



## Guidelines for the conservation and inheritance of the lotus culture: A case study of Pathum Thani Province, Thailand

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### Abstract

Lotus has been a symbol of religious significance in Thai society and culture since ancient times. The inheritance of values and beliefs regarding the lotus reflects its enduring societal importance in Thailand, particularly in areas with local historical ties to lotus cultivation. This study aims to identify the conditions that influence the conservation and inheritance of lotus culture, employing qualitative research methods such as document analysis, in-depth interviews, focus group discussions, and participatory observation. The study area is Pathum Thani Province, Thailand. Findings reveal that internal conditions influencing lotus culture conservation and inheritance include: (1) local historical background of Pathum Thani Province; (2) awareness of Pathum Thani's identity and (3) cultural reproduction, and perceptions of the lotus. External conditions include: (1) adaptation necessity; (2) economic conditions, and (3) political conditions. Strategies for lotus culture conservation and inheritance include: (1) promotion and support across the lotus lifecycle; (2) application of technology in conservation efforts; (3) continuous and equitable collaboration among government, private sector, and communities, and (4) establishment of cultural networks both within and beyond community boundaries. The guidelines for the conservation and inheritance of the lotus culture emphasize fostering a collective sense of cultural ownership through the participation of all stakeholders, such as families, educational institutions, and various sectors. Modern technology, including digital platforms, is utilized to promote cultural dissemination. Additionally, collaborative efforts between the community, government, and private sectors are essential to ensure cultural sustainability. Building networks is also crucial to strengthen and drive cultural conservation efforts further.

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## Introduction

Lotus is a flower that plays a significant role in life and is revered as a sacred flower. It is believed to be one of the first plants to emerge on Earth. Lotus symbolizes the creation of various deities, whether in Buddhism or Hinduism, often intertwining with legends. In general perception, the lotus represents the valued and popular aspects of religion. It is included as an auspicious flower in various ceremonies (Prawong, 2021). Furthermore, the lotus is utilized in various ways, such as in culinary dishes, medicinal purposes, decorative uses, and ceremonial flower arrangements. Recognizing the benefits of lotus for health and its cultural significance globally has consistently contributed to its enduring popularity and beliefs within societies. Pathum Thani Province, located in central Thailand and adjacent to Bangkok, is characterized by its flat, riverside landscape traversed by the Chao Phraya River. The province is renowned for its abundance of lotuses and has been named Pathum Thani district since the reign of King Rama II. Historical accounts of Pathum Thani illustrate its fertility in water resources, rice, and lotuses since ancient times (Pathum Thani Province, 2024). This reflects Pathum Thani's identity as a city of lotuses, evident in its provincial emblem and motto where the lotus serves as a defining component of its urban identity.

Numerous studies show that the social environment, audience preferences, communication style, and form of heredity are all important aspects of cultural conservation and inheritance (Zhang et al., 2021). In order to ensure ongoing cultural inheritance, social institutions play a crucial role in the reproduction of cultural ideas and values. According to Ganjoo and Verma (2021), the family institution is the first social institution that teaches new members values, ideas, and ways of thinking so they can become familiar with the culture of the community. Another important social institution is education, which is essential for fostering national identity and society ideas in the next generation of citizens (Kavousy & Tohid, 2010). Research by Kang (2022) demonstrates that, of all the main techniques for promoting and inheriting culture, education is the most successful. Furthermore, the continuous conservation and transmission of culture will be ensured by having cultural networks prepared to receive funding and support from the public and private sectors, as well as from the family, community, district, and province (Atawongsa, 2017; Nanthasri, 2021; Sapatthong et al., 2016). Waylen et al.'s (2010) work focuses on the role of local cultural and institutional contexts in conservation efforts. The study

investigates whether interventions that aim to engage with local culture influence conservation outcomes. It finds that the local institutional context significantly affects the success of these interventions. In other words, conservation efforts that align with and involve local institutions tend to have higher chances of success. However, the study notes limited support for certain factors, such as community participation, conservation education, benefit-sharing, and market integration, in predicting the success of these interventions. It suggests that while these elements are important, they do not consistently determine the outcomes. Furthermore, successful conservation interventions often adapt their activities to fit the social contexts in which they operate, demonstrating an understanding of the local community. The research highlights the value of systematic reviews in evaluating conservation evidence, although it acknowledges the challenge posed by the frequent lack of high-quality reporting on conservation efforts.

Based on the points mentioned above, it can be seen that the general perception of Pathum Thani Province is shaped by its local culture, which reflects the area's wisdom. This includes being known as the 'City of Lotuses,' the 'City of Rice,' its Mon culture, and its industrial status, all of which represent a spatial relationship between the land and its people. Particularly when referring to the 'City of Lotuses,' a symbol of Pathum Thani, the repeated use of the lotus symbol continues to be preserved in the local culture, maintaining the province's image through this symbol. This led to the present study, which seeks to identify the conditions that influence the conservation and cultural inheritance of the lotus culture, ensuring its continuity in order to design guidelines for the conservation and inheritance of the lotus culture in Pathum Thani Province. The conservation and inheritance of culture affect the community's progress and well-being while preserving its identity. Additionally, the conservation and inheritance of culture play a significant role in fostering connections within the community and promoting understanding between people from different cultural backgrounds, serving as a guide to preserve and pass on the area's cultural heritage for future generations.

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## Literature Review

### *The Concept of Cultural Conservation*

Cultural conservation focuses on preserving both tangible (e.g., artifacts, sites) and intangible (e.g., traditions, languages) heritage to maintain their historical, aesthetic, and social significance for future generations.

Key aspects of cultural conservation include (International Centre for the Study of the Preservation and Restoration of Cultural Property [ICCROM], 2015; United Nations Educational, Scientific and Cultural Organization [UNESCO], 2015):

1. **Balancing Preservation and Utilization:** Finding a balance between keeping heritage in its original state and adapting it for contemporary uses, such as tourism, without compromising its integrity.

2. **Social, Economic, and Ecological Significance:** Cultural heritage fosters social cohesion by promoting shared identities and histories, while also stimulating economic growth through tourism and creative industries. Additionally, traditional practices often hold ecological knowledge that supports sustainable living.

3. **Community Involvement:** Effective conservation requires active community participation to align conservation efforts with local cultural values and needs. Research, such as by Abdul Aziz et al. (2023), shows that community engagement in managing cultural heritage enhances sustainability by fostering local ownership.

4. **Integration with Sustainable Development Goals:** Connecting cultural preservation with broader sustainability programs fosters social justice, environmental conservation, and the safeguarding of cultural heritage. Studies such as Mansoury (2024) and Ariza-Colpas et al. (2024) highlight the importance of applying eco-friendly practices and digital technologies, including augmented reality (AR), to enhance sustainable cultural preservation and promote greater public participation in heritage conservation efforts.

However, cultural conservation faces significant challenges, including limited resources, competing development priorities, and the risk of turning heritage into a commodity. Overcoming these obstacles demands innovative strategies and global collaboration to ensure the preservation of cultural authenticity while keeping it relevant for future generations.

### *The Concept of Cultural Inheritance*

Cultural inheritance involves passing down traditions across generations through development, adaptation, reinterpretation, and recreation based on original cultural foundations, ensuring continuity and uniqueness. Identity plays a crucial role in understanding the self of individuals, communities, or organizations by highlighting the key characteristics that differentiate and define them. Social identity refers to an individual's sense of belonging to a group, formed through the categorization of people, the prominence and status of the group, the distinctiveness of out-groups, and the factors related to the group's

traditional foundations. Social identity leads to actions that align with the identity, including stereotypical perceptions of oneself and others (Ashforth & Mael, 1989; Hogg et al., 1995). Thus, the emergence of this 'meaning' allows people to become aware of who they are and which society they belong to, ultimately shaping the 'identity' of individuals within that social group. It is evident that culture defines the differences between social groups and maintains 'identity' amidst the diversity of social groups (Woodward, 2018). Identity is a crucial condition in the inheritance of a group's culture.

As society evolves, cultural adaptation is crucial for inheritance, while cultural reproduction, as Bourdieu explains, helps sustain cultural norms, values, and social structures through social capital like language and education (Bourdieu, 1984; Dolrung et al., 2017). This process is vital for cultural sustainability, as a culture must be perpetuated to endure, with production, distribution, consumption, and reproduction forming the reproduced culture. A culture that gains acceptance is referred to as the "Culture of the Period" (Kongpikoon, 2012).

Research by Yan and Li (2023) highlights the role of educational institutions, particularly universities, in cultural inheritance. Their findings show that protecting intangible cultural heritage (ICH) through university education, integrated with heritage and cultural tourism studies, enhances cultural awareness and social participation. Additionally, the use of modern technology and digital platforms broadens and sustains cultural practices, emphasizing the need for policies to support digital preservation (Zhou et al., 2021).

### *Conceptual Framework*

The research framework divides conditions influencing the conservation and inheritance of lotus culture into two main categories: internal and external conditions. Internal factors include the local history of Pathum Thani, where lotus cultivation is deeply tied to the region's cultural identity. Another key internal condition is cultural reproduction, the ongoing process by which the community preserves its beliefs and practices related to the lotus. External conditions involve the need for adaptation to changing social and environmental contexts, especially regarding economic conditions such as capitalism. Additionally, policy conditions play a role, with government policies supporting long-term cultural conservation efforts. These factors collectively form the guidelines for the conservation and inheritance of lotus culture in Pathum Thani, which could also be applied to other regions for cultural preservation.

## Methodology

This research employed a qualitative research methodology as follows:

### Key Informants

The key informants in this research consist of two main groups, with the qualifications of each group defined as follows:

1. The key informants for the in-depth interviews comprise a total of 18 individuals involved in the conservation and inheritance of lotus culture. These include 3 lotus farmers, 2 owners of lotus-related tourist sites, the director of the lotus museum, 7 representatives from community enterprise groups or OTOP product manufacturers that produce items made from lotus or feature the lotus as a symbol, and 5 representatives from government and private organizations involved in policies related to the promotion and preservation of lotus-based culture. These individuals contribute extensive experience in lotus cultivation, tourism, and product development, playing vital roles in maintaining and promoting the lotus culture in Pathum Thani Province.

2. The key informants for the focus group discussions, aimed at conducting a SWOT analysis to identify strategies for the conservation and inheritance of lotus culture, consist of two target groups. The first group comprises 12 entrepreneurs involved in lotus-related businesses, such as lotus farmers, operators of lotus tourism destinations, and community enterprises producing lotus products. The second group includes 24 community members who serve as cultural inheritors of the lotus heritage, half of whom are native to Pathum Thani and have lived there for over 10 years, while the other half moved to the area and have resided there for a decade or more.

### Data Collection

Three main sources were used to collect the data: field sources, individual sources, and documentary sources.

1. Documentary Sources: these included books, research papers that were relevant to the topic, articles, and textbooks. These records offered historical background

and a theoretical framework for comprehending the lotus's cultural significance.

2. Individual Sources: Focus groups and in-depth interviews were conducted to gather information from individual sources. As previously mentioned, 18 key informants participated in the in-depth interviews, and 36 key informants took part in the focus group discussions to analyze the SWOT and develop strategies for the conservation and inheritance of lotus culture.

3. Field Sources: participant observation during lotus-related community events, such as the production of lotus products and the observation of tourists touring the lotus fields, was used to collect field data. A greater comprehension of the useful components of lotus culture and its dissemination was made possible by this method.

Data accuracy was verified through methodological triangulation, cross-checking different collection methods, and data triangulation by comparing content from at least three key informant sources.

The research tools consisted of semi-structured interviews for in-depth interviews and question guidelines for focus group discussions. The data collection period was from July to December 2022.

### Data Analysis

A thorough synthesis of the data from all four data collection methods was required for data analysis. First, the data were categorized based on the goals of the research. The interpretation of field phenomena and the careful examination of data from distinct sources were done. After that, the data were combined and given in a descriptive manner in line with the predetermined goals of the study.

## Results

### Conditions Influencing the Conservation and Inheritance of the 'Lotus' Culture

The conditions influencing the conservation and inheritance of the lotus culture in Pathum Thani Province can be divided into two conditions: internal and external conditions, as summarized in [Table 1](#)

**Table 1** Comparison of internal and external conditions influencing lotus culture conservation

Condition	Internal conditions	External conditions
Historical context	Local history of Pathum Thani as "City of Lotus"	Economic conditions such as capitalism and market demand
Cultural reproduction	Continuous reproduction of lotus symbolism	Government and policy support for cultural conservation
Awareness of identity	Strong identification with lotus as a cultural symbol	Need for adaptation in food, crafts, and tourism activities

The explanation of [Table 1](#) is as follows:

### 1. Internal Conditions include:

#### 1.1 Local History of Pathum Thani Province

Since ancient times, Pathum Thani Province has been known as the ‘City of Lotus.’ As a result, the lotus has come to represent Pathum Thani to the outside world. The preservation of Pathum Thani’s reputation has been bolstered by the passing down and instillation of local history from generation to generation. Pathum Thani is mentioned in Sunthorn Phu’s work ‘Nirat Phu Khao Thong,’ which likewise reflects this. As a result, in modern art projects, the lotus is frequently integrated into new works. The lotus is widely employed in Thai culture for a variety of purposes because of its good symbolic meanings, beauty, and auspiciousness in addition to symbolizing the identity of its founders through local history.

#### 1.2 Cultural Reproduction

The conservation and inheritance of the lotus culture in Pathum Thani Province stem from the continuous transmission of values and symbolic beliefs tied to the lotus. Passed down through generations, the lotus has become central to cultural reproduction, reinforcing the identity of Pathum Thani’s people, who collectively embrace it as a symbol of their city. Institutions like families, schools, media, and religious organizations play key roles in this process. Awareness of the lotus emblem is essential to preserving the culture, as it helps maintain the community’s unique identity. As a result, the lotus is widely present in the province’s activities, products, and crafts, such as lotus handicrafts and Mon shawls. Interviews reveal that a strong sense of identity inspires both traditional and modern reproductions of the lotus, which have been reinforced by social institutions over time, shaping the identity of Pathum Thani’s citizens.

### 2. External Conditions include:

#### 2.1 The Necessity of Adaptation (Adaptation for Inheritance)

The adaptation of the lotus that appears in various forms in society, such as the embroidery of Mon scarves, incorporates lotus patterns into the handicrafts for two main reasons: (1) The lotus is an auspicious flower used in Buddhism since ancient times, and (2) embroidering lotus patterns on Mon scarves acts as a signature for the embroiderer. When one sees the lotus symbol and the embroidery style, they can immediately identify the creator, and it also signifies the Mon heritage in Pathum Thani Province (Mrs. A, pseudonym, August 15, 2022). Additionally, adapting lotus-based food aims to attract new tourists and highlight the benefits of the lotus.

This is achieved by designing and presenting food in a more modern way, such as lotus petal Miang Kham and other Thai dishes that incorporate lotus components, like lotus curry, to make the food visually appealing to tourists while promoting Pathum Thani’s identity as the City of Lotus.

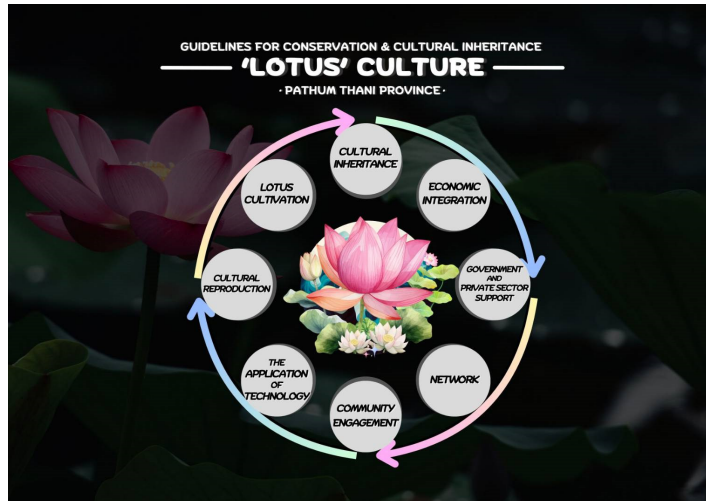
2.2 Economic Conditions: Capitalism has led to economic growth within communities, increasing the demand for community products that generate income for locals. Each community must therefore seek unique characteristics in their products and services that reflect their identity. This results in the reproduction of the lotus in Pathum Thani Province, highlighting the unique identity of the products while preserving and inheriting the local culture alongside maintaining the area’s identity.

2.3 Policy Conditions: Policies that promote and support the reproduction of the lotus to preserve local identity are crucial for sustaining community culture. Support from the government and private sectors in areas such as career skill development, technological adaptation, and market access post-training are key drivers of this process. Collaboration between the government, private sector, and community creates a sustainable economic model, starting with the community’s intent to engage in beneficial activities, with government agencies providing guidance and support. If the community lacks resources or faces challenges, relevant agencies step in to assist. The private sector, as part of the capitalist system, contributes business expertise, helping to expand the community’s knowledge, while cooperating with the government to meet business needs through coordinated efforts among all three sectors.

These conditions significantly influence the conservation and inheritance of the ‘Lotus’ culture in Pathum Thani Province. They affect the reproduction of values and the various forms of the lotus’s existence in the province. The process of inheriting the lotus culture inherently supports its conservation.

### *Guidelines for Conservation and Cultural Inheritance ‘Lotus’ Culture*

[Figure 1](#) illustrates the guidelines for the conservation and inheritance of lotus culture in Pathum Thani Province, developed based on the SWOT analysis. The figure presents a cyclical model comprising eight interconnected components essential for sustaining lotus culture: cultural inheritance, economic integration, government and private sector support, networking, community engagement, application of technology, cultural reproduction, and lotus cultivation.



**Figure 1** The guidelines for conservation and cultural inheritance 'lotus' culture lifecycle

The Guidelines for Conservation and Cultural Inheritance of the 'Lotus' Culture can be explained as follows based on the diagram.

1. There should be promotion and support for the conservation and inheritance of the lotus culture in Pathum Thani Province at all stages from the upstream, midstream, downstream to ensure sustainability.

#### 1.1 Upstream

1.1.1 Through the inheritance of local historical knowledge about 'Lotus City,' the curriculum 'Local History' has been continuously developed to present the local history of Pathum Thani Province to local children, allowing them to learn about the origins of their province. This fosters awareness of the historical and cultural heritage that is essential to the cultural identity of the community, contributing to an understanding of the significance and cultural value of lotus in Thai culture, as well as global culture. This helps younger generations appreciate the cultural importance and meaning of the lotus.

1.1.2 Instilling a love for local cultural heritage among the youth, enabling them to incorporate culture into their lives and foster participation in preserving, nurturing, and adapting cultural practices among children and youth within and beyond the region. This encourages them to take joint ownership in cultural practices and build connections between younger generations and the elderly, as both transmitters and inheritors of culture today, ensuring sustainable cultural inheritance within the community.

#### 1.2 Midstream

By supporting lotus cultivation in community agriculture and initiating agricultural projects that utilize

lotus water, such as fish farming in lotus ponds, it helps generate income for the community and promotes lotus conservation in an agricultural context. Additionally, creating products from lotus or incorporating lotus into products, such as beauty products, health products, or food products, helps promote the use of lotus and drives cultural activities.

#### 1.3 Downstream

Through product showcases and events, products and services become well-known and impressive to customers who are eager to purchase them. For instance, organizing art exhibitions and craftsmanship events featuring community lotus products at cultural fairs, trade shows in malls, and community learning exhibitions helps raise awareness and understanding of the significance of lotus in culture.

2. It is advisable to integrate technology in the conservation and inheritance of lotus culture. For example, Augmented Reality (AR) technology blends virtual data with the real world, providing users with a three-dimensional perspective. This enhances the interest of the younger generation in learning cultural heritage through modern technology. Additionally, AR can be utilized in museum settings, such as using media to narrate local history for community learning and showcasing community identity through museum exhibitions.

3. There should be continuous and participatory collaborative efforts supported by governmental policies, along with collaboration from communities and the private sector. This ensures efficient operations with clear objectives that contribute to the sustainable preservation of community culture. This approach

facilitates the continuous inheritance of lotus culture in Pathum Thani Province.

4. Establishing networks and conducting activities within and outside the community network fosters relationships and exchanges diverse knowledge in management and group organization. These activities promote interaction within the network, mutual assistance, and strengthen both individual groups and the overall community network, especially in the economic aspect of community development.

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## Discussion

### *Conditions Influencing the Conservation and Inheritance of the 'Lotus' Culture*

The conditions influencing the conservation and inheritance of lotus culture in Pathum Thani Province highlight the importance of internal conditions, particularly the awareness of being a resident in a region known for its lotus heritage. This recognition has made the lotus a symbol strongly associated with Pathum Thani, fostering a collective memory among residents. Local history, passed down through generations, plays a vital role in shaping community identity and promoting the continuity of the area's unique culture. The awareness of social identity encourages activities aligned with this identity, reinforcing a shared understanding of oneself and others (Ashforth & Mael, 1989; Hogg et al., 1995). According to Woodward (2018), the emergence of meaning enables individuals to realize who they are and which society they belong to, ultimately shaping a collective identity within that social group. This collective identity formation is crucial for the conservation of local culture, as seen in studies such as Pongkittiwiboon (2018), which found that buffalo racing in Chonburi communicates local identity through a long history of buffalo husbandry. Similarly, Bamroongboon & Potiwan (2020) showed that the awareness of group identity influences the reproduction of cultural heritage, as seen in Maha Sarakham's 'Sroi Dokh Mak' pattern, which reflects the province's distinct cultural history. These studies emphasize that local history and identity awareness are key to preserving and perpetuating community culture.

The conditions of cultural reproduction in Pathum Thani promote awareness of local identity, as the process helps sustain cultural experiences over time. Cultural reproduction often leads to social reproduction, reinforcing values, beliefs, and ideas that ensure

the ongoing inheritance of cultural heritage (Kavousy & Tohid, 2010). Social institutions such as family, education, media, and religion play key roles in this process. Educational institutions, in particular, are vital in shaping cultural attitudes and ensuring cultural continuity (Ganjoo & Verma, 2021). Research by Kavousy and Tohid (2010) highlights schools' role in socialization, helping to establish cultural systems and adjust values and norms. Similarly, Kang (2022) emphasizes the importance of enhancing curricula in educational institutions to drive cultural initiatives, for example, by incorporating traditional music into education and linking it to prominent music exams, thus promoting interest in cultural heritage.

Economic and political considerations are crucial in supporting efforts to protect and propagate lotus culture. Economically, communities must generate income from unique regional products or services to achieve self-sufficiency. Politically, laws that promote the sale of these goods and services are vital for empowering communities to maintain economic independence (Bamroongboon & Potiwan, 2020). A major influence on the continuation of cultural inheritance is the current trend in popular culture. Zhang et al. (2021) emphasize the importance of national policies that require cooperation across sectors, particularly when state policies support activities to conserve intangible cultural heritage (ICH). This enhances public participation and interest in cultural preservation, fostering greater awareness for protecting ICH. Other influences include inheritance modes, audience preferences, dissemination methods, and social conditions.

### *Guidelines for Conservation and Cultural Inheritance 'Lotus' Culture*

The guidelines for conserving and inheriting lotus culture indicate diverse approaches that facilitate cultural continuity amidst changing social contexts. It is found that the most fundamental and effective long-term approach in conserving and inheriting culture is fostering a sense of cultural ownership among individuals in the community. Awareness of ownership ensures sustainable care, maintenance, and continuous inheritance (Kaewthep, 2006). The participation of all stakeholders, who take part in all phases of cultural conservation and inheritance, including planning, execution, use, benefits sharing, and evaluation, is essential to this process of communal ownership (Sthapitanonda, 2006). In addition, Kang (2022) research affirms that cultivating a sense of collective ownership in culture is an essential tactic

for preserving and advancing cultural heritage. The individual is another important consideration. Because of their innate cultural consciousness and spiritual ties to their cultural heritage, cultural ambassadors with rich cultural backgrounds are especially well-suited for serving as effective leaders in the inheritance and preservation of culture. Furthermore, the involvement of children and youth in cultural activities is a global issue today, where they often lack participation. This includes a lack of interest, awareness of their role as inheritors, motivation, and enthusiasm. Overall, children and youth generally exhibit insufficient engagement, leading to potential future deficits in cultural inheritance (Ganjoo & Verma, 2021; Kang, 2022; Wang et al., 2024; Zhang et al., 2021). Therefore, it is necessary to establish groups of inheritors who will continue to carry out these roles in the future within each community. For example, creating groups of inheritors to revive the cultural wisdom of the lotus, such as lotus farming techniques, the application of lotus products, value-added products from lotus, and so on.

Strategies to strengthen the conservation and inheritance of lotus culture amidst social changes include:

1. Inheriting local historical knowledge through developing local curriculum to learn about indigenous history and wisdom, fostering awareness of the cultural heritage's value as a cultural capital within the community. This cultural inheritance through locally responsible curricula by educational institutions is acknowledged for its pivotal role in shaping societal values transferred to students (Dolrung et al., 2017; Ganjoo & Verma, 2021).

2. Collaborative tripartite partnerships among communities, the government, and private sectors are essential for sustaining community economies and driving national development. Examples include continuous government policies supporting community-based economic initiatives (Sapathong et al., 2016) and private sector middlemen supporting market linkages. Communities serve as the production base with their unique identities. Challenges such as budget constraints, limited cultural dissemination spaces, and involvement from all age groups—children, youth, and adults—are significant barriers to sustainable community cultural heritage inheritance (Atawongsa, 2017).

3. Networking is essential and critical for cultural initiatives, both within and outside the community. The current networking for the inheritance of lotus culture involves exchanging personnel as instructors in handicrafts and lotus product manufacturing with other community enterprise groups in the province.

However, the networks are not yet as robust as they should be, including group-level networks, networks with government agencies, and networks with the private sector. In alignment with Jakae (2021) emphasizing the importance of networking, such affects the inheritance of indigenous knowledge among Thai hill tribe people. It has been found that establishing group relationships through the formation of affinity groups and linking these relationships for acceptance at the network level using social and cultural capital enhances preservation of cultural traditions.

4. The use of technology in the conservation and inheritance of lotus culture: While the rise of technology and industry has contributed to challenges in cultural inheritance, leading to the potential loss of some traditions through the commodification of products (Zhang et al., 2021), this same condition has also promoted new ways of preserving culture in the modern context. For example, research by Na Nakorn & Thanapansin (2022) supports the idea that communication technology has greatly facilitated the reproduction and dissemination of cultural heritage through platforms such as Facebook, YouTube, Twitter, Instagram, and web forums. These platforms provide channels for exchanging opinions, promoting, and creating cultural trends, enabling rapid communication within the country and cross-societal interactions through streaming. Consistent with the work of Zhou et al., (2021), digital platforms and online communities play a significant role in the dissemination of traditional cultural knowledge. While the internet offers valuable opportunities for cultural revival and preservation, challenges such as the commercialization of cultural content and the risk of authenticity loss remain. Their study suggests that policies on network cultural governance could enhance efforts to inherit culture by supporting digital preservation initiatives.

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## Conclusion and Recommendation

The guidelines for conserving and inheriting lotus culture, a case study in Pathum Thani Province, reflect the societal values and group attitudes towards lotus in Thai society, evident in the reproduction of cultural values and the inheritance of cultural beliefs and lifestyles. The study reinforces the importance of creating awareness of identity within groups amidst the diversity of other groups, along with fostering a sense of ownership in society's culture. This underscores the sustainability of cultural identity through the replication and emphasis on the significance of one's identity through the reproduction

by various societal institutions, especially family and educational institutions, fostering awareness for conserving and responding to the continuation of their culture permanently.

Furthermore, the study, aims to highlight conditions influencing the continuous conservation and inheritance of lotus culture. This research is intended to inform the design of strategies for ongoing conservation and inheritance of lotus culture in Pathum Thani Province. The findings suggest that if we aim to preserve and pass down cultural heritage, the process of cultural reproduction is crucial for maintaining awareness, existence, and visibility within the community. Moreover, the research provides insights into avenues for addressing issues that threaten the loss of diverse community cultures, leading to more sustainable planning and strengthening of community cultural resilience.

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### Conflict of Interest

The authors declare that there is no conflict of interest

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