

LOCAL COMMUNITY ROLES IN COMMUNITY-BASED TOURISM MANAGEMENT PARTICIPATION, CASE STUDY OF “BAAN KUDICHIN MUSEUM”

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INTRODUCTION

Kudi Chin (Thai: , pronounced [kūdī tē̃n]) or Kadi Chin, [kādī tē̃n]), also spelled "Kudee Jeen", etc. is a historic neighborhood in Bangkok. The place

is located in Wat Kanlaya Sub- district, Thon Buri District, on the west bank of the Chao Phraya River, south of Bangkok Yai Canal. The neighborhood, according to the Ayutthaya period, includes communities of several faiths living in proximity. Currently, it is well-known for the Catholic community (mainly of Portuguese descendants) around Santa Cruz Church, but the wider neighborhood also includes the areas around Wat Kalayanamit, Kudi Khao Mosque, and the Chinese Kuan An Keng Shrine. The beginning of conservation and revitalization efforts in 2008 have made the neighborhood a cultural tourism destination.

HISTORY

The neighborhood, dating to the Ayutthaya period, includes communities of several faiths living in proximity.[1] It can be divided into six communities in total, which consists of various races including Thai, Mon, Chinese, Portuguese and Muslim.

For the Portuguese, they received the plot of land from King Taksin in this area. They emigrated from Ayutthaya after the fall in 1767, along with other ethnic groups. Later in 1769, there was a construction of a Catholic church called Santa Cruz Church as it appears today. Their land is considered a land under the administration of the Roman Catholic Archdiocese of Bangkok from the past. Therefore, they did not resell or transfer ownership to third parties. There are three types of similar lands and churches in Bangkok Metropolitan Region, in addition to the Kudi Chin, including Holy Rosary Church in Talat Noi, Immaculate Conception Church in Sam Sen, and Immaculate Heart of Mary Church in Phra Pradaeng, Samut Prakan.

Fig.1
Kudichin sketch map for tourist to visit the riverside multicultural community



HOW TO VISIT KUDICHIN COMMUNITY AND BANN KUDICHIN MUSEUM?

Getting to Kudeejeen is easy aboard the Chao Phraya Express boat. Hop on the boat from the pier nearest to you and get off at Wat Kanlaya station. From there, it's a three-minute walk to the community. The Italian Renaissance-style Santa Cruz Church marks the entrance to one of Bangkok's longest-running hoods.

The museum is open with free admission on **Tuesday–Sunday** from 09.00 am to 06.00 pm.

BANN KUDICHIN MUSEUM

Baan Kudichin Museum, a renovated three-story wooden house which is also founded as a central historical center, has a café and souvenir shop for visitors on the ground floor. While the second and third floors exhibit objects used in the past, the way of life and faith, Portugal–Thailand relations, Thai loanwords from Portuguese language, and the origin of the Siamese–Portuguese, as well as old photographs of the community. One interesting thing on the third floor of this house is the doll that represents Phi Hua Phrik (Chilli Head Ghost) or Phi Nu Liap (Little Liap Ghost), a lonely naughty imp in the form of a little boy. It is a common belief of the community. From the past until now, there is a myth that the church bell on the belfry rings at 6.00 pm of each day, signaling the homecoming time. The children who were playing in various areas of the community need to return home promptly. If anyone violates, they will be kidnapped by Phi Nu Liap and it will lock away them as its playmates until it is content, then finally leave them free without doing any harm. It was a subtle and clever means implemented by the elders in order to set up the curfew for the young children for their safety. Moreover, the rooftop area is also used as a viewing point and taking photos of the surrounding scenery community and panoramic views of Chao Phraya River.[8]

Fig.2
Baan Kudichin Museum, the three-story renovated wooden house



THE ROLE OF BANN KUDICHIN MUSEUM TO PROMOTE THE COMMUNITY-BASED TOURISM

One of the highlights of this community is Baan Kudichin Museum, because if you are a culture lover, you need to gain knowledge of the place you visit. And the best thing to learn all the information you want is to visit the local museum beforehand.

THE EXHIBITION OF THE COMMUNITY HISTORY

Baan Kudichin Museum is the community learning center for people who want to learn about the history and how the mixed-culture community live together well in harmony peacefully

Fig.3
The Old Style Bedroom



Fig.4
The Dining Area



Fig.5
Favorite Dish in Portuguese Style



Fig.6
The View from The Museum Rooftop



On the ground floor, there is the reception area with a coffee corner and souvenir shop where you can check out something as your memorial of visiting Baan Kudichin.

MORE INTERESTING PLACES TO VISIT AROUND THE COMMUNITY

The Catholic community (mainly Portuguese descendants, in 2014, the population is about 1,850 people in total 293 households[3]) around Santa Cruz Church is totally well known, but the wider neighborhood also includes the areas around Wat Kanlayanamit, Kudi Khao Mosque, and the Chinese Kuan An Keng Shrine. All the areas are linked to each other by bicycle lanes and promenades along the Chao Phraya River. The beginning of conservation and revitalization efforts in 2008 have made the neighborhood a cultural tourism destination.

Fig.7
Santa Cruz Church



Fig.8
Chinese Kuan An Keng Shrine

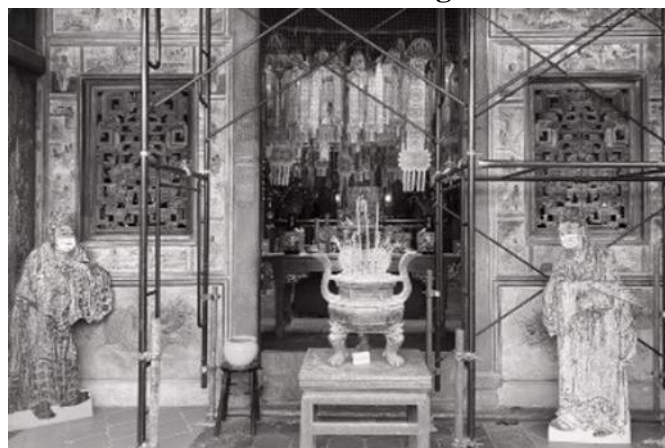


Fig.9
conservation of Chinese Kuan An Keng Shrine



Fig.10
Wat Kanlayanamit



MORE INTERESTING THINGS TO SEE AND DO IN AROUND COMMUNITY

Beside visiting Bann Kudichin Museum , there are many interesting things to see and do around the community

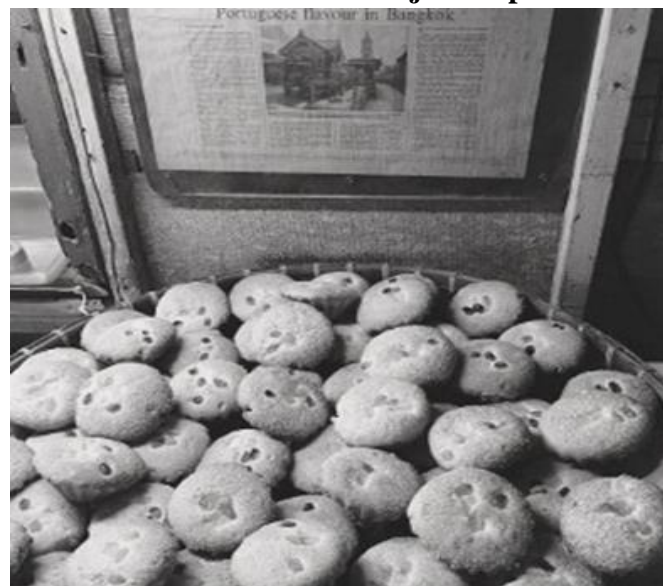
Baan Sakulthong : The food at Baan Sakulthong may be a far cry from the authentic fare served in Portugal, but the restaurant is a testament of how the Portuguese greatly influenced Thai cuisine. The lineage of the Sakulthong family can be traced back to the Portuguese settlers who migrated to the Kudeejeen quarter from Ayutthaya in the 18th century, hence Baan Sakulthong churns out dishes with Portuguese influences following the recipe of Chawee Sakhulthong, the owner 's great- grandmother. A set menu consists of three Thai-style appetizers, followed by five main courses with Portuguese accents and one dessert. Menu highlights include traditional appetizers such as jeeb tua nok (bird-shaped Thai dim

sum) and chor muang (a purple chewy treat stuffed with savory filling). The signature main dish is a Portuguese-style kanom jeen, a filling noodle dish that tops rice vermicelli with minced chicken red curry mixed with coconut cream.

Fig.11
Portuguese influences food



Fig.12
The famed Kudeejeen cupcake



CONCLUSION

As the Portuguese – Thai community has settled in Bangkok for more than 200 years, they have compiled a wealth of culture, history and tradition to pass on to subsequent generations. It is the unique community that harmonizes the way of life for Buddhists, Christians and Muslims with diverse Thai and Chinese cultures. Hence, this cultural variety makes Kudi China unparalleled and charming for everyone to experience.

Visit once in your touring plan and it would be worth the while.

Baan Kudichin Museum is one of the best examples of the community that produces activities for sustainable community-based tourism.

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