DIGITAL VIRTUAL MUSEUM TO PRESERVE HILLTRIBE CULTURAL HERITAGE IN CHIANG RAI PROVINCE.

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ABSTRACT

The art and culture of the hill tribe people in Chiang Rai is a cultural heritage worth worthy of preservation. The creation of a virtual museum preserves and disseminates these cultural heritage to be more well-known. Due to the art, culture of the hill tribes in Chiang Rai is very difficult to access as a result of the complex mountainous terrain. Virtual museums are technology that can convey virtual user experiences into real-life events, making it easy to use for publicizing and creating interest for viewers.It may also encourage tourism to create the economic value and the area of the remote hill tribes as well**.**

Keywords: Thailand's 20-Year National Strategy, Intangible Cultural Heritage, Virtual Reality.

INTRODUCTION

Cultural wisdom can be linked to economic dimensions. Social dimension and environmental dimension lead to sustainable development with efficiency Social bonding and social integration Conservation of biodiversity Benefits of environmental sustainability Is essential to the livelihoods of groups of people and communities Is an important innovation source for development Restoring peace and security is a fundamental requirement for sustainable development.

The current Thai government under Administration of Prime Minister Prayut Chan Ocha has given importance to the protection and transmission of cultural heritage. Therefore, enacted the Act to Promote and Maintain Cultural Heritage 2016 B.E.

"Where cultural heritage is a valuable treasure that has been created, cultivated and inherited in the community from one generation to another But at present, the said cultural heritage Affected by the changes in society both domestically and internationally Sometimes cultural heritage is used in a way that is distorted or inappropriate and may cause unfortunately depletion of those cultural heritage. It is appropriate to promote and preserve the cultural heritage to be continuous and sustainable, therefore it is necessary to enact this Act. " Cultural wisdom is a knowledge, expression, behavior, or cultural skill that is expressed through people, tools, or objects that people or communities accept and feel as co-owners and are inherited from one generation to another. Another model which may be modified in response to one's own environment (Article 3, the Promotion and Preservation of Cultural Heritage 2016). With Article 4 specifying cultural heritage that is promoted and preserved, divided into 1) folk literature and language 2) Performing arts 3) Social practices Rituals, traditions and festivals 4) Knowledge and practices with nature and the universe 5) Craftsmanship

In addition, the UNESCO Convention places emphasis on Folk games Sports and martial arts And other characteristics Has emphasized cultural space, identity, cultural diversity and human right. The Convention on the Preservation of Cultural Heritage is of

Importance as a Major Mechanism of Cultural diversity and guaranteeing sustainable development and psychological value

The use of technology for the conservation of local cultural heritage. Is of primary importance at present Since a lot of data is stored with digital systems, it makes storage And data management can be done easily Dissemination of local cultural heritage To be widely known Information technology is needed to help because the local cultural heritage is far away. From community resources May cause to be neglected and eventually disappear

The creation of virtual museums will be one way to help preserve local cultural heritage. To continue And easily accessible as well as data storage. There is a system that can be quickly referenced Just like traditional museums, virtual museums can be designed around specific objects. (Such as an art museum or natural history museum) or may consist of online exhibitions created from primary or secondary sources (Such as in the Science Museum). In addition, a virtual museum can see information about mobile devices or the World Wide Web of traditional museums (Such as a display, storage, or digital exhibition) or can create digital content such as 3D environments, net art, virtual reality, and digital art. Often, conversations with other cultural institutions, museums are mainly defined by Separated from sister institutions such as libraries or archives Virtual museums are often delivered electronically, not limited to, when identified as online hyper hypermarkets, digital museums, cyber museums or web museums.

In this study, if the results are expanded in various ethnic groups Until complete And the development of museums as if preserving local cultural heritage in order to be widely known in the world community It may be able to determine the ethnic and cultural distinction of various tribes. In Chiang Rai Mixed with Chiang Saen civilization. Therefore, there is a cultural potential to carry out the proposal to develop Chiang Rai city into a creative tourism city, to be a creative city of various ethnic and cultures in UNESCO in the future.

OBJECTIVE

1. To study the history Traditions and culture of Tai Mao ethnic groups In Chiang Rai
2. To produce a digital virtual museum for preserving cultural heritage of Tai Mao ethnic groups
3. To raise awareness in preserving cultural heritage.

METHODOLOGY

This research is a qualitative research by collecting data from primary and secondary the primary data is collected from field visiting. In-depth interviews Small group meeting Secondary data comes from textbook data, website documents Textbooks, related documents Related research and create Digital Virtual Museum by these steps

1. Create a flowchart of online museum. Just like in a real museum, try to imagine the home page as the lobby. Welcome visitors to the online museum and include plenty of links to the different "galleries" that have on display, include pictures with links. This will help present a more visual and user-friendly environment.

2. Construct galleries. As build the web page, divide galleries into different "rooms" like find in a museum. Group associated concepts together. For example, if the museum is about Hilltribe history, start one page for the early period, another for the hilltribe in present day and another for the drafting of the constitution. It may be helpful to include links to the next gallery in sequence at the bottom of the page. This will help the visitor feel more like they are in an actual museum, passing from one room to the next.

3. Add pictures to the galleries. As to program the web page, include pictures that taken of the things in the real museum, with captions alongside them. Make sure to be descriptive with the items. If there are more information, be sure to include a link to that next to the initial explanation.

4. Link in additional information and copies of documents. This will give researchers and those who are just curious the opportunity to read deeper into the information presented and to see the source. Be sure to include these links next to the photos and short descriptions they pertain to. This will help satiate the visitors' curiosity and give them the means to learn even more than they might be able to in a traditional museum.

5. Keep expanding. Although the web page might start with one or two galleries, keep working on it and adding in more. Even if do it little by little, the museum will begin to fill out and before long will find that it is full of useful and interesting information. Remember that because the museum is online, do not need to worry about constraints like floor space. This have the ability to do something that no other museum in the world can.

6. Consider opening a gift shop. If the page are building is for a real museum and VR museum have the means to do so, it may want to include a small online store where visitors can buy items available in the real museum's gift shop. This will allow the museum to collect income off the website and will allow visitors to purchase books and other information that may help them in continued research. Just be sure that site is secure enough to process credit card information, and that VR museum actually have the ability to ship these items to the website visitor.

RESULTS

The value of handicrafts, By indicating the identity that reflects the way of life of each individual Tribes by age Handicrafts or handicrafts obtained from handicrafts of various hill tribes It is a work that comes from the heart, from the expertise that comes from the determination of each tribe's way of life.

Therefore, whether Thai people are in the highlands Hill tribe or Thai people Even the visitors who have the opportunity to get in touch with the art Will see the value of the craft of the inventor Because each piece of work is quite difficult and not the same, using a lot of skill which is not easy to find in this era.

Handicrafts are considered as a transfer of knowledge and local knowledge that has been passed down. Demonstrate values in the following areas:

1. Functional value Built on the basis of living that satisfies the need to facilitate Convenient to use in each area context

2. Values of beliefs and values Originally, the creator and user were the same person. Meaning build for yourself the creator will have values and beliefs about one thing. Will convey to the work that he created with his own thoughts with the pattern of culture that existed as a melting pot

3. Historical and archeological values Because handicrafts are man-made objects with the objective and is something that has been carried on since the past

4. Value of uniqueness of society and culture Handicrafts occur under environmental differences, bases, resources, customs, traditions, beliefs, religions and wisdom. That is fused to form a joint lifestyle

5. Beauty value Handicrafts are mainly created for the utility needs. But the creators have considered the suitable shape and beautiful, usable by showing through the shape, structure, pattern, material and exquisite workmanship

6. Economic values Production of goods and souvenirs from tourism. Can create job Can generate income for the local people

Museums aim to bring collections to life and VR is an excellent tool for this. It offers a different experience – that of total emersion in an exhibit. Many museums around the globe are already embracing its potential.

The topic can seem like a daunting one. It's easy to get confused by technical speak and new gadgets. But the concept itself is not that complex. Simply put, VR places the user inside an experience. It can be interactive or take the form of 360-degree video. VR is being used to create museum tours, make exhibits interactive, and to bring scenes to life. It can help curators to put objects in context and show their true scale.

Here are some great examples of how museums have embraced the rise of VR. These institutions have used technology to bring an extra dimension to their collections.

CONCLUSION AND FUTURE WORK

Hilltribe Museum should work to improve the quality of life and promote education for hill tribe people. The museum was founded in 1987 to be a source of information about tribal life in Chiang Rai and to emphasize on educating tourists about the way of life of hill tribe people. Inside are boards providing information about the 6 hill tribes in northern Thailand: Hmong, Akha, Lahu, Lisu, Yao and Karen, display of tribal clothing, tools applied from materials from nature especially bamboo, exhibition on the 5,500-year long history of opium and its invasion to Southeast Asia.

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