

Report for Lecture Series: Archaeology, Public Engagement and Cultural Heritage Tourism, Faculty of Archaeology, Silpakorn University, Bangkok, Thailand

รายงานเรื่องชุดการบรรยายในหัวข้อ “โบราณคดี การมีส่วนร่วมของสาธารณะ และการท่องเที่ยวมรดกวัฒนธรรม” จัดโดยคณะโบราณคดี มหาวิทยาลัยศิลปากร กรุงเทพฯ

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Abstract

This report presents a summary of introduction to the workshop and lecture series on cultural heritage and tourism organized by the authors with financial and logistic support from Silpakorn University's Faculty of Archaeology. It provides a short description of workshop background, speakers and their abstracts as publicly disseminated on a webpage of the Department of Archaeology, Silpakorn University.

รายงานนี้เป็นการสรุปเกี่ยวกับโครงการประชุมเชิงปฏิบัติการและชุดการบรรยายเกี่ยวกับการท่องเที่ยวมรดกวัฒนธรรม ซึ่งจัดเตรียมโดยผู้เขียนทั้งสาม ทั้งนี้โดยได้รับการสนับสนุนด้านเงินทุนและสถานที่จากคณะโบราณคดี มหาวิทยาลัยศิลปากร รายงานนี้นำเสนอที่มาหรือภูมิหลังของโครงการประชุมเชิงปฏิบัติการ วิทยากร และบทคัดย่อการบรรยายที่เผยแพร่ผ่านเว็บเพจของภาควิชาโบราณคดี คณะโบราณคดี มหาวิทยาลัยศิลปากร

Keywords: Workshop, Cultural Heritage Tourism, Public Engagement, Intangible Cultural Heritage | การประชุมเชิงปฏิบัติการ การท่องเที่ยวมรดกวัฒนธรรม ความสัมพันธ์กับสาธารณะ มรดกวัฒนธรรมที่จับต้องไม่ได้

Knowledge about the past needs to be valued and protected in a fair and equitable manner that empowers stakeholders without exploitation, violating cultural rights or identity, or misrepresenting the past. This forms the basis for sustainable cultural heritage tourism, which depends on protected and accessible information about the past. Such heritage resources include both tangible heritage as

reflected in artifacts (e.g., stone beads), monuments, sites, and museum collections; and intangible heritage such as oral traditions and history, performing arts, and social practices. Archaeology, a discipline that examines the human experience in all times and places, plays a critical role in heritage tourism and knowledge about the past. The culturally appropriate involvement of local communities and Indigenous peoples enhance the cultural tourism experience and span the varied ways that the past influences and is influenced by contemporary society. Cultural heritage can also demonstrate how an intergenerational shared past serves to promote social cohesion, inclusiveness, relevance, and resiliency in times of pandemics, war, and other hardships.

The topic of cultural heritage protection for archaeological sites is growing rapidly worldwide (Comer and Willems 2019). In Southeast Asia, the 2001 workshop "Protection of Cultural Heritage in Southeast Asia" held in Hanoi, Vietnam developed themes for protecting cultural heritage in several areas that have direct application to archaeology and sustainable cultural heritage tourism (Galla 2010). These include Site Protection; Customs, Police, and National Coordination; and Capacity Building. The Hanoi workshop also encouraged cooperation within and between countries. Since that time, individual Southeast Asian countries have moved forward with a variety of cultural heritage initiatives (UNESCO/ SEAARCH 2018). In 2016, an international workshop of experts from Asia, Europe, and the Americas met at the Royal Ontario Museum in Toronto, Canada to explore the relevance and application of cultural heritage, including heritage tourism, in contemporary society. This effort resulted in the Toronto Declaration on Relevance and Application of Cultural Heritage in Contemporary Society and an edited volume of papers along with multi-language versions of the Declaration in 2018 (Yu et al. 2018). In 2019, organizers from Silpakorn University, the National Park Service, and Boise State University identified an opportunity to combine current knowledge from Asia and around the world to build on the accomplishments of the 2010 Hanoi conference and implement goals of the 2018 Toronto Declaration to help meet the challenges posed by today's heritage tourism and the unique circumstances surrounding Thailand's rich cultural heritage, through sharing knowledge and innovative scoping with international experts. Co-organizers Lertcharnrit, Smith, and Yu assembled a group of international scholars to explore and update the combined topic of archaeology and sustainable cultural heritage tourism. This initiative builds from and operationalizes principles of cultural heritage stewardship from the Toronto Declaration on the Relevance and Application of Cultural Heritage in Contemporary Society (Yu et al. 2018). Theoretical and applied aspects of these issues are featured, and the spirit of this workshop is designed to be diverse and inclusive, with the broadest possible coverage and special focus on relevance to stakeholders.

The original plan was to convene a workshop at Silpakorn University, Bangkok, Thailand in Fall 2020, where participants would discuss papers prepared beforehand, visit several archaeological tourism locations, and synthesize their findings toward an edited volume. The objectives were to create a series of papers from a broad spectrum of perspectives by convening an international team of experts in a workshop format to identify common and cross-cutting issues, scope a wide variety of methods to address those issues, and identify possible solutions. The production of scholarly materials for distribution to an international audience is an important component.

Due to the Covid-19 pandemic, the in-person workshop was postponed and ultimately cancelled. Organizers and participants agreed to proceed with the edited volume, and papers were prepared during 2021. The Silpakorn University Archaeology Faculty designed an online lecture series for Winter of 2022. In February 2022, the special lecture series was presented by Initiative Sponsor

Silpakorn University Faculty of Archaeology through the “Reinventing University System Program”. Five lectures were presented in an online setting between February 14 and 23, 2022. The title and abstract of each are presented below in chronological order.

1. *"The Power of Storytelling: Changing National Narratives, Collective Memories, and Cultural Heritage through Walking Tours in Taipei," by Ashley Deng-Yu Chen (Like It Formosa, Taipei, Taiwan).*

Abstract: As a newly established democracy and sovereign state shaped in the midst of international dispute and geopolitical conflicts, Taiwan is no stranger to quarrels regarding national identity and its cultural heritage. Now more than twenty years since its first democratic national election, the younger generation of Taiwanese continue to find their own voice and identity in a fast-changing world through ongoing negotiations with the past and future of the island-nation in the forms of storytelling and revisiting local history. This paper is based on the author's own experience from working as a walking tour guide in Taipei. A mixed approach of qualitative and anecdotal data is featured along with relative literatures on the topic.

2. *"Heritage Tourism in Southeast Asia: A Historical Perspective," by Dr. William Chapman (School of Architecture, University of Hawai'i, Mānoa, Hawai'i, USA).*

Abstract: Asian countries have widely embraced the idea of heritage tourism as a way of enhancing both national and local economies. Indeed, countries ranging from Japan through Thailand and Vietnam have placed enormous emphasis on the development of a tourism sector, based at least in part on heritage sites. Some countries, such as Cambodia, have put nearly all their hope into tourism focused on the country's significant cultural sites, such as Angkor. Unfortunately, the development sector has viewed tourism as really a means to an end. The government of Laos (the LPDR) has backed conservation efforts in the historic capital of Luang Prabang with a view of attracting other kinds of commercial developments to central Laos. Thailand has already shifted away from heritage sites—essentially the “advance guard of tourism”—towards more manufactured experiences both at heritage sites and elsewhere in the country. China has designated some sites to be retained as visitor attractions and others to allow modern development to occur unchecked. Heritage for purposes of tourism development and heritage for local consumption and appreciation are two very different things. This paper examines local efforts to imbibe heritage with other layers of meaning and commitment. A few community-based efforts suggest an alternative path to heritage conservation as do the individual efforts of a few heritage practitioners. Using the results of the annual UNESCO Asia Pacific Awards program as a resource, the paper highlights community efforts over those receiving the sanction of “big government” and tourism in order to sketch out an alternative plan for heritage appreciation and protection.



Fig. 1 Professor William Chapman was giving his talk online and onsite at the Faculty of Archaeology, Silpakorn University (Photo: Thanik Lertcharnrit)

3. *"Secrets of the Ice: Climate Vulnerability and Cultural Heritage in America's Mountain Parks,"* by Dr. Pei-Lin Yu (Department of Anthropology, Boise State University, Boise, Idaho, USA).

Abstract: America's national parks contain irreplaceable natural and cultural heritage. Park visitors are concerned about climate change vulnerability of parks, and want to know more. In high mountain areas, some ancient ice patches are more than 6,000 years old but are rapidly melting. This phenomenon exposes natural and cultural items that are very rare, delicate, and culturally significant. Collaborative studies at Yellowstone and Glacier National Parks include Indigenous experts, archaeologists, and ice researchers. These studies are revealing the remains of ancient worlds, and helping us to understand climate vulnerability of cultural remains in high mountain settings. This presents a unique opportunity to explain climate change to park visitors and help them understand what is at stake for Indigenous descendant communities.

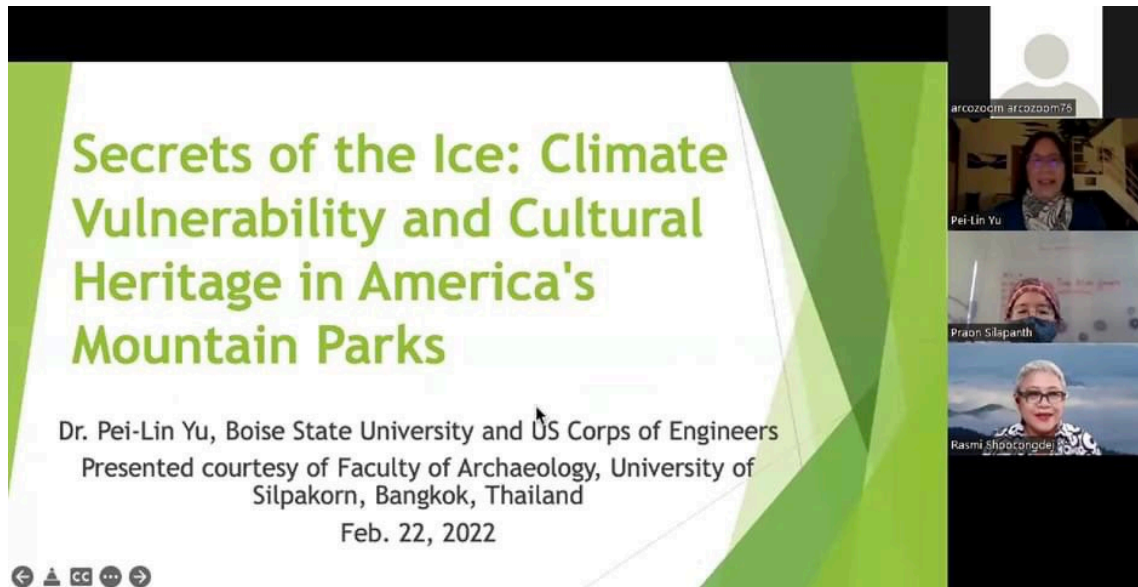


Fig. 2 An online presentation by Dr. Pei-Lin Yu (Photo: Thanik Lertcharnrit)

4. "Engaging Communities Through the Knowledge Transmission of Archaeological Heritage in Highland Pang Mapha, Northwest Thailand," by Dr. Rasmi Shoocongdej (Department of Archaeology, Faculty of Archaeology, Silpakorn University, Bangkok, Thailand).

Abstract: This lecture presents the importance of knowledge transmission as one of the most powerful tools for heritage management. This is done through the examination of Long Long Rak Coffin Cave in Pang Mapha, Mae Hong Son province, Northwest of Thailand. This research studies the complexity the time-continuity required of archaeological knowledge transmission processes. The study performs this through local schools and community outreaches in order to create a sense of ownership for preserving the archaeological site representing the iron age log coffin culture linking the highland regional network between South China and Southeast Asia. Finally, the tribal communities also embraces the archaeological knowledge for developing heritage tourism.

5. "Intangible Cultural Heritage in Thailand," by Dr. Thanik Lertcharnrit (Department of Archaeology, Faculty of Archaeology, Silpakorn University, Bangkok, Thailand) and Dr. Kriengkrai Watanasawad (College of Innovation, Thammasat University, Bangkok, Thailand).

Abstract: Thailand is rich in cultural heritage, both tangible and intangible heritage, and the past several decades, particularly after recent the enactment of the Promotion and Safeguarding of Cultural Wisdom Heritage Act of 2016, have seen an increase in intangible cultural heritage tourism in the country. However, there has been no extensive and critical review of such kind of tourism in the kingdom. In this paper, we review the public interpretation as part of heritage tourism of concerning the archaeological objects, archaeological site museums, events, festivals, as well as other activities using intangible cultural heritage (ICH) as tourist resources. We also discuss impacts of tourism on intangible cultural heritage, and propose appropriate and best management practices in light of historical and contemporary contexts in Thailand.



Fig. 3 An online lecture by Dr. Thanik Lertcharnrit (Photo: Department of Archaeology, Silpakorn University)

The lecture series will be made available online in 2022. Papers represented by these lectures, as well as fourteen companion papers, will be published by Springer in 2023. In addition, the Silpakorn University Faculty are considering adjustments to their Cultural Resources Management curriculum to reflect accomplishments of the workshop. The lecture series, workshop, volume, and curriculum efforts are collectively termed the Silpakorn University Cultural Heritage Initiative.

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