

LOCAL MUSEUM: CULTURAL HERITAGE MANAGEMENT AND TRADITIONAL KNOWLEDGE AS A SOURCE OF LEARNING AND SUPPORT TOURISM IN BANGKACHAO SAMUTPRAKAN PROVINCE

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This research was aimed to study, gather, and manage cultural heritage as well as create a database for cultural heritage and traditional knowledge to promote and publicize local museums and management of cultural tourism with sustainable community participation. It was also intended to study patterns of displaying exhibition in local museums as a source of community learning and support of cultural tourism at the Museums of Wat Bang Krasob and Wat Bang KoBua. The tools used to research involved questionnaire on community basic data, group discussion topics, interviews, questionnaires, antiquities recording form, and project or activity assessment form. The analysis was done using content analysis approach divided by information derived from the discussions, interviews and applied statistical analysis of satisfaction.

The research found (1) Local museum administration is worthy of empowerment and regeneration of local community power to allow self-management of cultural resources within the communities. (2) Voluntary participation of the local communities in consideration, decision making, cooperation, and benefits taking encourages a sense of mutual ownership and community pride of own cultural heritage. A field trip to locations with similar context helps strengthen confidence in the community work, confidence in their potential and ability to manage according to the community context. (3) Developing museum styles to present it as a source of creative learning with a variety of recreational activities, learning media, and association with other cultural resources within the community generates a network to utilize museum as a tool for development of the local people's potential in trouble solving and other dimensions to include tourism. The museum sustainability can be derived by allowing local people and agencies to take parts in management which will build the sense of passion and mutual ownership. A continuous activities organizing under the community operational plan is in line with its cultural context and the management yields mutual benefits to all sectors.

Keywords: Local Museum, Cultural Heritage, Traditional Knowledge, Cultural Tourism

Introduction

Bangkachao in district of Phraphradang of Samutprakarn province is the green large area remarkably in culture styles and the varieties of natural resources. Then, it has been praised from Time Magazine (Asia Version) to be "Best Urban Oasis of Asia" of 2006. Therefore, this area is like the lung to clean the air for Bangkok area and Samutprakarn province. In addition, since 1977 this green area is under charge of the director of national environment. Similarly, the attraction of Bangkachao comes from the original gardener style of Phraphradang district people, who have lived with the natural mangrove forest. Therefore, the people in this community have realized about this significance until causing the development of Bangkachao to be the important ecology tourist attraction of Bangkok and boundary. Finally, it can develop the bicycle routes and float market management for tourism in terms of letting the tourists to see the community life styles combining with the local culture.

Wat Bang Krasop

It's located at sub-district of Bang Krasop in district of Phraphradang of Samutprakarn province. Besides, the people in this area have the main occupation as the employees in the industrial factories, the government officers, the merchants and the agriculturists. Additionally, this area is called "Bangkrasop Forest Park" and it is in the plain with salt abundantly with plants of mangrove forest. Similarly, it was built approximately in 1914 by Duang and Thrab after digging to find Sukhothai ancient jar with the silver bullet money nearly full in it. After that, they have brought this amount of money to build the temple from the old garden called as "Wat Mai Taduag Yaithrab". However, later it was altered to be "Wat Bang Krasop". Significantly, later the people in this area had their good faith, so they have donated utensils of ancient items to this temple numerously. After that, the director of the development of local community project around Phranakorn power plant have improved the sermon hall in a monastery of the temple to be the cultural dorm and

the community learning center of Wat Bang Krasop. Moreover, in the down floor, it has demonstrated about things and occupational styles of people in the community, pottery and ancient utensils while in the top floor it has demonstrated about the arts valuable items. As the result, it has setup the community learning center with the juvenile volunteers to take the tourists to see the places and give information about stories.

Wat BangKorBua

It is located at sub-district of Bang KorBua in district of Phraphradang of Samutphrakarn province. Moreover, it is next to Chao Praya River with two Mon people to build this temple in 1732 approximately in the end of Ayudhya period. The temple was found by the 11th Sangkharaj (His Holy Highness the Supreme Patriarch) in the Rattanakosin Era. Additionally, the lanscape of this temple is plain and the in front of the temple is in the North across to the strated route of Phra Khanong Canal. Similarly, the main hall or ubosoth was built for more than 100 years with the mural wall painting inside of ubosoth including the attitude of Buddha image holding alms bowl and the attitude of the Naga Protected Buddha with the heads of Naga forming a protective taper around the Buddha's head and there is a bunyan tree cover all these Buddha images. Significantly, it is assumed that this is another ancient Mon temples.

Wat Bang Krasob and Wat Bang KorBua are in the area of Bang Krachao in district of Phraphradang of Samutphrakarn province. Moreover, they are the important tourist attractions on the area as the heart and soul of the local people. Then, when the people in this community have the valuable artifacts or antiquities being inherited from the ancient people, it can bring to donate to the temples for keeping as the cultural heritage for the new generation to learn and conserve in the future. However, despite of a large numbers of antiques to be valuable for history and the intellects of community style, the people in the community are still lacking of academic knowledge to manage about the antiques information and work demonstration to be interesting. Thus, the community has the requirement to manage the museum in system and gather the integrated knowledge as the data base of culture. What's more the main goal is depending on the learning to be aware of community and the flourishing of intelligence with supportive activities and increasing of capacity to place of the tourists. Significantly, the important subject is to increase the incomes to the people in community from the cultural tourist attraction activities. Then, it can develop the people in community to have the better quality of life and publicize the conserving of culture arts for Thai and Mon. On the same way, the demonstration in the museum of these two temples is the characteristic of the local museum to present the stories involving with the local culture. After that, the members in the local community can participate in setting up activities and review the knowledge stories from the past to bring the information as the learning sources in the current day and in the future.

According to studying in the subject of setting up the local museum, it can see the advantages of the local museum as the tool and method in community development process (Sayan Praichanchit, 2007). Moreover, it is the activity to support potential and revive the power of the local community for the resource culture management in community and support the community members to participate in management process. Therefore, it can study the researches, make the exploration, search information, make the map, gather the value assessment and the potential of resource culture including of plan management, conservation, maintenance, showing exhibition in museum and local business management. Additionally, it can make the learning exchange process between the people in community, the academic people and the developer outside the area to have the possession feeling for making the people to be proud in community and love their hometown.

The important subject is that the local museum is the important tool in the knowledge and intellect rehabilitation process bringing into community development to be self-reliant actually. Moreover, Keereeboon Chongwuttivate (2015) said that the museum is the unique learning source to support people's learning in society and develop the learning pattern to response for the society requirement. In the past, the museum was viewed as only the maintaining area of the ancient items, but nowadays it is developed as the organization with the importance on the national education system. In addition, the local museum is counted as the local culture treasure for studying to learn as the life style guideline and develop their local system. Furthermore, it is the mechanism to support the gathering up of people in the community to think and decide together as well as running their local businesses for their people in local area and showing the presented contents in the local museum , Princess Maha ChakriSirindhorn Anthropology Centre (Public Organization, 2004).

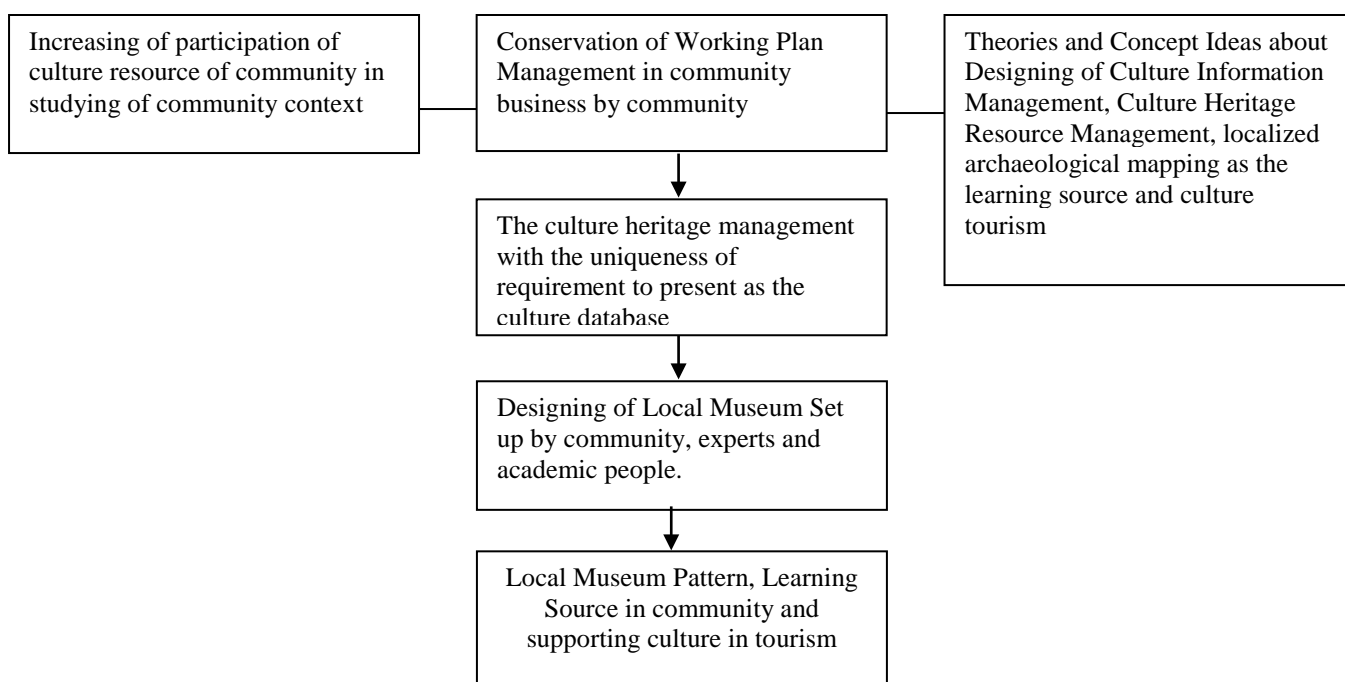
Then, it should be the community stories in several fields, such as the origin of community, the earning of living, religion, belief and various relationships inside the community. Then, it will gain the learning and understanding about the differences of cultures by emphasizing on the simplicity of community. Similarly, the demonstrating things aren't necessary to be the value ones as the artifact to be gathered or the utensil handmade referring to the people life style.

According to the concept idea of heritage culture management and local intellects, it should use the activities of map making for the local archaeology in process. Besides, with the concept idea of Sayan Prichanchit (2007 : 296-301), it might help the local people to know how to admire and bring the knowledge and understanding about the found archaeology resources to apply for developing the community in long term.

Besides, this procedure is relevant with everyone to find out the stories, thoughts, patterns and local information to apply, modify and develop as the new inventing things or in designing. Similarly, the finding out of archaeology resources and culture resource in the community can be brought to develop as the tourism resource. Significantly, in education it can bring this resource to gain knowledge together for every part.

Then, the results no matter of places, items, knowledge and solutions can be the educational resource and the learning of people in local area. In addition, it might bring into the knowledge creation relatively to the found subjects. Besides, the community museum can be the learning center, the training institute and the observation institute to broadcast technology and being the knowledge development of relevant people. Additionally, it can increase the incomes to the local community in one level. Thus, the good role people to make the local archaeology map or the community director should participate with the executives and every level of local governance organization including of the academic people in schools, the freelance academic people, the private business development organization, tourism management organization, Arts office and national museum in regions. Therefore, they will assist to setup the procedures to explore , study the document researches , create the knowledge essence about archaeology resources , artifacts , culture resource in that local area. Significantly, it can setup the map to show the maintaining positions, setup the registered registration, save pictures, take assessment on potential and make the reports to be kept in advantage for management planning. Thus, it can make publicizing or service on academic for society, and the referred concept idea can bring into the framework creation as this following:

Diagram 1: Framework



Objective

1. To study for gathering information, manage, setup the data base of culture heritage and intellects for supporting and making publicizing of local museum works as the community participation in long term.
2. To study the patterns to show the demonstration in local museum as the learning center of the community for supporting the culture tourism of Wat Bang Krasob and Wat Bang KorBua museums.

Methodology

This research study is survey research to study and evaluate information from the studied documents. Moreover, the additional study and the exploration in the field survey are made by the academic people and the experts working together with the local teamwork that is from the community of Wat Bang Krasob and the community of Wat Bang KorBua. Then, they have altogether to design the research methodology, exploration method techniques, information saving system and information study including of analyzing methods, archaeology map creation and study result report. Thus, it can the research methodology used in this study is simple and uncomplicated and the researchers conducted based on the participatory and cooperation of people in

the community. Similarly, the experts are the consultant to operate, report the progress and present the research result in periods by gathering information as this following:

1. Study the relevant document information, such as reports, relative literature about ancient remains and antiques, magazines, printings, books, theories, concept ideas and relevant researches.
2. Information from interviewing the community philosophers, learned people in community and educators to gain information, culture heritage and intellects.
3. Setup the stage to gather thoughts and knowledge altogether for setting up information system by the researchers, the community leaders and the learned people in community. Thus, it might gain the unique information of the museum.

Information Source

It is the study in specific case by selecting the museum area at Wat Bang Krasob and Wat Bang KorBua with the readiness of the places and the antiques.

Tool

The research tool used in this study consists of the basic survey of community, the interview in depth for the community philosopher to realize about the importance and local intellect communication. Additionally, it includes with the culture heritage of historical anecdote of people in the community and the tangibles Localized Archaeological Mapping, such as buildings, ancient remains, antiques and artifacts as well as geography and handmade works and others. Similarly, it comprises of the intangibles, such as history of people, intellects, knowledge, attitudes, beliefs, culture arts, shows, songs and ceremonies and others. Then, it can create the subject to make the group conversation, the interviewing, the questionnaires, the antiques form, the assessment of project setup or activities and the observation in similar area. As the result, it can see the operational examples and setup the stage to gather thoughts and knowledge to setup the structure models including of setting up the information system by the researcher as the community leader and the community.

Analysis

The analysis of information in quality has emphasized with the importance of interviewing and gathering of information by brain to express the opinions with community participation. Besides, it can combine with searching information from documents to gain the conclusion of the created patterns. Then, the community can participate in separating and setting up the information system by bringing the information to make the conclusion analysis altogether. After that, it can analyze in description and make the summary for the result from the museum as the local learning source and tourism supporting in the community.

Results

The increasing of participation in culture resource management of the community in area has been made to review the problems and the requirements of the community. However, it was found the problem that inside the museum of the temples have a lot of valuable artifacts in history, intellects and community style after there were several people in this community to donate them much. However, with the lacking of academic knowledge for information management of antiques and showing of interesting works, it has applied the method to show all things simply with groups and the types of items. On the other hand, it was missing of the outstanding point to present in the interesting way as well as the good knowledge to the viewers. In addition, there was the publicizing only to tell the stories from the past viewers.

For the additional survey study in the field, it showed that the academic people and the experts have worked with the local teamwork that is the community of Wat Bang Krasob and the community of Wat Bang KorBua. Besides, they altogether designed the survey methodology and information saving system by selecting the simple method by hand. Then, there are the academic people and the experts to be the consultants and let the community for determining the lists including of exploring the archaeology resources in exist types no matter of antiques and artifacts. Thus, it can clean, take photographs, measure sizes and save information as well as making the item registration and interviewing from the community philosophy in area. In addition, it includes of information saving, picture recording and video to see the work procedure to gain information, culture heritage and intellects. Therefore, it can find the local unique or identity differing from other communities and setup as the data base of culture heritage and intellects.

To establish an outstanding process of operation by letting people in the community of these two temples to observe the museum of WatThaPhud in Sub-district Raikhing of Nakornphathom province. Besides, with the similar problem conditions and the activities of local museum pattern management from the local intellects culture heritage, it should setup the same learning source and the tourism supporting. However, after observing in the institute, it can setup the stage to gather thoughts and knowledge for making the structure model with information system by the researcher as the community leader and the community. Thus, it can gain the unique information of the museum, the stories of learning source and the culture tourism attractions. On the other hand, Wat Bang Krasob still has its own uniqueness of the museum that is the stories of the ancient

community with the jar of Tadung and Yaithrab with approximately 700 years. Significantly, there is the well-known monk called Luangphorchaey as the kind and popular monk teacher with his Porcelain and Kangsai costume.

In addition, for the role of the museum it is the location to gather the antiques and intellects, such as banana stalk stabbing, perforating on paper and figure molding as the center of culture learning and religions. Similarly, the religion festival is the uniqueness for making merits in the center of garden. Significantly, the operation of the museum by the director of management of culture hall of Wat Bang Krasob and the neighboring community is as the supportive force to setup the museum. As the result, it has an officer to take care of it with opening and closing with the official time by installing the security camera and window and door curved steel for security. In addition, it has the network of the environmental conservation group or Lamphoo Bang Krasob, bicycle clubs and old age group to setup the continuous activities.

For Wat Bang KorBua, it has the uniqueness of the museum that is the center to publicize the knowledge and the local intellects of the monk teacher as the green medicine formulary of Meun monk with burnt scared object, learning source of antiques, Buddha image of the early Rattanakosin period, the Tripika in Palm Leaves of golden swan pattern font, bronze holy water bowl, Kangsai Chinaware, name of an ancient dish and ancient Chinese hot kettle. Moreover, the learning source of ancient remains comprises of ancient Mon pagodas, wooden cubicles, main hall with argosy shaped. Sermon hall in a monastery with all round Makha wooden pillar. What's more, the role of museum in education has connected to the learning network between schools and community. Thus, the director of management consists of the community leader, the school representatives. People in the community and the networks have setup the special activities and the contests continuously to attract the viewers of the museum. Therefore, it can be the learning source for students, tourists and interested people in management. Furthermore, it has the knowledge volunteers of artifacts and tradition culture to tell the stories to the viewers with the private museum as the network; namely, argosy museum, pottery museum, Thai music instrument house and the museum of marquetry works.

On the same way, with the designing of demonstration of the museum, it can conclude the museum identity for both places. Then, it can gather the opinions together between the internal decoration designers and the community to draft the form of 1st museum demonstration by considering from the identity community. Moreover, it includes with exist antiques, relevant stories and the area with demonstrating for the durable articles to bring back for developing and bringing to make conference with the community again. After that, it should find the last conclusion prior to draw for showing in the museum further.

During this time, it has setup the relevant activities about the learning of the museum that is the activity of 100 pictures telling stories in Wat Bang KorBua. Then, the community has gathered the pictures relevantly with the community in the past for 100 picture. Besides, it has showed at the exhibition to stimulate for the populations in the community to be active for the museum roles to show of the community stories.

Thus, the network in the argosy museum for offering food to the monk on water with the project of planting trees in honor of the queen for 84 years anniversary for Bang KorBua people and the Fisheries Department have been interested from the community along the canal Then, it has the requirement to setup this activity in the next time.

Discussion and conclusion

According to the study of the local museum pattern in activity of culture heritage, the local intellects has become to be the learning source and the tourism supporting in Bang Krachao area of Samutprakharn province. Therefore, it can gather information for documents and in the field, and according to the study it has informed as this following:

The management of culture heritage, the setting up of the culture heritage database and the intellects of these two community museums have the suitable management by selecting the simple method by using hand. Besides, it includes of registering the database, separating the types of documents in maintaining and showing the exhibition as the tangibles, such as antiques, artifacts and handmade works and others. In addition, it should keep in system with the numbers, pictures attaching and the intangibles, such as intellects, knowledge, history of people, beliefs, culture arts, showing, songs and ceremonies and others. Therefore, it should save in documents with activity pictures for gathering as the knowledge of local intellects and the learning of community. Similarly, it should comply with the localized archaeological mapping. On the same way, with the concept idea of Sayan Praichanchit in 2007 it is the educational research of participation development to let the community for search information together including of specifying or determining the lists and setting up the registration or the archaeology resource registration system in local area for both tangibles and the intangibles things. Therefore, this research study can assist the local people to find out the local unique or identity of themselves to develop the tourism resources until gaining the learning for every part. What's more, the community participation is the team work, such as the people or the owner group of the local museum to take care of the museum further. Additionally, it should gain the participation from the local schools with the knowledge to setup the item registration for cleaning the damaged items and then to show in exhibition. Then, it should make

the understanding to the people in the community to realize about the values and the importance of the museum affecting to the community. Significantly, the permanence of the museum has resulted from the roles of people in the community and the organizations to feel love. Additionally, it should feel with the ownership as the procedure of community development one as the concept idea of SayanPraichanchit in A.D. 2007 to show of the potential supporting and the local community rehabilitation to setup the resource culture in the community.

Then, the management planning, the conservation, the maintaining, the showing in the museum and the community business management can create the learning exchanging of procedure. Besides, it can be made between people in the community and the academic people and the outside developers until causing the possession feeling. What's more, it makes the people to be proud of the community, love their hometown. In addition, the important point is that it is the significant tool in the knowledge creation process and intellects rehabilitation bringing into the community development to be self-reliant actually. What's more, with the concept idea of Keereeboon Chongwuttivate (2015), it is said that the museum is the learning source with its uniqueness to support the learning of people in society and develop the learning pattern to response of the society requirement. Then, it can setup the activities in working plan for the community continuously complying with the culture contexts in the community. With this condition, it makes the management in all part gain the co-advantages. Furthermore, it is as the concept idea of the continuity of participation for James L. Creighton. (2005) that it comes from the steps, the information conceiving, the hearing of opinions, the participation of solving problems and the development of co-agreements.

On the same way, for the pattern of showing demonstration of the local museum, it represents to the local uniqueness of Wat Bang Krasob that is the stories of the ancient community with having a lot of popular and kind monk teachers. Moreover, there is the Kangsai Chinaware as the uniqueness of Wat Bang KorBua museum to publicize the knowledge and local intellects of royal medicine of the wellknown monk called LuangphuMeuan as well as being the learning source of antiques of the early Rattanakosin , the learning source of Mon Pagoda architecture , Thai wooden cubicles and the main hall with argosy shaped. Besides, it should have the guideline to show the demonstration of the museum by dividing the area as the learning part, the exhibition, the conservation area and the treasury area for separating of registration and the area of setting up some activities and the varieties of recreation activities with learning media. Then, it can connect with other culture resources in the community to gain the networks for letting the museum to be the potential supporting tool of the people. Finally, it can solve the problems and develop into other dimensions, such as tourism.

Recommendation

1. The participation of the local community and the advantages or the disadvantages of management and the distribution of operation in network should connect to the tourists with the cultural tourist attractions widely
2. The museum essence should come from the gathering of knowledge and community intellects to find the points for expressing in exhibition contents development as well as the activity setup development of the museums to have much amusement. Moreover, the museum is as the area of adjustment with the responding procedure between the museums, the viewers and the owners of the culture continuously. Thus, it should not only expressing on antiques but it should also express about the intellects and the community possession to tell of its story.
3. The old age people should have the important role in giving information and knowledge as well as having the roles in operation as the explainers. Moreover, it should bring the children in the community and other people in different area to visit the museum as the development of the potential for the old age in the local community with the treatment procedure to let the old age people seeing their values to the community.
4. It should create the connections for the affected people and the advantageous ones with conversation, meeting and exchanging the concept ideas including of improving the operational procedures continuously with the suitability. Thus, it can let the museum to be maintained in long term.
5. It can study the observation works in similar sources for letting people in the community to see the operational examples including of gathering the thoughts and knowledge as concrete form more rapidly.

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