

การจัดการภูมิทัศน์ทางวัฒนธรรมของชุมชนท่าแร่ จังหวัดสกลนคร

Cultural Landscape Management of Tha Rae Community, Sakon Nakhon province

พิมพ้อมร นียมคำ¹, เคน เทย์เลอร์²

Pim-Amorn Niyomkar¹, Ken Taylor²

บทคัดย่อ

บทความนี้เป็นส่วนหนึ่งของวิทยานิพนธ์หัวข้อเรื่อง “วิธีการจัดการภูมิทัศน์วัฒนธรรมที่ยั่งยืนของชุมชนท่าแร่ จังหวัดสกลนคร” เน้นแนวความคิดเกี่ยวกับการจัดการภูมิทัศน์ทางวัฒนธรรม มีจุดมุ่งหมายคือการทบทวนความสำคัญและคุณค่าของชุมชนท่าแร่เพื่อให้เข้าใจถึงเอกลักษณ์ ความถูกต้อง ความสำคัญของสภาพแวดล้อมทางวัฒนธรรมและธรรมชาติรวมทั้งปัจจัยที่เกี่ยวข้องทั้งหมดเพื่อสร้างแผนที่วัฒนธรรมและเทคนิคการตีความแผนยุทธศาสตร์การจัดการวัฒนธรรมและการจัดการด้านอนุรักษ์เพื่อการท่องเที่ยวในชุมชนท่าแร่ อย่างไรก็ตามยังไม่มีแผนการจัดการเพื่อรองรับภูมิทัศน์ทางวัฒนธรรมเพื่อการท่องเที่ยว ดังนั้นโครงร่างแผนวัฒนธรรมและแผนการจัดการท่องเที่ยวเป็นสิ่งจำเป็นสำหรับชุมชน ผลลัพธ์ที่คาดหวังจะแสดงในความเข้าใจที่ถูกต้องเกี่ยวกับคุณค่าทางมรดก และกระตุ้นให้พวกเขารักษารูปภูมิทัศน์ทางวัฒนธรรมตามแผนการจัดการที่เสนอ

คำสำคัญ: ชุมชนท่าแร่, ภูมิทัศน์วัฒนธรรม, ความยั่งยืน, การท่องเที่ยววัฒนธรรม

Abstract

This article is part of a dissertation “*Tha Rae Community, Sakon Nakhon Province Approaches to Sustainable Cultural Landscape Management*”. It focuses on the concepts approach to cultural landscape management. The aims are to review the significance and values of the Tha Rae community to better understand their identity, authenticity, cultural and natural environment together with all relevant factors, to create cultural mapping and interpretation techniques,

¹ นักศึกษาปริญญาเอก สาขาวิชาการจัดการมรดกทางสถาปัตยกรรมและการท่องเที่ยว (หลักสูตรนานาชาติ) คณะสถาปัตยกรรมศาสตร์ มหาวิทยาลัยศิลปากร

Email: pimfon@gmail.com Tel: 0992459541

² ศาสตราจารย์กิตติคุณ มหาวิทยาลัยแห่งชาติออสเตรเลีย ประเทศออสเตรเลีย

¹ Student, Doctor of Philosophy, International Program, Architectural Heritage Management and Tourism, Faculty of Architecture, Silpakorn University

² Emeritus Professor, Centre for Heritage & Museum Studies Research School of Humanities and the Arts, The Australian National University, Canberra, Australia

develop a cultural landscape management plan, and conservation management tourism destinations in Tha Rae community.

However there is no existing management plan to display the cultural landscape for tourism. Therefore, an outline of cultural mapping and tourism management plans is needed for the community. The expected outcome of such a plan is to assure there is an accurate portrayal of heritage value which educates the visitor and motivates the Tha Rae community to maintain the cultural landscape following the proposed management plan.

Keywords: Tha Rae Community, Cultural landscape, Sustainable, Cultural tourism

Introduction

Tha Rae Community epitomizes cultural landscape associated with religious activities and fishing. The community has retained an active social role over time, and traditionally lives together with water as the central theme. The community is an outstanding example of a tradition of religious area settlements. It is representative of a unique culture, local wisdom, architectural style, and local beliefs. Mahaprom-Michael Church and Nong Harn are centers of the community; villagers always gather together at the lake or the church when they have meetings, social activities or important events. The traditional lifestyle of villagers is also associated with spiritual beliefs, not only Catholic but also local spirits. It can be easily seen that the community contains an aesthetic, historic, scientific, social, and spiritual value. As such, it is necessary to look at the cultural significance of this community, This includes the relationships within the community itself, its role as a religious place and its cultural associations, which contribute to the formation of a unique community; however, there is no management plan to

present this cultural landscape to tourists. The community has not been seriously promoted as a cultural heritage tourist attraction. Presently, it has no system in place to manage the site in order to not only serve tourists, but safeguard the authenticity of the community. No management system is in place to address negative impacts such as environmental problems or changes in functions of local houses.

Thus, the following will assess the significance of the cultural landscape setting in the Tha Rae community including both tangible and intangible cultural heritage, and how the local residents become involved in the conservation of the identified cultural significance.

Objectives

1. To approach a cultural landscape management plan.
2. To establish a guideline interpretation plan for tourism in Tha Rae Community.

Research question

1. What are the key values of the Tha Rae Community relevant to sustainability in terms of cultural landscape management as a tourism destination?

Literatures Review

1. Cultural landscape

The term “cultural landscapes” has broadly been used in different places and in different contexts. However, it is commonly known that there must be correlation between the culture and nature. Chronologically, The Hoi An Protocols for the best Conservation Practice in Asia (UNESCO Bangkok 2009) gives the definition of Cultural Landscape as “A cultural landscape is a geographic area, including both cultural and natural resources and the wildlife or domestic animals therein, associated with a historic event, activity, person or exhibiting other cultural or aesthetic values” and there are three types of cultural landscapes. Ken Taylor explained the term cultural landscape as:

We are surrounded by the landscapes that people have settled, modified, or altered over time. These landscapes are cultural landscapes, the everyday landscapes which surround us and in which we conduct our activities. They are the result of human intervention in the natural landscape and present a record of human activity, human values and ideologies. (Taylor, 2015)

A notable example of an outstanding cultural landscape in Asia Pacific region is Tana Toraja, in South Sulawesi, Indonesia. Tana

Toraja is a traditional settlement, and it has significance at the universal level. There are many prehistorical remains found at this living settlement site. Their cultural landscape and traditional practices, especially the burial ceremony, are performed continuously and transferred to the younger generation that has never seen or known anything different. They have a way of life and belief related to cosmology. There are supreme powers, a god, and divine ancestors. The way they live is symbolic of Toraja cosmology. Moreover, they have a special traditional technique used in building timber houses that involves the use of tongue and groove. It is a perfect rare traditional settlement that has educational, scientific, artistic and technical value. Presently, it has been nominated as a World Heritage Site (February 2005) and is attracting an increasing numbers of tourists.

2. Interpretation

The ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites defines Interpretation ‘as Interpretation refers to “the full range of potential activities intended to heighten public awareness and enhance understanding of cultural heritage site. These can include print and electronic publications, public lectures, on-site and directly related off-site installations, educational programs, community activities, ongoing research, training, and evaluation of the interpretation process itself”. Freeman Tilden, one of the first people to establish the principles and theories of Heritage Interpretation defined it as an educational activity, which aims to reveal meaning and relationships through the

use of original objects, by first-hand experience, and by illustrative media, rather than simply to communicate factual information. Moreover, Lancaster County Heritage defined it as the art of telling a good story. It helps visitors connect with what they're experiencing. Interpretation doesn't just teach what something is', but what it means'. That's the essence of a good story. Finally, it can be said that interpretation is taken here to include any form of printed material that is presented to visitors that contains interpreted meaning of the site or other heritage items. Brochures and Maps, websites, media, advertising and other material all involve interpretation according to this definition.

3. Sustainable tourism development

The concept of sustainable tourism, as developed by the World Tourism Organization (WTO) in the context of the United Nations sustainable development process, refers to tourist activities "leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems" (UN, 2001a).

Research Methodologies

The dissertation was conducted in the manner of "mix method research" based on "Cultural Mapping" along "the guideline for local uniqueness" within the designed "Cultural Landscape" boundary which involved following steps:

1. Interviews with stakeholders.
2. Field works and site survey studied.
3. Review of literature concerned with research methodologies and a studied site.
4. Analyzing data.
5. Recommendation to site management.

Research tools

1. Analyze all the information about the cultural landscape community and the cultural tourism of Sakon Nakhon.

International sources have been searched, collected, and documented for analysis and to determine the most effective procedure for developing cultural tourism and cultural landscape.

2. Existing map for on-site survey and note-taking of existing conditions
3. Prepared questionnaires and the in-depth interviews of selected cultural landscapes (Social, way of life and physical environments).

Research Finding

1. Overall View of the Tha Rae Community

Tha Rae Community or Ban Tha Rae (local name) is based in Tha Rae sub-district municipality (thesaban tambon) in Mueang Sakon Nakhon district. This community is over 130 years old; it was established by a group of French missionaries, led by Father Xavier Guego and a Vietnamese Catechist Mr. Thun, as a safe and peaceful place. It was the

Promised Land for many groups of people who came under their pastoral setting. Among those, it may have included people who had escaped from Vietnam forces in the defeated city of Vietnam. The Tha Rae community is situated by Nong Harn Lake, off the main highway 22 (Udon Thani - Nakhon Phanom), at 169 - 170 Kilometres. It is located north of Sakon Nakhon City with the distance by car of about 21 Kilometre and 6 Kilometre by boat. This community is considered a Tha Rae sub-district municipality with a population of over 7,095 people.



Figure 1 Map of Tha Rae Community.
(Source by Google Earth 2016)

2. Purposed Cultural Landscape management for Tha Rae Community

There are many places surrounding Tha Rae community related to its cultural landscape for tourist attractions. From the research, I found that many visitors had visited those places before arriving at Tha Rae. I also found that they would go to visit other nearby places before returning to their home. Respondents to our survey suggested that the Tha Rae community needs interesting presentations for visitors, which could increase heritage value and visitor awareness. Again, it was found that visitors are

interested in a sense of place (community environment). As such, a travel route has been proposed along with a cultural map and/or a Tha Rae tourism landscape program that would steer more visitors toward the community. To achieve the objectives, the proposed cultural landscape management plan can be divided into three programs: tourism management plan, interpretation and its community and conservation management.

1. Tourism management plan

1.1 Suggests travel routed for sightseeing within the community

Route 1 Car Route: This option is suitable for visitors who want to experience natural and cultural landscapes. This route contains sub attractions like St. Michael Cathedral, old buildings, an old pier, and the Tha Rae fresh market. There are two routes for visitors; the first route is longer than the second route.

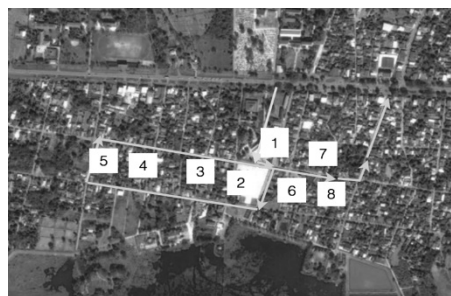


Figure 2: Car Route (adapted from Google Earth, 2016)

Route 2 Bicycle route: A bike path and pedestrian trail alongside the villages are an important strategy for increasing recreation opportunities and non-motorized commuting. Such a path will serve both visitors as well as locals throughout the city who commute by bike.

With historical signage and other interpretative tools, a heritage trail could increase an awareness of local history and provide a way to tell the history of the neighborhood, its development and its residents.



Figure 3: Bicycle route (adapted from Google Earth, 2016).

Route 3 Walking route: Walking tour or travel on foot are alternative ways of sustainable tourism. They cause no pollution. And travel on foot is one good way to see attractions closely. A walking tour is designed to combine important landmarks within the study area. The tourists will appreciate the portrayal and authenticity of the way of living, churches and houses.



Figure 4: Walking tour route (adapted from Google Earth, 2016).



Figure 5: The example of Heritage Tourist Attraction (All photos were taken by Niyomkar, P., 2017).

1.2 Provide Local Guide trainings

At present guides at this site are not available. Guides at the site are the best tool; they can explain details to visitors as well as answer any questions they may have. Guides should be knowledgeable and prepared to present visitors with complete information about the heritage and other significant aspects, such as the unique tradition of the Christmas Stars Parade, aesthetics and social values. So, the community should provide at least 1 person from Monday until Friday, and on holidays and

weekends they should add 3-5 more. Due to the community being located near Kasetsart University (Sakon Nakhon Campus), guides may be conscribes and voluntary students. The advantage of local guides is in representing the heritage of the community; they can explain each value as well as building a consciousness of love to conserve the site with two-way communication.

1.3 Built Locals awareness

Locals are the owners of the area, and they will be directly affected if the area is promoted as tourist attraction. They are the ones who know a lot about their own place; therefore, they must be involved in all activities from meetings, feasibility surveys, planning and management of tourist attractions. Moreover, Locals should be encouraged and made aware of the importance of cleanliness.

1.4 Tourism activity and cultural festival

The history, culture and tradition of the Tha Rae community can be developed as a tourism attraction. However, it must have a promotion plan that includes some religious ceremony such as Tha Rae Star Parades Festival and its celebration at the Saint Michael Church. Locals should be encouraged to take part in all events, especially religious activities. Because the area around the old buildings and the Saint Michaels church is used for annual religious activities, the locals should develop a good environment for tourist attraction such as planting more trees and flowers or making beautiful lights with stars.

The following are some ideas regarding the festival:

- Evening activities should involve only celebration, performing arts and other exhibitions together, probably, with a mocked up history.

- The opportunity to promote OTOP (One Tumbon One Product) project for the community. For example, by studying the Star Paper craft Model, a “Tha Rae” style image of The Nativity of Jesus, could be created. Villagers can make and sell them.



Figure 37: Tha Rae Stars Parades Festival
(source: All Photos were taken by Niyomkar, P., 2016)

2. Interpretation Techniques

Tha Rae interpretation is to enhance the understanding and appreciation of the significance and values of the community to the visitor and host community. This program may also help to facilitate and encourage a high level of public awareness and support for sustainable natural and cultural heritage.

2.1 Set up Tha Rae interpretation centre (TIC) and Tourist centre

Presently, the community does not have a visitor information center. If the visitors need deeper information they have to call The Tourism Authority of Thailand (TAT): Nakhon

Phanom branch. The community should set up the visitor information center with staff to provide maps, brochures and a calendar of events. The tourist center therefore operates to fill this gap of supporting visitors with their travel in the region, whilst at the same time supporting the local economy by providing local businesses with the opportunity to promote themselves directly to the consumer. A good interpretive center can provide valuable services to both a community and its visitors. It can offer the content of history, the entertainment of a themed attraction and the services of a tourism information Centre. The tourist center should provide an appropriate number of volunteers working at the visitor center to teach visitors about the significance of the community.

2.2 Signage: Signage should be a comprehensive plan. All the signs within the community should be the same style with Thai and English language. The message on signs should be simple. The size and graphics should be easy to read.

2.3 Brochures and Maps

Maps can show tourist highlights, heritage trail routes and include out-of-town destinations as well, while brochures can guide a visitor's trip by telling them where to go in Ban Tha Rae and what to see and why those places and activities are significant to the community. There is no English language map of Tha Rae. Therefore, the community should produce enough brochures to meet the needs of tourists and they should be placed in major points within important sites such as the Tourism Authority of Thailand Headquarters, Office of Tha Rae Municipality as well as in the tour-

ist locations in the community. All brochures and Maps should show the airport and bus terminals. The objective is to promote Tha Rae community.

Guideline on how to manage the cultural landscape

1. The announcement of protected areas at Tha Rae community, including vicinity areas should be in accordance with the town development plan.

2. The enforcement of building and environment laws within the preserved area

3. Involve the people in the community when making decisions pertaining to "guidelines to control and manage" and encourage knowledgeable local leaders to plan and manage the cultural landscape.

4. Promote Tha Rae community to become a significant area that emphasizes the beauty and uniqueness of the local people. Moreover, Promote the Tha Rae municipality as the primary organization that determines guidelines, controls construction areas, checks compliance with conservation guidelines and performs overall management of the environment. Tha Rae's arts.

5. Create a pilot project to preserve and manage the environment and arts of the Tha Rae community in order to have sustainable plans in the future. Promote the Tha Rae community into becoming a sustainable community town with a plan for economic and community development.

6. Encourage people in the community to receive knowledge, learn the historical im-

portance of the local community to create pride of the traditional way of life. Manage and promote a sub-committee for environmental preservation of Sakon Nakhon province. The sub-committee should become a local organization that is responsible for maintaining local cultural heritage, as well as encouraging people to become knowledgeable local leaders. The Fine Arts Department should register archaeological sites and artifacts which have architectural artistic value for preservation within the community

7. Preservation and development that creates benefits for the local community. Encourage local private organizations involved with Arts and Environmental preservation, cultural landscape, as well as the general public to become involved by using economic tactics to motivate people including honoring those who know the value and participate with this preservation.

Discussion

Tha Rae is an old community and is home to people with different backgrounds. As such, there is a wide variety of architectural styles. At the present time, they reflect the way of life of people in the past and the French influence in Southeast Asia. It is a good place to start to further understand the culture of the people. In order to study historical events and its literature, one must proceed slowly, if not, the cultural context and the setting may not be preserved at the historical sites and community areas. Regarding cultural heritages within Tha Rae cultural landscape, although at risk of

either deterioration or disappearance from this cultural landscape, there are a small but significant number of remaining tangible heritages such as archaeological sites, vernacular architectures, and local products, and intangibles as folk tales based on Catholic and Buddhist beliefs that are still regularly presented.

Refer back in this paper to the question problem “ what are the key values of Tha Rae Community relevant to the sustainability in terms of cultural landscape management at a tourism destination,” Again, from the questionnaires and the in-depth interviews used in this research, it was found that this community is a tested model of sustainability and can be expected to have the same outcome that a model’s relationship between culture and nature would have, namely, it is livable, participatory and sustainable.

In addition, they tell us the story of a people and how they have transformed the natural landscape into a cultural landscape. Stakeholders should conserve archaeological sites, antiquities, architecture and culture as well as ensure that the distribution of income in the area and nearby communities is fair. However, communities need to be aware that the management of the area to tourist attraction will benefit them because; They will be proud of their own communities; They can earn additional income; This will be a model for community service; This will be a platform for locals and tourists to exchange experiences. The historical evidence and heritage values within Tha Rae must be protected while awaiting future exploration. Moreover, from its significance and the current state of the problem, without a

proper plan on the cultural landscape would only worsen the problem, while other problems may also arise.

At present, these heritages are in considerable need of conservation and revitalization. However, from this research, the researcher found that there are threat assessments that identify conditions in various aspects that impair significant value of the cultural heritage place and its setting as follows;

1. Threats to the old mansions:

- The buildings have decayed as a result of effects of climate and the natural environment, and the remains have been damaged over time by heat, humidity, rain, wind, ground subsidence, and air pollution.

- Lack of interpretation and management of the concerned authorities and public awareness of tourists may be a reason for the decay. Tourists can walk through, climb on the ruins, sit down on places, and so forth. If they are not careful with their behavior, it could be thought of as a threat.

2. Threats to setting of Tha Rae Community:

- The settings around and nearby the community are close in historical aspects, traditional aspects, cultural aspects, and social aspects. The old church is significant evidence in the community settlement over time. Around the community, there are many cultural heritage places, ancient remains, and the old local communities located within community. These places should be conserved together. Furthermore, assessment of threats can indicate risks that threaten the significance of the cultural heritage place and its setting. These threats

should be managed and resolved.

Therefore it is important to manage this local cultural landscape, and this community is a sensitive community. The guideline and the management of the environment should be done under proper study and measures with effectiveness to suit the context of the situation of Tha Rae community.

Conclusion

The objective of this article is to address the role of cultural landscape in the operation of tourism. This article is focused on exploring this alternative sense of place and movement, also the relationship between place and movement through cultural and nature environment together with all relevant factors. Its purpose is to expand the idea of management plan in the right understanding of heritage value by the outline of "interpretation" as an imaginative the idea of tourism destination as a way to understand people and places within the community. From the study, it was found that the most important discovery is the way people appropriate the landscape is an indication of local ideology. The local community has a good attitude towards their cultural landscape. According to the data collected by interviewing and collecting information, it was found that Tha Rae comprises a great variety of inhabitants local Thais, Vietnamese immigrants, and Laos. What they brought along with them was their culture from the motherland which merged in Tha Rae for more than 130 years. Because of the diversity and a high sense of community belonging of the people, Tha Rae has a unique cultural

landscape where its people have been living for many generations. The community needs to be aware that the management of the area as a tourist attraction will benefit them because; they will be proud of their own community; and they can earn additional income. This will be a model for community service; This will be a platform for locals and tourists to exchange

experiences. However, sustainable tourism development will be adapted in-line with the management plan as local communities take on their roles as custodians to become aware of, share, and protect their knowledge for visitors. Hence, I would suggest control over building in the community, and all laws and regulations should be summarized and implemented.

References

- Commonwealth of Australia. (1995). *Mapping Culture*. A guide for Cultural and Economic Development Communities. Canberra: Department of Communications and the Arts.
- Cook, I., & Taylor, K. (2012). *A Contemporary Guide to Cultural Mapping-An ASEAN-Australia Perspective*, Jakarta: The ASEAN Secretariat
- Cultural Resources Management in Historic Community in Bangkok: The Tha Tian Case. Asst. Prof. Dr.Yongtanit Pimonsathean Faculty of Architecture and Planning, Thammasat University Thailand
- ICOMOS. (1999/2013). *The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance*. [Online], accessed January 11, 2014. Available from <http://australia.icomos.org/wp-content/uploads/The-Burra-Charter-2013-Adopted-31.10.2013.pdf>
- ICOMOS. (2008). *The ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites*. ICOMOS.
- ICOMOS. (2013). *The Australia ICOMOS Charter for Places of Cultural Significance*. The Burra Charter, 2013 (Burra Charter).
- Lancaster County Heritage, *Telling Our Stories: An Interpretation Manual for Heritage Partners* [Online], accessed 5 November 2012. Available from http://www.nps.gov/heritageareas/REP/REP/interpretation_manual.pdf
- Nomination of the Tana Toraja traditional settlement for inscription on the world heritage list, Department of culture and tourism the Republic of Indonesia 2005, p 60
- Sadoodta. หมู่บ้านท่าแร่-ชุมชนคาทอลิก [Online]. Available from <http://www.sadoodta.com/info/หมู่บ้านท่าแร่-ชุมชนคาทอลิก>.
- Taylor, K. (2015). *Cultural Landscapes: A Bridge Between Nature and Culture*. [Online], accessed May 3, 2015, Available from http://penanginstitute.org/v3/files/Penang_Cult_Lsc_Public_lecture.pdf. 3.
- Tha Rae sub-district municipality (2016). *Development plan for 2017-2019*. Sakon Nakhon Tha Rae sub-district municipality.

- The Nara Document on Authenticity (1994), [Online], accessed April 29, 2009. Available from http://www.international.icomos.org/naradoc_eng.htm
- The 125th Anniversary Book of Tha Rae. (2009). *published for the 125th anniversary of the founding of the Tha Rae Catholic Community in 2009.*
- Tilden, F. (1977). *Interpreting Our Heritage*, 3rd ed. Chapel Hill
- Tourism Authority of Thailand (2016). *Tha Rae Village*. [Online], accessed 14 September 2016. Available from: <http://thai.tourismthailand.org/สถานที่ท่องเที่ยว/หมู่บ้านท่าแร่-ชุมชนคาทอลิก--3794>
- UN. (2001c). "Road map towards the implementation of the United Nations Millennium Declaration" (document A/56/326), New York, UN.
- UNESCO. (2009). *Hoi an Protocols for Best Conservation Practice in Asia: Professional Guidelines for Assuring and Preserving the Authenticity of Heritage Sites in the Context of the Cultural of Asia*. Bangkok: UNESCO Bangkok.
- Warangrat, S. (1999). *Thai-Vietnamese residential buildings of Ban Tha-Rae, Sakon Nakhon (in Thai)*. The Art and Culture Office of Rajabhat Sakon Nakhon Institute. Sakon Nakorn: Sakon Nakorn Printing.
- World Tourism Organization (WTO). (2000). *Basic References on Tourism Statistics*, Madrid, WTO.