Concept of Developing Innovative Communication from Knowledge and Culture Art of Wat Thepthidaram Worawihan

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Abstract

This research focuses on finding the concept of developing communication innovation to promote cultural tourism at Wat Thepthidaram Worawihan by combining knowledge of Thai history, art, and culture with modern technology. This study uses qualitative research to collect documentary and field data, including analyzing design guidelines that are consistent with the behavior of the target group in the digital age.

The research results indicate the importance of presenting the identity and uniqueness of the temple through communication innovations, such as the design of symbols and signs using augmented reality (AR) technology under the concept of " Goddess Labyrinth", which reflects the uniqueness of Thai and Chinese art in the reign of King Rama III, and the design of electronic media under the concept of "Colors of the Goddess", which conveys knowledge about the history and arts and culture of the temple in a lively, modern, and easily accessible format.

These innovations aim to support the learning, public relations and preservation of Thai culture, while promoting sustainable cultural tourism, as well as helping to enhance the grassroots economy and create wider awareness of the importance of cultural heritage.

Keywords : Concept, Communication, Culture Art , Wat Thepthidaram Worawihan

1. Introduction

With the National Strategy from 2018 to 2037, the tourism industry aims to position itself as a global destination or a world-class tourism magnet. By integrating the concept of a creative economy, the focus is on promoting creative and cultural tourism. This is achieved by developing products and services through local wisdom, with an emphasis on creating added value through engaging content. However, the economic challenges caused by the COVID-19 pandemic significantly impacted the tourism sector, resulting in a sluggish industry and adverse effects on the overall economy. Consequently, efforts from both public and private sectors have converged to revitalize tourism and boost domestic revenue.

In the current era of rapid technological advancement, digital media and social networks have expanded at an unprecedented pace, aligning with Thailand's transition into an aging society. Simultaneously, there has been a growing emphasis on health and well-being among

the modern population. These factors provide a foundation for the development and enhancement of the tourism industry.

This concept highlights that sustainable economic development must involve the integration of innovation with the preservation of national identity. Advancing the nation while maintaining its unique cultural heritage ensures a lasting impact. Development focusing solely on material progress, without cultural roots, results in superficial and unsustainable growth. Therefore, it is essential to connect the past and the present, ensuring the country progresses with stability.

Wat Thepthidaram Worawihan was established in 1836 (B.E. 2379) by King Rama III in honor of Princess Vilas. Located at 70 Maha Chai Road, Samran Rat Subdistrict, Phra Nakhon District, Bangkok, it is a third-class royal temple of the Worawihan type. Formerly known as Wat Ban Phraya Kai Suan Luang, this temple was where Sunthorn Phu, the renowned Thai poet, was ordained and resided between 1839–1842 (B.E. 2382–2385). During his time there, he composed several poems, with "Rumphoeng Pilap" (Lamentations) being the most closely associated with the temple. This work describes the temple's intricate beauty, its landscapes, and the adorned structures and relics. Today, the temple has named the monk's residence where Sunthorn Phu once stayed "Khuna Sunthorn Phu" and installed a statue of him as a tribute. (Rattanakosin Island Information Center, 2015)

In 2011, the Asia-Pacific UNESCO Regional Office awarded the "Asia-Pacific Cultural Heritage Conservation Award" to nine heritage sites, including the "Hor Trai" of Wat Thepthidaram, which received recognition for its outstanding conservation efforts. The temple's architecture, such as the ordination hall (Ubosot), sermon hall (Viharn), and other structures, reflects the artistic influence of the reign of King Rama III, characterized by elements of Chinese art. This influence stemmed from the predominant trade relations with China during that era, resulting in architectural styles devoid of the decorative roof finials (chofa) typical of other periods.

Innovative communication involves leveraging social media innovations driven by advancements in information and communication technology (ICT). The rise of internet-based communication, alongside Web 2.0 technologies, has enabled interactive communication through platforms like Facebook, Twitter, Instagram, Line, Social Camp, blogs, and WhatsApp (Tuten & Solomon, 2013). These technologies have gained popularity and widespread usage among internet users, paving the way for the future development of Web 3.0.

Modern generations are born into a digital ecology system surrounded by digital devices, such as toys, video games, online games, smartphones, tablets, and laptops. They are accustomed to internet usage and engaging in multiple activities simultaneously, such as doing homework while listening to music and using social media platforms. This multitasking behavior fosters rapid task completion but diminishes patience for lengthy activities. Communication through modern technology includes unique ways of expressing emotions, such as creating words, using emotive stickers, and sharing pictures.

Analysis to find design concepts to be reflected in the designed work. If the designer has a good idea, is creative and has his own identity, the design will be good, valuable and unique. For example, the design concept of "Route on Fabric" is to tell the story of local fabrics of Buriram Province that show the arts and culture, silk weaving process, unique patterns, silk products, including tourist attractions, traditions of Buriram Province, which are like a path that has been woven into Buriram handwoven fabrics (Taechit Cheuypoung, 2024).

Given the above principles, developing innovative communication to promote tourism involves integrating Thailand's cultural and artistic heritage with modern technology. This approach aims to create innovative communication tools to present knowledge, history, and cultural identity. The research focuses on promoting Wat Thepthidaram Worawihan as a key cultural tourism site of Rattanakosin. Through the dissemination of knowledge and publicity, the project enhances cultural tourism and conservation efforts by developing prototype designs distributed via social media. This enables target audiences to learn independently, elevating communication standards and linking tourism to local communities, fostering grassroots economic growth.

1.1 Objective

1. To study and collect important knowledge, history, and culture arts of Wat Thepthidaram Worawihan

2. To analyze and find design concepts, present the identity and uniqueness of the temple through communication innovation

3. To design a prototype creative work that disseminates knowledge about Wat Thepthidaram Worawihan in a new format

4. To disseminate and develop cultural capital to drive the economy and history to achieve sustainability

1.2 Scope of research

1. Scope of area Study area Wat Thepthidaram Worawihan

2. Scope of population and sample Design experts Design students

3. Scope of content Study, survey, analyze contextual data of the area Physical characteristics of Wat Thepthidaram Worawihan History Various knowledge within the area

4. Scope of design

    4.1 Concept Design of a set of symbols and a virtual technology sign system
    4.2 Concept Design of electronic publications

2. Research Methodology

This research is a Qualitative Research study with the following details:

1.Study and Collection of Data:

Gather documentary and field data at Wat Thepthidaram Woravihara related to various forms of knowledge and the arts and culture of the temple.

2. Study and Collection of Artistic and Design Principles:

Collect information regarding the styles and elements of art and the principles of design.

3. Study and Collection of Personality Design Theory:

Examine theories related to the classification of personality in design.

4. Presentation of Data Analysis Results:

Present the analyzed data and research findings in the form of descriptive research.

5. Conceptual Design Analysis Through Prototypes:

Analyze and propose design concepts for communication using prototypes, including:

    5.1 Design Concept for Symbol Sets and Virtual Technology Signage Systems of Wat Thepthidaram Woravihara.

    5.2 Design Concept for Electronic Knowledge-Based Publications of Wat Thepthidaram Woravihara.

6. Conclusion of Research Findings:

Summarize the research results.

3. Result

Data analysis

From collecting data from documents, going to the field to find creative approaches for communication innovations from the knowledge and arts and culture of Wat Thepthidaram Worawihan, the analysis results show that the new generation is born in a digital environment (Digital Ecology System) around them. They communicate information in various forms, including text, images, video clips, using new social media, and using it in a new normal way of life, such as going online, spending money, studying online, ordering products, and many others, including virtual reality technology or AR, which is a form of communication that can create interest well. It can present images, text, videos, and various graphics via smartphones, tablets, notebook computers, and electronic learning media, which plays an important role in learning both in the classroom and throughout life.

This research is an analysis to find a design concept that is further developed to apply symbols and various knowledge data and integrate with current technology and present information to show the identity, uniqueness and image of the area, including presenting content and information through the design of learning media such as e-books, which are considered a type of media that can easily reach the target group, suitable for the current technology era, in order to help promote cultural tourism and conservation, which is divided into the concept of media used in designing symbols and signage systems under the concept of "Goddess Labyrinth ", inspired by the identity of Wat Thepthidaram Worawihan, which is a combination of Thai-Chinese art, conveyed through symbols showing the identity of Wat Thepthidaram Worawihan. The form of the mood and tone of the work is determined as follows: elegant/slender/stylish (Sleek), elegant (Graceful) and charming/attractive (Charming). It is determined by the characteristics of the identity, structural form and color tone, showing the image that is consistent with the work. Symbols used as design concepts can be classified as follows: 1. From idols or ideal images (Ideal) 2. From natural forms (Nature Form) 3. From the shape of objects (Material Form) 4. From geometric forms (Geometric Form) 5. From letters (Lettering Form) 6. Free forms (Free Form) and abstract forms (Abstract Form) and 7. From the use of multiple shapes and forms together (Multiple Shape and Form)

The concept of the media The design of the learning media will be under the concept of "Colors of the Goddess", inspired by the art of Wat Thepthidaram Worawihan and minimalist art. The e-book will consist of content, history, architecture, information on various buildings in the temple, travel, etc., conveyed through text and illustrations, photographs that show the knowledge and beauty of Wat Thepthidaram Worawihan. The format of the mood and tone of the work is Lively/bright (Lively), Knowledgeable/Intellectual (Intellectual), and Modern (Modern). From the analysis, the concept to develop communication innovation from knowledge and arts and culture can be summarized as follows:

Figure 1: *Diagram showing the results of the design concept analysis (1)*
Source: Panuwad Kalib, 2024.

Figure 2: *Diagram showing the results of the design concept analysis (2)*
Source: Panuwad Kalib, 2024.

Design work
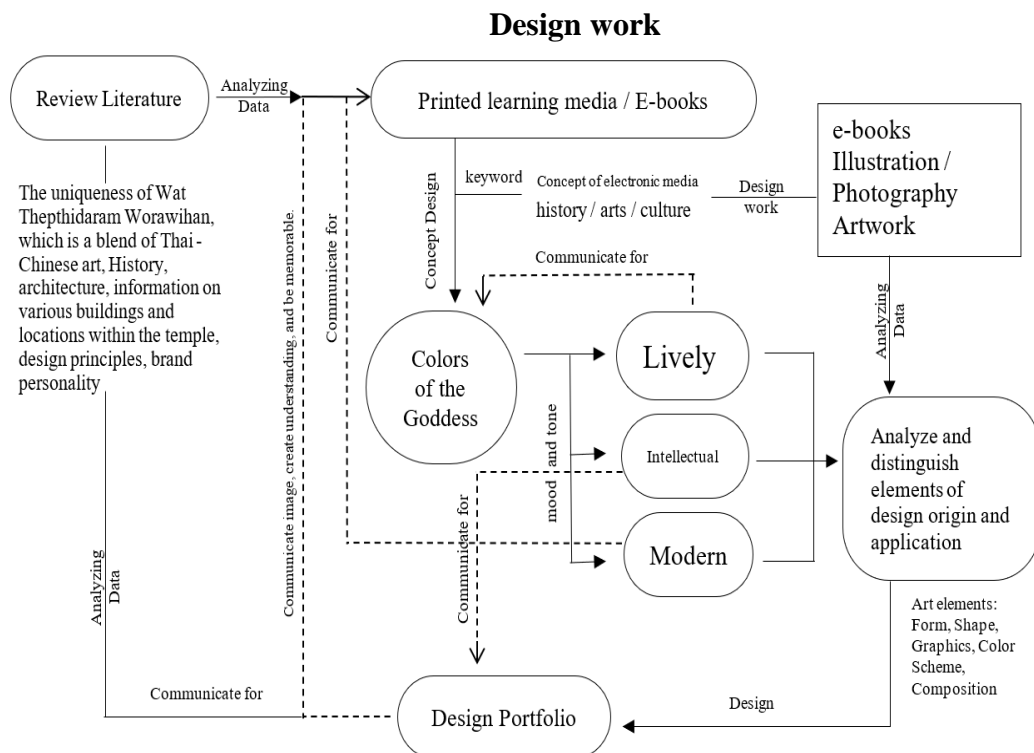
Figure 3: *Example works from symbols and sign systems in the concept of "Goddess Labyrinth"*
Source: Panuwad Kalib, 2024.
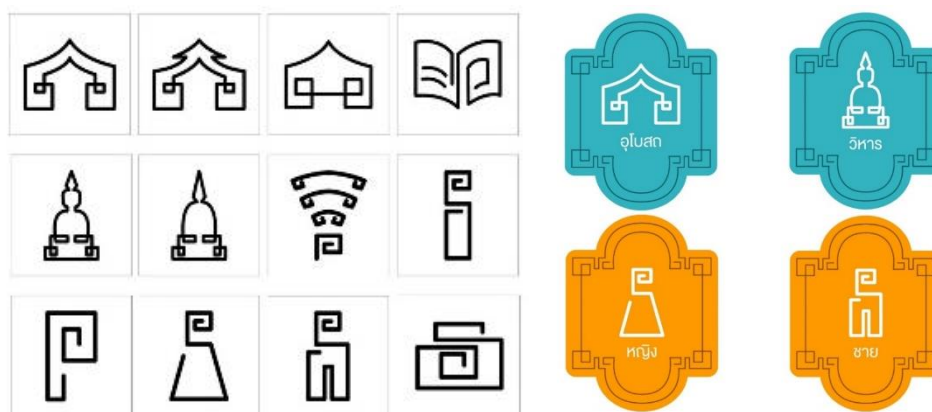
Figure 4: *Example works from electronic media in the concept of " Colors of the Goddess"*
Source: Panuwad Kalib, Nawaporn Srisarankullawong, 2024.

Summary of research results

This research focuses on finding the concept of developing communication innovations to promote cultural tourism at Wat Thepthidaram Worawihan. The main operational guidelines are as follows:

1. Main concept

The link between knowledge of arts and culture and modern technology to convey the identity and uniqueness of Wat Thepthidaram in a form that is consistent with the digital age. The media emphasizes the promotion of learning and sustainable tourism, including the preservation of Thai culture.

2. Analysis results

2.1 The design of symbols and signs of the virtual technology system under the concept of " Goddess Labyrinth " is inspired by the combination of Thai and Chinese art, conveying a sense of elegance, elegance, and charm (Sleek, Graceful, Charming) and communicating the image of the temple prominently.

2.2 The design of printed learning media, such as e-books under the concept of "Colors of the Goddess", conveys history and arts and culture in a lively, intellectual, and modern form (Lively, Intellectual, Modern).

3. Recommendations for development

3.1 Use of augmented reality (AR) technology and electronic media To create interest and attract the target group

3.2 Integrate design approaches that respond to the behavior of the new generation who are familiar with the digital environment

4. Expected goals

4.1 Raise the level of public relations of Wat Thepthidaram to a wide awareness

4.2 Promote cultural tourism and grassroots economy

4.3 Support the conservation and dissemination of Thai cultural heritage in the present era

This research focuses on presenting the concept of the work in the form of a prototype of communication innovation that can be developed and applied in the future to create sustainability in both culture and economy.

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