

Sustainability of Arts and Culture a Comparative Case Study of Cultural Village, Chiang Kham District, Phayao Province, Thailand and Luang Prabang, World Heritage City, Laos

Preeyachanok Ketsuwan^a, Tawee Sareewas^b, Santi Sirikhotchpun^c, Thanakorn Sukkasem^d

^{a,b,c,d} School of Architecture and Fine Arts, University of Phayao, Thailand

^a caowtwo@gmail.com, ^b tawee.sa@up.ac.th ^c santi.si@up.ac.th ^d thanakorn.su@up.ac.th

Article History: Received: 10 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 20 April 2021

Abstract: Phayao University has operated the project, 1 faculty 1 model since fiscal year 2012 by assigning the Faculty of Architecture and Department of Science Responsible for Chiang Kham District, Phayao Province. Operating under 3 missions: Research, Academic service to society and the preservation of art and culture by shifting researchers to take responsibility for the project continuously for each fiscal year. Until now 2019, totaling 8 years, the first year that the faculty has adjusted the research model to integrate science. In which 5 disciplines are Architecture, Interior Design, Art and Design, Performing Arts, and Western Music to do a project together with an emphasis on working on the inheritance of Tai Lue wisdom and art and culture in conjunction with the project, together with the academic service project. To develop teachers' potential and arts and culture preservation projects in promoting student quality to drive the organization of the turbocharged, the operational area is Tai Lue Cultural Village, Yuan Subdistrict, Chiang Kham District, Phayao Province, Thailand. Comparing with Tai Lue cultural villages in a country that is culturally close to the culture is Tai Lue village, Na Yang Tai village, Nam Bak, Luang Prabang Province, Lao PDR by studying the context of the change in arts and culture among the Tai Lue ethnic groups. To analyze for good development practice Integrated Science Research Project on the changing of the world and culture including the development of research administration and develop research groups within the faculties, and to achieve co-operation networks until leading to the exchange of knowledge between researchers and students at the international cooperation level for the purposes. They are (1) to study the relationship between Tai Lue culture in Phayao Province, and Tai Lue, Luang Prabang Province, Laos, in the arts and culture that will lead to the development of design and creation. (2) To manage research projects in the form of integration of science with all disciplines involved. It is expected that there will be a way to produce creative works, designs and/or academic articles from 5 disciplines and international activities.

Index Terms: Sustainability, Culture relativity, Tai Lue

1. Introduction

Data collection Field research Thai Lue weaving profession Sri Don Chai Village, Chiang Khong District, Chiang Rai 2017 shows that the collective is efficient; some weavers work at local enterprises and the network of weavers who work at home. On the opposite, there is quite a small amount of hand-woven fabric for sale at the local retail shops. It is because the collective has received orders from Xishuangbanna China where it is popular for tourism.

Thai Lue ethnic group's way of life in Xishuangbanna has significantly changed to attract tourism. For instance, the costume in Thai Lue cultural shows is more revealing to entertain tourists so fewer people wear tradition Tai Lue garments. Then the ability to produce Tai Lue tradition clothes in that area has been reduced which means the number of imports has been increased. On the contrary, Tai Lue who immigrated to the north of Thailand still inherited their culture. Group's obvious identity becomes known for cultural tourism which earns income for the community and province. That leads to 2 questions in this research; Will Tai Lue ethnic groups in other countries retain their original identity? Can the creative and design format researches promote the existence of a culture?

According to these questions, the selected fields for data collecting are Tai Lue Cultural village, Chiang Kham District, Phayao Province, Thailand and Ban Nayang Tai village, Nam Bak District, Luang Prabang, Laos. The reasons for this selection are; Thai and Laos are neighbouring countries, the Town of Luang Prabang is on the World Heritage List by UNESCO which reflects the quality of its cultural tourism management and Ban Nayang Tai is also a site of research by the Faculty of Architecture, Souphanouvong University (a collaborator of Phayao University). Both universities are members of the Thai-Laos University relationship forum including a total of 15 universities in Thailand and Laos. Ban Nayang Tai village still maintains its original culture such as traditional clothing, architecture and daily life routine and is a village for cultural tourism.

A. Tai Lue ethnic groups in northern Thailand

Thai Lue ethnic groups from Xishuangbanna immigrated to Thailand after being colonized by Burma's Toungoo dynasty in 1558 for more than 200 years. Kawila, the army leader at that time, together with the support of Siamese armies successfully rebelled against the Burmese in northern Thailand during the Burmese-Siamese War. While rebuilding the population of the city of Chiang Mai (formerly called Lanna), After the victory, he brought a great number of the war captives back from Xishuangbanna including Tai Khoen, Tai Yai, and Tai Lue ethnicities to the

northern of Thailand area which formerly called 'Lanna'. Tai Lue war captives dividedly settled in areas of Phrae, Nan, Phayao, Chiang Rai and other cities along the route from Xishuangbanna, China into Lao PDR, Vietnam and Burma. In Phayao, the first Tai Lue's settlement was in Chiang Muan district then spread to Pong district, Chiang Kham district and Phu Sang district in order. Tai Lue ethnic groups in Chaing Kham district still prioritize their ethnic's history by naming their Yuan and Mang villages in Chiang Kham district, Phayao after two districts in original Banna's Pong cities including Yaun and Mang district. They also inherit their culture, way of life and still use Tai Lue language among themselves until the present. [1]



Fig.1 Road of Tai Lue immigrant from Nan Province to Phayao Province, and set the location in 3 district which are Chiang Muan, Chiang Kham, and Poo Sang District

B. Tai Lue ethnic groups in Lao PDR

Tai Lue ethnic groups in Ban Nayang Tai call themselves "Lue" or "Lue-Kalom" without the word "Tai". They evacuated from China due to threats of war and natural disaster in the early of Lan Xang kingdom. Their first settlement was by the river in Vieng Phouka, Luang Namtha Province. Resulting from frequent pillages and the tribute collections from both Chinese and Burmese, they retreated to Pak Beng, southern Laos and settled there for a long period. Then, this area became overpopulated which resulted in the shortage of food and agricultural land. The king of Luang Prabang at that time led Lue people to find more substantial land so they moved to Kianghon, Hongsa, Muang Nguan, Nam Ou River, Nam Bak River, Nam La River and some have settled in "Ban Nayang Tai" until today. According to 'Dwelling Houses of Lue-Kalom: Baan Nayangtai, Mueang Nambak, Luang Prabang, Lao PDR', the process of data study and result analysis leads to knowledge on architectural identity of Lue-Kalom. [2] With Souphanouvong University's collaboration in the conservation of Tai Lue tradition architecture, Lue's original houses were built to be a community's learning centre and tourist attraction. Along with Luang Prabang's popularity of tourism, the network of regional tourism was formed which makes small Tai Lue communities became well-known internationally. Because of this, Lue communities started to realize the value of their culture and preserve their cultural heritage.

C. Cultural tourism and policy-making based on sustainability

Thailand's tourism has been continuously developed and prioritized as shown in The National Economic and Social Development Plan's policy which contains the priority of cultural tourism.

During the Eleventh Plan period, the country's development will emphasize building resilience at the family, community, society, and national levels under the sustainable development concept as outlined in the Philosophy. Compared to the Tenth Plan, it features specific development factors based on human, social, physical, financial, natural resource, environmental and cultural assets. The goal is to utilize these assets (1) to create a society of quality by building the intellectual basis for generating resilience in citizens and the society, (2) to achieve a green economy where knowledge and Thai identity will be used to restructure the economy based on innovation, (3) to connect effectively with the regional and global economies, (4) to foster sustainability in the agricultural sector and prosperity in the food and energy sectors, (5) to sustainably manage natural resources and the environment, and (6) to reinforce good governance and harmony in all sectors and at every level. The accomplishment of these objectives will lay the foundations for balanced and sustainable development and lead to a just and happy society. [3]

Oranoot Kosol and Chokchai Suttawet (2014) indicate Thailand's ability in tourism that one of its strength is the uniqueness and innovations in the service industry such as Thai boxing, spa and health and beauty services. Thai original wisdom could also be used to develop outstanding and interesting tourism products. Because of the change of tourists' behavior, alternative travelling trends and specialized tourism market expansion, it results in the increasing of health tourism, spiritual tourism, MICE (Meeting, Incentive Travel, Conferences/ Conventions and Exhibitions/Events) and sports tourism. Thailand tourism industry's readiness is the opportunity for innovation that will serve future trends of tourism well. [4]

D. Identifying creative tourism for sustainability

Crispin Raymond and Greg Richards (2000) defined creative tourism as it allows visitors to be able to develop their creative thinking abilities through learning experiences gained during their visits. Wurzbürger (2009) stated that creative tourism means tourism that focuses on the learning process through cultural engagement with the community. Richards (2001) also said that cultural tourism can be inferred as a model of ethical tourism because it encourages the conservation of local cultures. [5] According to Raymond, Richards and Wurzbürger, travel experience through sensing, perceiving and absorbing local cultures leads to the awareness of cultural heritage values. And that appears to be the beginning of cultural sustainability because its publicity and interpersonal reviews from the first-hand experience result in continuously returning visits. This finding is parallel with The National Economic and Social Development Plan which prioritizes tourism accessibility, consuming and thorough seeding at the grass-root community level.

2. Research Objectives

The objectives of this research article were 1) to study the relationship between Tai Lue culture in Phayao Province, and Tai Lue, Luang Prabang Province, Laos, in the arts and culture that will lead to the development of design and creation. 2) To manage research projects in the form of integration of science with all disciplines involved

3. Research Methods

A. Research Design

To develop sustainable cultural tourism, it depends on people or ethnic groups who belong to that culture to operate and drive forward the process. The roles of the researchers are offering guidance and further inspiration based on their culture. This research is focused on the study of on-site collected data from Tai Lue village in Chiang Kham district, Phayao province, Thailand and Tai Lue village in Ban Nayang Tai, Luang Prabang, Lao PDR. The study subject is the process of both communities' cultural inheritance, whether they are related or differentiated and how. The collected data will be analyzed given the circumstance that they have moved from Xishuangbanna for centuries and have kept developing until became countries' profitable cultural tourist attractions. Researchers plan to use arts and design knowledge to facilitate Tai Lue products development to become more substantial, profitable and also represent their identity.

The collected data will be used for planning creative product designs and sustainable cultural promoting activities. This will be operated along with improving researcher groups from 5 courses including the Department of art and design, Department of Architecture, Department of interior design, department of music and dance. There will also be academic service activity in the format of lecturers' academic ability improvement workshop and arts and cultural enrichment activity in the format of students' quality improvement workshop. The purpose of this operation is to conclusively integrate the research project management with the cooperation of every course in data collecting, analyzing, evaluating, discussing and connecting the dots of both research sites. This process will be the source of product and workshop designs that lead to a sustainable cultural extension of the two communities.

B. Research Process

Findings of the collected data from Chiang Kham Tai Lue cultural village and every village that has more than 50 per cent of its population who are Tai Lue ethnic people are the following. (a)

In terms of location, there are 4 villages located together including บ้านธาตุหมื่น 1, บ้านธาตุหมื่น 2, บ้านห้วย และบ้านนาง. In terms of transportation, they can be easily accessed by car and public bus from Phayao. In terms of facilities, each village has its temple functions as the cultural centre. The architecture of the temple still shows Tai Lue uniqueness. There are museums, learning centres and retail shops in each village as well. There are more than 4 places of accommodation. Tourist sightseeing trams are available in all 4 villages. Tai Lue crafts and culinary workshops can also be arranged. (b)

There are proofs of Chiang Kham Tai Lue cultural community's efficiency including (1) prizes such as "A tourist attraction that is outstanding in preserving cultural tourist attraction" and "A tourist attraction that transfers Lanna culture to young people" awarded at the main stage of Chiang Mai International Exhibition and Convention Centre for LANNA EXPO, 2018. Also (1) award in the category of tourist attractions with excellent cultural tourism conservation (2) Award for the cultural tourism community of the year 2018, level "Outstanding" on July 24, 2018 from the Department of Cultural Promotion. Ministry of Culture by Deputy Minister Yok, Mr. Wisanu Kru-ngam, presented the shield. At the Queen Sirikit National Convention Center Bangkok. (C) In terms of human resource, the majority of managers are retired government officials who can verbally communicate in languages including Thai, the local dialect, Lue, Northern Thai dialect and English. They also can perform Tai Lue traditional dance, northern Thai dance and Lue singing. They play a key role in driving arts and cultural projects because they are

capable of dedicating and sacrificing their financial resource and time. In all 4 villages, there are competent leaders among the group of the headman and abbot who are the mechanic of continuing social works.

Findings of the collected data from Ban Nayang Tai, Luang Prabang, Lao PDR are the following.

Since 2015 colleges and universities in Thailand have prepared for joining ASEAN Community under the motto “One Vision One Identity One Community”. The ASEAN Community is comprised of three pillars, namely the ASEAN Political-Security Community, ASEAN Economic Community and ASEAN Socio-Cultural Community.

Luang Prabang, Lao PDR is on the UNESCO world heritage list because of its protected, unique juxtaposition of temples, traditional architecture, and colonial buildings. The town is built on a peninsula formed by the Mekong and the Nam Khan River surrounded by beautiful nature.

And even as the city warmly welcomes visitors from all over the world, it remains a vital political, educational, and trade hub for the diverse cultures of Northern Laos. The people of Luang Prabang are friendly and cheerful. They also have charming customs and traditions. Hence the town was the first capital of the kingdom of Lane Xang whose was in a good relationship with the kingdom of Lanna. In terms of culture, the two kingdoms influenced each other on language, clothing, cuisine, traditions, folk arts, music and performances.

As a result of being part of UNESCO world heritage, Souphanouvong University has prioritized the department of Humanities and the Department of Architecture. The knowledge of buildings conservation and Building Construction Control Law and policy-making has driven the town to keep its identity and encourage the success of its sustainable cultural tourism. (a)

Ban Nayang Tai village, Nam Bak, Luang Prabang, Lao PDR is a small village located about 100 kilometres away from the town of Luang Prabang. The name Nayang came from their settlement landscape which formerly was a large reservoir that has a great number of “Yang” birds (Bitterns) living there. There are more than 10 existing traditional Lue Kalom houses here. The houses are well-maintained to be close to their original condition and still functional. Almost every household works on natural fabric production such as weaving and indigo dyeing. (b) In terms of facilities, there is a rental van transfer service from Luang Prabang and a few places to stay in form of the homestay. Nearby hotels are located in neighbouring natural tourism town,

Nong Khiaw, which is about 21 kilometres far or 30 minutes by car. In terms of tourism activities, it is quite a lack of management as there is only a guided walk to see houses and the daily life of the villagers. This regards with the major group of visitors are lecturers and students of faculty of Architecture, Souphanouvong University as the main support emphasizing on buildings conservation study. Interestingly, another group of visitors is foreigner buyers who have seen Lue hand-woven fabric in Luang Prabang market and want to order from the source. (c) In terms of community human resource, people who drive tourism and prepare homestay accommodations are the community’s leaders group. They communicate in the local dialect which is quite similar to the northern Thai dialect but not much in English. They can perform Lue singing but not traditional dance.

According to this data analysis based on finding similarities and differentials of two Lue communities, the work plan towards promoting Lue ethnic groups’ cultural sustainability has been created by the collaboration of lecturers from School of Architecture and Fine Arts, Phayao University and lecturers from Faculty of Architecture, Souphanouvong University, Lao PDR.

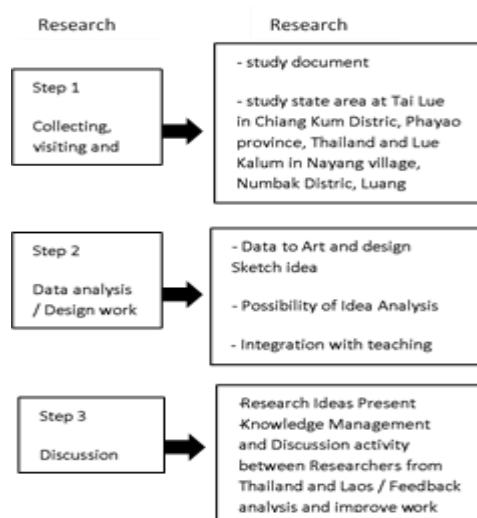


Fig.2 Research Process for Research Ideas of Sustainability of Arts and Culture

4. Results

Following the objectives, the plan to create inventions, designs and workshops from the expertise of 5 joint departments was derived and distributed. This leads to further specific research topics, connection expanding, international collaboration and signing MOU between two universities in the future.

A. Creation of inventions, designs and workshops from the expertise of 5 joint departments including the Department of art and design, Department of Architecture, Department of interior design, department of music and dance comes from the analysis of research work plans within the school to create integrated projects. According to research projects in the area of Chiang Kham district and Tai Lue ethnic groups from 2013 – 2018, it has been found that the research topic can be divided into 3 criteria which are (1) products development (2) architecture and (3) music and dance.

2019 was the year of change and human resource development plan integrated research. From then until 2020, given the financial efficiency, the format of collective integrated research projects was formed for a higher chance of collaboration. The following are the results of the projects.

Table 1 Interesting Issues for Development Research Ideas of Sustainability of Arts and Culture

Affiliation/ Country	Name And Aptitude	Interesting Issues		Research Ideas of Sustainability of Arts and Culture
		Tai Lue in Chiang Kum, Thailand	Lue-Kalom in Nayangtai, Lao	
Faculty of Architecture Souphanuvong University , Lao PDR.	Mr.Vira Anoluc (Architect)	Music and performance curriculum development To promote culture and tourism	Conservation of Tai Lue House To learning resources	Lue-Kalom: Baan Nayangtai, Mueang Nambak, Luang Prabang, Lao PDR, NAJUA: Architecture, Design and Built Environment
	Mr.Xayaphone Vongvilay (Architect)	Building Control Law Guidelines for The Couture tourist area along Kwan Phayao	Development of the Building Control Law for World Tourism	Demand for Using Urban Public Space in Louangprabang
	Mr.Chanhthanom Soukhaseum (Architect)	Characteristic s of Tai Lue Traditional House in Thailand And community outreach	Tai Lue Traditional House identity in other cities in Laos	Built Environment and Vernacular Architecture of Dai Lue Ethnic Group at Ban Ngay Nue, Phongsali, Lao PDR. : Past, Existing and Its Change
School of Architecture and Fine Arts , University of Phayao , Thailand	Mr.Tawee Sareewas (Print Making)	Fine arts, golden prints, building decoration paintings, tell the story of Tai Lue ethnic history	Gold Printmaking Art / Mirror decoration in the royal palace and in the temple	"Trace of Art (Thai Lue): Relocated to the base but not in displacement For guidelines for the creation of art, souvenirs, Tai Lue identity

	Mr. Kiattisak Saisaard (Architect)	The process of constructing and assembling a Tai Lue building	Building assembly Lue klom form And the use of bamboo material as the main material in construction	A study of the use of natural materials in Ruan Tai Lue. To create an innovative building made from natural materials
	Mrs. Nilubon Puraprom (Interior)	The interior of the Tai Lue Traditional fabric.	Allocation of space in the Lue Kalom House For everyday use	Identities, ethnic values that are architectural in the Tai Lue boat. For home decoration products guidelines and guidelines for space allocation in the Tai Lue building
	Mr. Rattana Tapang (Performance)	The performance of Tai Lue and the style of Lue Vocalism .	Style in Lue Vocalism, the content of the Lue Vocalism and the style of the band	The persistence or loss of the performing arts as a result of cultural change. For ways to inherit the performing arts and to Lue Vocalism
	Mr. Santi Sirikhotchpun (Musician)	Instruments for Lue Vocalism and banding	Note For the continuation of the Tai Lue song	Old Lao Music, Luang Prabang Province For guidelines for teaching and learning of Lue Vocalism in an academic format

It is found that 5 key factors of Tai Lue culture existence after immigration are 1) In the first settlement, they were secluded by forbidding cross ethnic marriage so they were not cultural diverse. 2) Inclusive community format which everyone are relatives, lives nearby and helps each other in agriculture. 3) Communicate in Lue language until the present. 4) Keep inheriting them believes, tradition and culture to next generation 5) Ritual and religious activities connect them as the main method to socialize.

These 5 factors are considered as the foundation of cultural sustainability.

5. Recommendations

A. Issues for Development Research Ideas of Sustainability of Arts and Culture

Policy of cultural tourism development plan should consider 1) Encourage potential of businesses using creative innovations. 2) Expand the manufacture base and supporting special skills or expertise 3) Develop surrounding factors to attract more foreigner investors 4) Restore and develop tourist attractions that match the market trends or demands 5) Manage tourism based on the consumption of resources 6) Enhance the potential of community [4]

B. Development research ideas of researchers are paired with tourism development policy

The possibility of products and service inventing for both countries' sustainable cultural tourism comes from knowledge of fine arts and design focusing on cultural creativity.

The first objective which is 'to study the relationship between Tai Lue culture in Phayao Province, and Tai Lue, Luang Prabang Province, Laos, in the arts and culture that will lead to the development of design and creation' was achieved. This is a result of effective collaboration of the School of Architecture and Fine Arts, University of Phayao, Thailand and Faculty of Architecture Souphanuvong University, Lao PDR. Both parties have shared interest in the field of research: Tai Lue ethnic culture in their country. The second objective was also achieved by integrating knowledge of 5 departments into research projects under the same field of research.

C. Recommendations for the research system

According to university motto, “Knowledge for the community strength”, it is important to develop all models of research.

Researching in field research format could be trials and errors which is subjected to change under current management circumstances. This could affect the continuity and directions of the collaboration with communities. During 8 years of experiences in field research, it has been found that a number of researches allow researchers to see the potential of sustainable development of the organization. The visions will be clearer with long-term strategic planned integrated projects especially in this time of changes.

Apart from those, research works support policy and funding criteria are the key to clear visions, more efficient and sustainable research projects planning whether the funding are from university or other foundations.

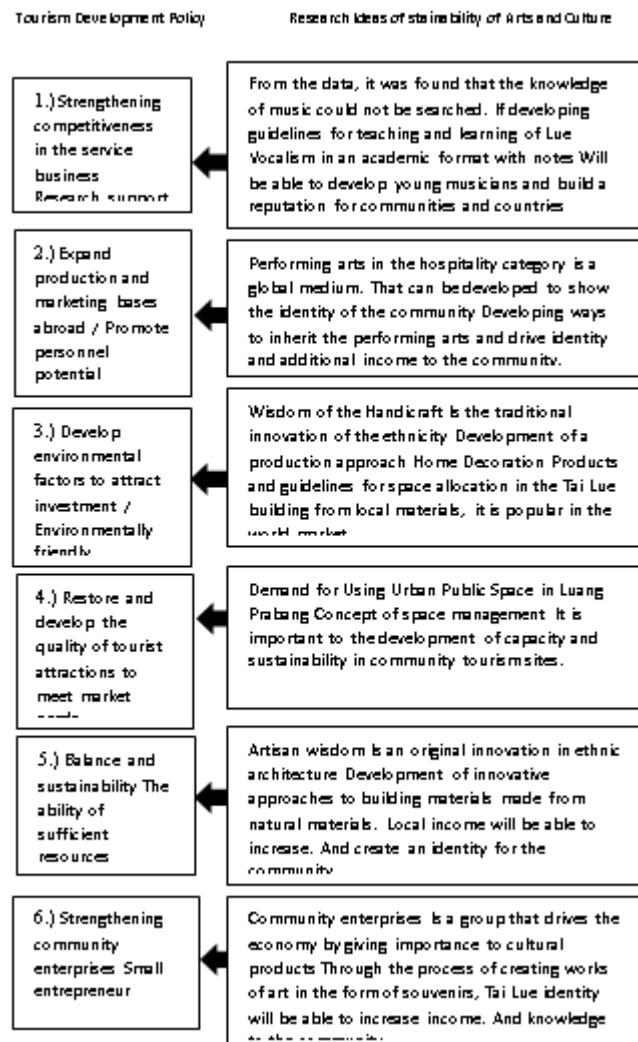


Fig.3 Tourism Development Policy and Research Ideas of sustainability of Arts and Culture

6. Conclusion

Long term strategy planning is essential to integrated filed research projects to be able to include all the dimensions of research topic whether there are economic, sociology and culture.

The plan should continue to further research surrounding subjects including products, services, community's way of life and interaction of locals to identify culture's identity.

References

1. Songsak Prangwattanakul, Coutural Heritage of Tai Lue Textile, Faculty of Humanities Chiang Mai University, 2009

2. Vira Anoluc, Dwelling Houses of Lue-Kalom: Baan Nayangtai, Mueang Nambak, Luang Prabang, Lao PDR, NAJUA: Architecture, Design and Built Environment, Vol. 30 January – December 2016)
3. Action for climate empowerment Thailand, The Eleventh National Economic and Social Development Plan (2012-2016), Online:<http://actionforclimate.deqp.go.th/?p=6440&lang=en>
4. Oranoot kosol and Chokchai Suttawet, Sustainable Tourism Management for Supporting ASEAN Economics Community, Journal of Politics and Governance, vol. 4, no1, September 2013 – February 2014
5. Thida LhamLuksakul “Creative Tourist for Conservation and Sustainable Development,” Journal of Rattana Bundit University., 7, no 2 November 2012 – April 2013.