

Human's Cultural Consciousness Recovery and Cultural Searching (Housing, Town and City) within Kwan Phayao's Lake Coast

¹Satit Chuayounan, ²Wuthichai Chairinkam, ³Jaruwan Poshyananda, ⁴Naris Srisawang, ⁵Adsadakorn Chadtranan, ⁶Nawaporn Ketsuwan, ⁷Ariya Phaokrueng, ⁸Surasit Pampa, ⁹Panitan Pramoon

Abstract— The purposes of this research aimed to study 1) to explore and collect the communities' cultural data within the Khwan PHAYAO lake coast for creation the cultural mapping 2) to develop the cultural master plan within the Khwan PHAYAO lake coast and 3) to extend the cultural capital and local wisdom for economy and social development within Khan PHAYAO lake coast. The result of the purposes found that: 1) group process of cultural data collection within the Khwan PHAYAO lake coast by knowledge sharing and area-based working together was used for exploration and data collection to create the cultural mapping 2) the cultural master plan for communities development there were three strategies that were economy system development, quality of life development and natural resource and environment management and 3) extending the cultural capital and local wisdom found that (1) the social development; communities got the chance to participate for cultural space development and the members in communities were so proud of their self, and they got more perceptive about local wisdom and (2) the economy development found that the budget of the project was 1,500,000 baht that making the project benefits were 1,668,238 baht.

Index Terms— Cultural mapping, Cultural space, Creative economy

I. INTRODUCTION

Khwan PHAYAO is the lake that locates in Phayao, the north of Thailand. It is a natural lake that there is a variety of resources and multicultural. Moreover, it is also the landmark that attracted the tourists to visit too. For many years ago, the Khwan PHAYAO transformation and development that there was the effectiveness of both positive and negative aspects of the lifestyle, economic, social and culture around Khwan PHAYAO. Some communities were developed into urban societies but many communities were still the rural communities. The development in the past, there was no master plan for the culture and social management from stakeholders. The

¹ Researchers, University of Phayao, Thailand, satit.up@gmail.com

² Researchers, University of Phayao, Thailand

³ Researchers, University of Phayao, Thailand

⁴ Researchers, University of Phayao, Thailand

⁵ Researchers, University of Phayao, Thailand

⁶ Researchers, University of Phayao, Thailand

⁷ Researchers, University of Phayao, Thailand

⁸ Researchers, University of Phayao, Thailand

⁹ Researchers, University of Phayao, Thailand

pilot survey found that local leaders and community members need to collect the community data to make a master plan for culture area management and to set guidelines for creating values for cultural heritage management, local wisdom, local history, archaeology, tradition and, lifestyle that it created sustainable economic and social benefits of the community in the future. This research focused on the communities within the KWAN PHAYAO 's lake coast that located in the Mueang district, 14 communities, that has been declared an old town which was important in history and archaeology for 500 years ago.

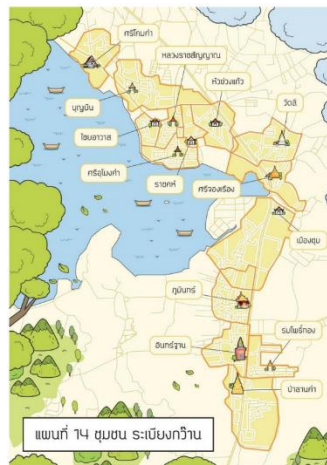


Figure 1: the map of Khwan PHAYAO Lake and 14 communities within Khan PHAYAO lake coast

II. RESEARCH PURPOSE

1. To explore and collect the communities' cultural data within the Khwan PHAYAO lake coast to create the cultural mapping
2. To develop the cultural master plan within the Khwan PHAYAO lake coast
3. To extend the cultural capital and local wisdom for economy and social development of communities within Khan PHAYAO lake coast

III. REVIEWLITERATURE

Cultural mapping is the term used to describe the set of activities and processes for exploring, discovering, documenting, examining, analyzing, interpreting, presenting and sharing information related to people, communities, societies, places and the material products and practices associated with those people and places. [5] (Ian Cook & Ken Taylor.2013) the mapping, as an instrumental approach toward social valuation may capture only a subset of relevant assigned values. This outcome is the interplay between participants' characteristics, including their acquaintance with the territory and their ability with maps, and the mapping procedure itself, including the proxies used to represent the ES and the value typology chosen, the elicitation question, the cartographic features displayed on the base map, and the spatial scale. [6] (Nahuelhual, L. et al..2016) Moreover, [7] Cornelia D. and Mikhail G. (2013) said about the impact of cultural with the social and economic as follows; The economic value of cultural heritage has been studied on the national, regional and local levels. National studies often contain

comparisons with other countries. There are also studies providing data by sector, such as museums, and studies of the economic impact on a micro level, providing an assessment on the level of separate heritage institutions, such as museums, libraries, archives or heritage sites. For the social value, it is subject, mostly, to qualitative assessment. The social impact of cultural heritage becomes particularly graphic in the cases where heritage is used for stimulating dialogue between different cultural groups. Fostering intercultural dialogue, cultural and social inclusion and creating an atmosphere of tolerance through heritage projects or heritage institutions form part of a contemporary agenda discussed by many authors.

IV. RESEARCH METHODOLOGY

The development process by participation between the private sector ,government sector, and community members was used for this research. The researchers focused on communicative action within unforced consensus for decision making, implementation, benefits, and evaluation. The questionnaire, in-depth interview and focus group were used for data collection and the data was analyzed by content analysis by descriptive essay writing.

V. RESULTS

1. Cultural mapping for economy and social development within Khwan PHAYAO lake coast, there were traditional and culture, local environment, historical, local products and food (figure 2) and the cultural mapping was used to extend the cultural capital and local wisdom by cultural tourism activities. (figure 3)



Figure 2: Khan PHAYAO lake coast's Cultural mapping



Figure 3: the Cultural Tourism route in Khan PHAYAO lake coast

2. There were three development strategies for the cultural master plan of 14 communities within the Khwan PHAYAO lake coast that based on the local culture, traditional and wisdom as follows; 1) Economy system development, to develop the infrastructure based on the social and culture capital for economic growth and people's quality of life, to develop, support and promotion the tourism attraction management, and to develop and promotion the identity products of Khwan PHAYAO lake coast, 2) Quality of life development, to develop formal and informal education for long life learning, to preserve and promote social a culture wisdom, and to promote the knowledge for the public sector in the 14 communities about culture to life and social development and 3) Environment management and natural resource, to preserve and restore the local culture, traditional and wisdom to support the lifestyle for all generations.

3. Extending the cultural capital and local wisdom for economy and social development found that 1) social development, the community was increasingly participated in the cultural space, they were happier and more proud with their local wisdom knowledge that it was social capital to the future generation and 2) economic development found that the budget of the project was 1,500,000 baht and made the grand total's benefit was 1,668,238 baht. The 56.38 percent was the community benefit, 17.08 percent for researchers, 10.97 percent for the community members, 10.06 percent for tourists, 3.70 percent for town-Municipal and 1.81 percent for community leaders. The finding of extending the cultural capital and local wisdom for economic development.

VI. DISCUSSION

Cultural mapping was the record and system management of culture data both tangible and intangible within Khan PHAYAO lake coast by participation process that made them were pound and conscious to conserve for the future generation which was in accordance with the cultural mapping concept [1] Crawhall (2011) that the purpose of cultural mapping, it was not just a map but it made the prestige and pound to people and it was a process and a tool that help local empowerment and it was consistent with [2] Katchaphon and Phitak (2017) found that the partnership between community and agencies were formed, it contributed to the effective management of tourist attraction, the community's strengthened management induced support from organization both private and public sector, when the community had learned and shared the benefits, it led to more intense and extensive cooperation when the community gains knowledge and appreciation of cultural capital, it leads to value highly of those in the community, with supporting role of involved organizations on the knowledge and management of cultural capital, community awareness and interest in the benefits of the locals have been raised. This finding showed that the cultural capital was able to create economic value that was in accordance with the creative economy, cultural capital, and business opportunity concept by [3] Kraireak (2019) and [4] Howkins, J. (2001) found that cultural capital was considered an upstream activity in the value chain of creative industries. This provides an opportunity for a business to conduct a new kind of businesses related to creative industries or put the cultural content as a part of their business strategies. In addition, the economic value from extending the cultural capital and local wisdom was accordance with trickle-down effects theory that made economic growth and economic development.

VII. CONCLUSION

Cultural capital was tangible and intangible that was important for economic and social development. Utilizing cultural capital for community development, the developer should raise awareness of preservatives and cherish the community to recognize the value and benefits. This research also supported the cultural business concept and the creative economy.

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