division of Library and Information Science, Faculty of Informatics, Mahasarakham University, Thailand. Her research interests are focused on Cultural Information Management, Bibliographic Organization & Control, and Metadata. V

S. Sudarshan Rao is former Professor & Head, Department of Library and Information Science, Osmania University, Hyderabad. His research and teaching interests are in Information Storage & Retrieval Systems (Theory & Practice), Reference & Information Sources & Services, Information Systems and Programmes, and Bibliographic Organization & Control. He is the recipient of Parvathaneni Gangadhara Rao Memorial Best Library & Information Science Professional Award, 2010; IATLIS-Motiwale Best National Library & Information Science Teacher Award, 2010; and Government of Andhra Pradesh Meritorious Teacher Award, 2012. He has published 62 papers and edited 13 monographs.

Appendix A

Cultural Information Data Collecting Form (Cultural Directory) Cultural Information Category and type				
Cultural	and mornation category and type			
Person/Organization	0			
□ Artist	Miscellaneous			
Local Scholar				
Religion Dignitary				
Writer/Novelist				
Association/Foundation	Data name			
/Club	Brief information			
Cultural Network				
Cultural Unit				
Cultural Artifact				
Antiques	Location			
Art material/Object	Location			
Visual Art	name			
Document/Book	Address			
Audio/Visual Media				
Equipment/Instrument/	DistrictProvince			
Tool	Geographic coordinates			
Clothing	Zone 47 48 -xyy			
Way of Life				
Ethnic	Detail of Information Access			
Religion and Belief	Reference persone-mail			
Tradition and Ritual	Reference organizatione-mail			
Language and Literary	Address			
work				
Local Knowledge and	DistrictProvince			
Local Wisdom	Zip code Tel.no			
Performin Arts & Music	FaxURL			
Cultural Attraction				
Archaeological site	Image of data			

Historical Park		Format of Information code:
Historic site		xx-yy-nnnn
Architectural Site		xx refer to the first two
Religious place		number of zip code
Museum		yy refer to category and type
Library		code
Archive Hall		nnnn refer to the accounting
Monument		numbers
Cultural Venue	Image number	
Tourist Attraction	Date	
		Information code
		Date of entry
		1
	Data collectornumber of data sheet	