



Reframing Functions of Thai Temples for Sustainable Communities

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Credit : <https://png-library.com/png/thailand-architecture-building-line-drawing-thai-temple.html>

Thai Temples

Originally, the Buddhist faith in Thailand begins in India over 2500 years ago, when the Sukhothai Kingdom was the capital city of Thailand. The great King Ramkamhang had been accepted Theravada Buddhism to be the strongest religion in the land. Though the Kingdom of Thailand for over 700 years.



Sukhothai (1238 - 1438 AD)



Picture Credits: from The Internet Retrieved on 9/13/2018

Ayutthaya (1351 - 1767 AD)



Credit: <http://wikimapia.org/1648749/Wat-Intharam-Worawihan>

Thonburi (1767 - 1782 AD)



Credit: <http://social.thaiairways.com/wat-phra-kaew-bangkok/>

Rattanakosin (1782 AD- present)



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The Lanna Kingdom (Mid 13th to 19th Centuries)



Nan province is located in the northern part of Thailand, known as “the Kingdom of Lanna.”

All of arts in Nan considers as Lanna Art, which represents the northern part of Thailand, known as "the Kingdom of Lanna."

As the matter of fact, this study will focus on the government's region that represents "the Kingdom of Lanna," consisting of 8 provinces (Chiang Mai, Chiang Rai, Lampang, Lamphun, Phayao, Phrae, Mae Hong Son, and Nan).



Picture Credits: from The Internet Retrieved on 9/13/2018

In his "study of Thai Traditional Architecture", Wattana Boonjub (2009) describes that Mural paintings recreate the walls consists of ordination and visual images with some texts which designed for spiritual instruction. He points out that Mural paintings are used in order to teach Thai people dates back before the 20th century.



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At that time the majority of Thai population were illiterate, only Buddhist monks were educated in the temple, which to study the ancient scriptural language "Pali". As a result, mural were used to represent the teachings of Buddha because they were easy to understand and remember.



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As times went by for many centuries, Thailand's heritages become the tourist's attraction for tourists all around the world. More research supports Thailand's tourism, Mingsarn Kaosa-ard (2002) found that the composition of tourism consists of three characteristics;



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1. The product is composed of natural resources which are public goods; beaches, waterfalls, mountain, and the general environment.
2. Safety and infrastructure are also important elements of the product.
3. A nation's people and their culture, and visitors' access to both important components of any tourism product or package.



In this study, the researchers determines to select **Wat Phumin, Nan province** as a case study to be the scope of study. Wat Phumin is different from the rest of “Wats” (temples) in Thailand. The ordination and assembly halls are put together in one building which is constructed on a cross-shaped plan. The building has square center and has four equal projections with alike projections at cardinal points.



Picture Credits: from The Internet Retrieved on 9/13/2018

The picture of Wat Phumin, Nan province in the old times.



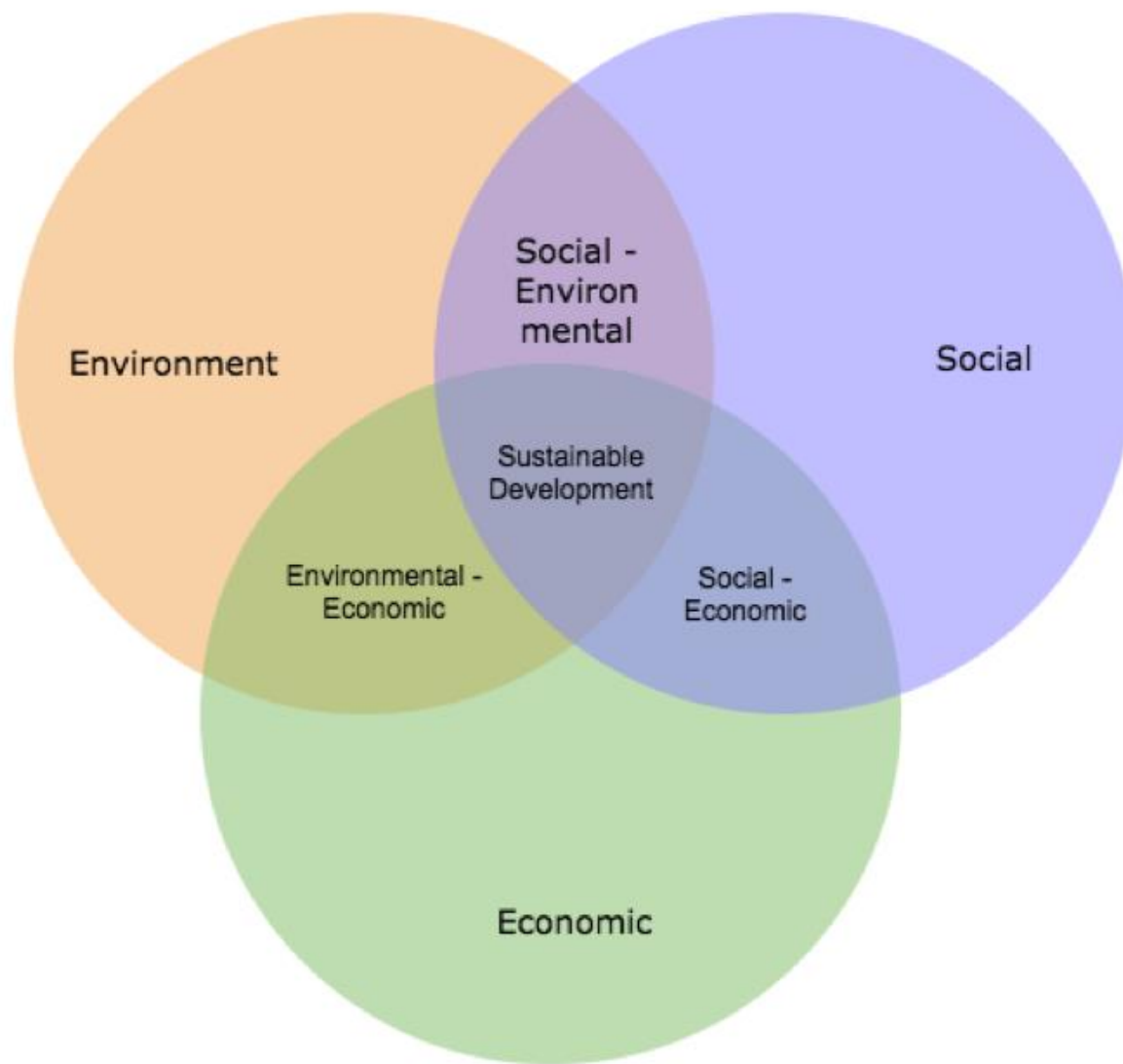
Picture Credits: from The Internet Retrieved on 9/13/2018

At the present, some Thai temples are not only function for performing religious rites, but also they become a central for Thai communities as Wat Phumin, Nan province in this study.

With beautiful architecture and exquisite mural paintings, these are intangible heritages. These unique characteristics has invited lots of people to visit this temple for years. Therefore, Wat Phumin became a tourist attraction that create revenue for its community.



Picture
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Sustainable Community

Sustainability implies different solutions for places; it is qualified by its context (Van der Ryn and Calthorpe, 1991) explains Sustainability implies balance and permanence.

Stakeholders

According to original of the word “Stakeholder” first came into existence in 1708 (Ramiez, 1999;101)

The root causes of stakeholder analysis arose from the management of natural resources. When some people have exploited the environment, and the natural resources became depleted. The affected people reacted to the situation. In short, Stakeholders mean everyone who has parts of their common resources.

On the other hand, there layers of stakeholders, core, primary, secondary.

Methodology

1. Content Analysis, Observation

1. Quantitative and Qualitative method were used by collecting the data from tourists who have been Visited Wat Phumin, Nan province.

Sample population for Tourists

$$\text{Slovin Formula } n = \frac{N}{1 + N(e)^2}$$

From Internal Tourism in Nan's statistic data in 2015
Tourists total number = 585,082
where e = Error tolerance = 0.05

$$n = \frac{585,082}{1 + [585,082 * (0.05)^2]} = 400$$

From Internal Tourism in Nan's statistic data in 2015

Numbers of Thai tourists = 570,378

Numbers Foreign tourists = 14,704

In order to collect that data from both group equal to 400

Thai tourists = 570,378

$$\frac{570,378}{585,082} \times 400 = 390$$

Foreign tourists = 14,704

$$\frac{14,704}{585,082} \times 400 = 10$$

Data from Department of Tourism (www.tourism.go.th)

Methodology

Questionnaires were used by collecting the data from the total of 411 Thai foreign tourists who have been visited Wat Phumin, Nan province.

At the sometime, qualitative method was used by collecting the data from tourists who have been visited Wat Phumin, Nan province.

The data then were analyzed using **mean, descriptive statistics, and qualitative data**.

In addition, qualitative data were arising from questionnaire and in-depth interview.

Descriptive Statistics

Results

Male	161	39.2 %
Female	250	60.8 %
Total	411	100 %

Descriptive Statistics

	Frequency	Percent	Valid Percent	cumulative Percent
0 - 10	4	1.0	1.0	1.0
11 -17	15	3.6	3.6	4.6
18 - 25	195	47.4	47.4	52.1
26 - 35	68	16.5	16.5	68.6
36 – 45	73	17.8	17.8	86.4
46 -55	28	6.8	6.8	93.2
More than 55	28	6.8	6.8	100.0
Total	411	100.0	100.0	

Hypothesis

H – 1 Wat Phumin, Nan province has created sustainable development for its community

To Test **H – 1** This study used difference approach to find the answer the hypothesis.

Theories integrated

The framework used was the process-context approach to demographic behavior (Willekens, 1990; De Brujin, 1999). Leo J.G. and Van Wissen (1999) added the process-context approach in demographic research has got momentum in recent years. This development is emulated not only in theoretical developments but also in an alteration in the methodological at the Center of the field.

Fieldwork

In order to learn about personal experiences about Sustainable community, the research then conducted in-depth interviews with individuals who were selected from Stakeholders.

Interviewing with selected Stakeholders both primary and secondary for Wat Phumin, Nan province.

Stakeholders	List of Stakeholders
1. Primary Stakeholders	<ul style="list-style-type: none">• Buddhist abbot and monks at Wat Phumin, Nan province• Wat Phumin – Tali Community• Tourists
2. Secondary Stakeholders	<ul style="list-style-type: none">• Nan Municipality• Office of Ministry of Tourism and Sports, Nan province• Office of department of Fine Arts, Nan province



Stakeholders Mapping

Analysis

For Primary Stakeholders , For example, most of the tourists (18- 25 years old) came to Wat Phumin only to see a renowned painting "Poo Marn Yar Marn" (Whispering of Love), it was famous internationally.



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For Secondary Stakeholders

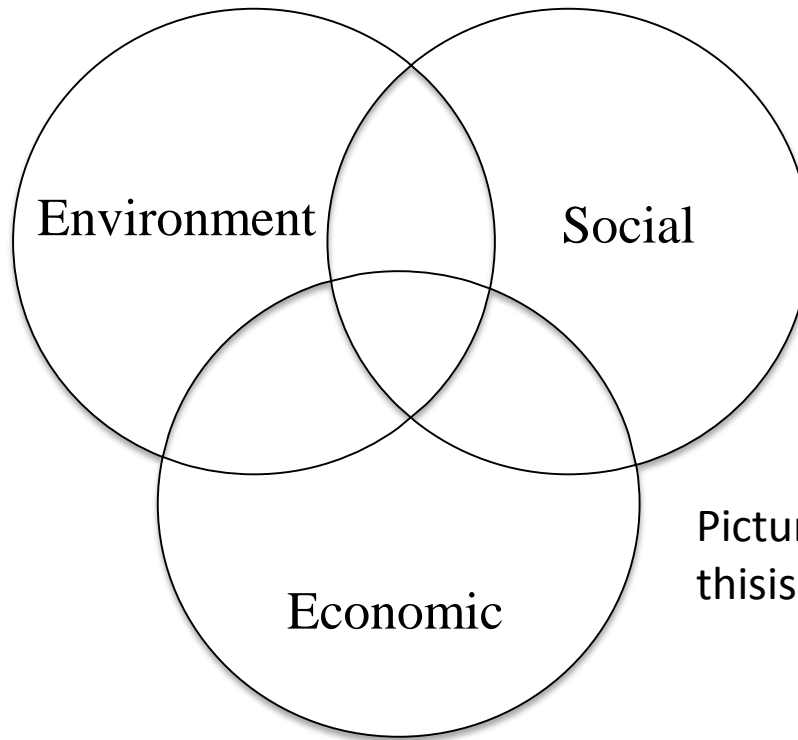


Picture credit: from the Internet

For example, Nan Municipality has encouraged to have local street foods and various of shops on every Friday - Sunday on the street next to Wat Phumin, Nan Province.



Picture credit:
the internet



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thisisservicedesignthinking.com



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the internet

Model of Sustainable development

From a model of sustainable development, Wat Phumin, Nan province answered all three criteria to be a sustainable community.

For Environment: Wat Phumin is an intangible heritage. With beautiful architecture and intriguing mural painting inside the temple.

Wat Phumin has reframed the definition of Thai temples in difference meaning in the modern time.

For Social: Wat Phumin's stakeholders were helped each other to engage the activities around Wat Phumin in creative ways.

For Economic: Wat Phumin's value became the intangible assets for its Community. Thus, Wat Phumin was also created jobs for its community. Therefore, **Wat Phumin, Nan province has created sustainable development for its community.**

Discussion

The result supports the mention hypothesis.

This study concludes that Wat Phumin, Nan province has created sustainable development for its community.

Furthermore, the results suggested that model of sustainable community at Wat Phumin, Nan province was possible to adopt in other communities.

However, it needed in-depth investigation in order to apply in other temples in Thailand .