

CULTURAL RESOURCE MANAGEMENT, CHA-TRI DRAMA TO THE LEARNING CENTRE OF LOCAL WISDOM, ANG THONG PROVINCE

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Abstract

This research aims to examine the cultural resource management processes in the Chatri drama of Ang Thong province by the participation of local community, to propose the guidelines for developing the local wisdom learning center of the Ang Thong province Chatri drama in digital era. This study is a research and development under an implementation of learning method by practices and participatory research, divided into 3 phases: (1) interviewing community members; (2) participatory observation with community members; and (3) group discussion. The research tools consist of in-depth interview questions and participatory observation. Data were collected from the head of a Chatri drama troupe, the head of Thai Orchestra (a Piphat band), costume crafters, performance instruments crafters, performance artists and musicians, and stakeholders in the promotion and support for the local arts and cultures. Data analysis conducted by content analysis.

The findings revealed that cultural resource management can be divided into 8 procedures including 1) Study and exploration of cultural resources; 2) Valuation and potential of cultural resources; 3) Preservation; 4) Development; 5) Information dissemination; 6) Mutual agreement making; 7) Application and extension; and 8) Collaborative networking. It is noteworthy that the arts and cultures of Chatri drama in Wiset Chaichan district have been modified because new generation artists modify performance style with the contexts of modern society, local wisdom of traditional customs and patterns are still preserved and utilized as the capital in the inheritance, maintenance, and development of the arts in the digital society by various digital tools on different social media platforms. Through participatory working processes leading to generate values benefiting the local community and the wider

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society in various aspects and expand arts and culture in an economic way towards sustainability with support from relevant government agencies by participation, expressing interest, and funding the activities, and by allocating common space to facilitate activity organizing and publicizing local arts and culture. Moreover, a memorandum of academic cooperation is documented and signed between educational institutions and the local community, as well as assistance is given to the art performers and musicians affected during the pandemic situation in Thailand, leading to more awareness and appreciation of the arts and culture of local Chatri drama, thus creating a new performance troupe named "the Chara Chatri drama troupe" (the Senior Chatri drama troupe) by the grouping of elderly artists in the community to be immune toward the changes, to be self-reliant, and to be proud of oneself, raising the awareness of self-worth and for the community to engage in the preservation and development of the Chatri drama toward the creation of learning center of local wisdom to disseminate the knowledge into the larger society.

Keywords: Cultural resource, Chatri drama, Learning center of local wisdom, Cultural management in digital era.

Introduction

The utilization of culture as a factor in societal development refers to a learning process that leads to the distinct and sustainable development of communities. Individuals within the community must learn about historical backgrounds, collective wisdom from the past and present, and the integration that aligns with their current and future contexts and needs. It is crucial for community organizations to be dedicated to improving and enhancing development efforts, supporting lifelong learning that aligns with the changing global landscape, enabling individuals to adapt and thrive in society, achieve balance, and attain happiness. Development in a holistic sense involves managing resources to increase value, create jobs, generate self-sustaining income, reduce expenses, explore one's unique identity, and engage in a society that fosters sustainable development, in line with the national strategies emphasizing resilience and sustainable development. This aligns with the Sustainable Development Goals (SDGs), specifically SDG 3 - Good Health and Well-being, and SDG 4 - Quality Education, promoting lifelong learning for all individuals by recognizing the value and importance of cultural resources in all their forms. Cultural development processes are a means of creating appropriate values for society, establishing a solid foundation for social control and behavior, restoring and creating new values, and incorporating religion and the arts into people's lives. This is the most crucial direction for revitalizing Thai society, utilizing the abundant resources of cultural capital, encompassing the dimension

of human development and social capital, which exists in all corners of the country. These resources include compassion, empathy, and the cost of coexistence as a group. The approach to problem-solving requires the principles of building a harmonious society under the philosophy of a sufficiency economy, transitioning from mainstream development to a virtuous society, capable of coexisting with the world. It is essential to emphasize local culture, giving the people or communities who own the culture a role in revitalizing, conserving, and developing culture themselves (Ministry of Culture, 2009: 58).

Ang Thong is an ancient province with a rich cultural heritage that includes cultural treasures such as ancient artifacts, historical sites, artistic works, and sculptural masterpieces that reflect its glorious past. Additionally, there are numerous traces of traditional folk culture, including local legends, folk literature, traditional Thai medicine, local cuisine, traditional games, folk songs, and the Chatri drama performances. In the Wiset Chaichan district, it is discovered that it has the highest number of the Chatri drama troupes based and actively engaged in the Chatri drama performances in the province. The Chatri drama performances still retain the distinctive characteristics of the Wiset Chaichan district. In the present day, there are 11 troupes that inherit directly from their ancestors. However, in recent times, there have been changes in the format of the Chatri drama performances due to the necessity of the new generation artists to adapt the performance style and traditions with the contexts of modern society. Consequently, the distinctive identity of the Chatri drama performances in the Wiset Chaichan district has gradually diminished. There are only a few elderly artists who have retired from the profession of the Chatri drama performances, who are able to remember and preserve the authentic format of the Chatri drama performances in the Wiset Chaichan district.

Following the outbreak of the coronavirus (COVID-19) in Thailand, the country entered a state of emergency, and a curfew was imposed, prohibiting people from leaving their homes during certain hours. This had a significant impact on daily life and various professions within society. One group directly affected in their professions were artists, actors, musicians, and freelancers who had to go out and meet people as part of their work. During a research trip to Tha Chang subdistrict, Wiset Chaichan district, Ang Thong province, it was found that each the Chatri drama troupe faced difficulties in performing and this affected their income, which supported their families. As a result, researchers and community members came up with the idea of inviting elderly artists to form a group and perform the Chatri drama shows through Facebook Live. They also encouraged viewers to show support and send encouragement to the artists. This event attracted more than 10,000 viewers, and there was continued interest in online

performances. These activities garnered admiration and interest from the community in the Chatri drama performances of the Wiset Chaichan district. It showcased the abilities of elderly artists and raised awareness among the community about the value of the Chatri drama performances, which have been a profession in the community since ancient times. The Chatri drama performances can be considered a local cultural heritage of Tha Chang village, Wiset Chaichan district, Ang Thong province.

The importance of the Chatri drama performance by elderly artists extends beyond its cultural heritage value as a foundation for preserving, sustaining, and developing local the Chatri drama traditions in Tha Chang Sub-district, Wiset Chaichan District, Ang Thong Province. To ensure the cultural stability of the community, the researchers propose a management approach for the cultural resources of the Chatri drama performances, utilizing digital media, which plays a crucial role in today's society, as a mechanism for disseminating the cultural heritage of local the Chatri drama traditions. This approach aims to showcase the unique characteristics of local traditions, including rituals, performance styles, literature, music, and costumes, and to widely distribute them within society. Additionally, besides being a form of artistic expression often commissioned for various events, the Chatri drama performances also hold significant emotional value for both the artists and the community. Thus, the researchers seek to conserve and develop the cultural heritage of the Chatri drama performances to transform the community into a learning society. Drawing inspiration from Action Learning and Participatory Action Research, this research aims to create a platform for learning about local cultural heritage through the Chatri drama performances in Ang Thong Province. Through community participation, it seeks to build resilience within the community, instill self-reliance, foster pride in one's identity, raise awareness of the value of elderly artists, and involve community members in the preservation and development of the Chatri drama performances as a local knowledge resource. Furthermore, this aligns with the management strategies of Ang Thong Province, which promote collaboration and participation from all sectors in the sustainable management of religious practices, arts, customs, and local wisdom towards long-term sustainability.

The research objectives

1. To study the management process of cultural resources in the Chatri drama performances in Ang Thong Province with community participation.
2. To propose guidelines for developing the Chatri drama performances in Ang Thong Province as a local learning center in digital era.

The anticipated benefits of the research

1. The research results are expected to bring benefits to the community and society by facilitating adaptation to ongoing changes while preserving the cultural heritage and traditional forms. This cultural heritage can be utilized as a valuable asset for preservation, development, and expansion in the digital era, where technology is used to drive various online platforms. This opens opportunities for further expansion of artistic and cultural endeavors in an innovative and economically sustainable manner, leading to tangible benefits for the community in the long run.

2. The research will contribute to the development of local knowledge learning resources in the digital era, where technology is utilized to enhance the capabilities of cultural system organization within the community. The adaptable format can be adjusted to suit the contextual needs of the area, ensuring efficient development processes and the creation of a knowledge base for cultural learning. This information serves as fundamental cultural data for relevant organizations, providing guidance for appropriate planning and policy-making to further develop activities that effectively benefit the community.

3. The findings of this research can be used by relevant organizations to develop strategies and policies that promote and support the establishment of resilience in facing changes. This fosters self-reliance and instills a sense of pride and awareness of their own value within the community and society, encouraging active participation in the conservation and development of the Chatri drama performances as a local knowledge learning resource in Ang Thong Province. It became a mechanism for widely disseminating the cultural heritage of the Chatri drama performances.

Methodology

The research on the cultural resource management, Chatri drama to the learning center of local wisdom Ang Thong province is a Research and Development (R&D) by applying the method of Action Learning and Participatory Action Research. The research activities were conducted as follows:

1. Data Collection and Analysis

1.1. Research Population Group

In this study on cultural resource management of the Chatri drama in the digital age society towards local wisdom learning center, Ang Thong Province, the researchers identified two research population groups:

1) Stakeholders involved or affected by the local wisdom learning center and the Chatri drama in Ang Thong Province, including the local community.

2) Key informants who provided essential information for this research. The researchers used purposive sampling to select a total of 43 individuals.

1.2. Data Collection Methods

This research utilized the Research and Development (R&D) framework, employing Action Learning (AL) by Chalad Chantarasombat (2008: 192-195), and Participatory Action Research (PAR) by Chalad Chantarasombat (2010: 147-160), Chanawut Pratumchat (2010: 198-215), Chanida Luepanya (2013: 109-122), and Suchada Taweessin (Chalad Chantarasombat, 2008: 248; cited from Suchada Taweessin, M.P.P.). The research was divided into three phases:

Phase 1) Interviews with community members in Tha Chang Subdistrict, Wiset Chaichan District, Ang Thong Province. The interviewees included leaders of the drama troupe, leaders of the music ensemble, skilled craftsmen in costume design, skilled craftsmen in stage props, drama and music performers, and individuals involved in promoting and supporting cultural activities in the community.

Phase 2) Participatory observation with community members in Tha Chang Subdistrict, Wiset Chaichan District, Ang Thong Province. The participants included leaders of the drama troupe, leaders of the music ensemble, skilled craftsmen in costume design, skilled craftsmen in stage props, drama and music performers, and individuals involved in promoting and supporting cultural activities in the community.

Phase 3) Focus group discussions with key data providers, including community members in Tha Chang Subdistrict, Wiset Chaichan District, Ang Thong Province. The participants included leaders of the drama troupe, leaders of the music ensemble, skilled craftsmen in costume design, skilled craftsmen in stage props, drama and music performers, individuals involved in promoting and supporting cultural activities in the community, as well as external individuals related to cultural activities, local wisdom learning centers, and digital media.

The data collection process involved recording motion pictures and photographs in electronic file formats. The researchers were responsible for securely storing and carefully reviewing all data before dissemination to ensure the protection of the confidentiality and privacy of the research participants' information.

1.3. Research Tools Used

The researchers have designed the following tools for conducting the research:

1. Structure of in-depth interview questions: The Technique of Asking is used to collect data through semi-structured in-depth interviews. The questions are clear, open-ended, and follow a predefined sequence based on relevant theoretical concepts. Additional questions may be added by the researchers based on interesting and relevant events or cases that are not covered in the prepared interview questions.
2. Participative Observation: Data collection is done through participative observation, where the researchers actively engage with the Chatri drama group to observe activities related to their work processes, management methods, and ways of living. This allows them to gather detailed information about various occurrences. The researchers will analyze the data from both research tools to establish correlations and conduct further analysis to draw conclusions.
3. Development of research tools: To create the research tools, the researchers utilize the framework of cultural resource management and community development as a learning resource. They incorporate community participation and sustainable development ideas into the management of the Chatri drama cultural resources, transitioning from digital society to local wisdom learning centers. The detailed questions for the research are structured based on this framework.

1.4. Research Area

In this study, the researchers employ purposive sampling to select specific research areas based on the following criteria:

1. The area should have a well-established group engaged in activities related to the Chatri drama in Ang Thong province.
2. The area should have readiness and potential in professions related to the Chatri drama in Ang Thong province.
3. The area should have interest and willingness to actively participate in the continuous research and development process of learning resources.
4. The area should be in the process of developing into a learning resource center but has not yet implemented the Chatri drama cultural wisdom of Ang Thong province in its development.

Based on the selection criteria for research areas, it was found that Tha Chang sub-district in Wiset Chaichan district aligns with the mentioned criteria. The researchers have collaborated with community members, including the leaders of the Chatri drama group, leaders of the Thai Orchestra (Piphat) band, skilled costume designers,

skilled stage equipment craftsmen, child actors and musicians, adults, and elderly individuals in the community. Additionally, community leaders and external individuals involved in promoting and developing cultural arts, local knowledge learning resources, and digital media, totaling 43 people, have been included. The community members consist of:

1. Leaders of the Chatri drama group - 11 individuals
2. Leaders of the Thai Orchestra (Piphat) band - 2 individuals
3. Skilled costume designers - 1 individual
4. Skilled stage equipment craftsmen - 1 individual
5. Child actors and musicians, adults, and elderly individuals - 12 individuals
6. General community members - 4 individuals
7. Community leaders - 3 individuals

And external individuals involved in promoting and developing cultural arts - 2 individuals, external individuals involved in promoting and developing local knowledge learning resources - 3 individuals, and external individuals involved in promoting and developing digital media - 4 individuals.

1.5. Data Analysis

This research utilizes data classification based on the identified issues, following the theoretical framework used in the study. A research tool is developed for content analysis to analyze the collected data from interviews and participatory observations, focusing on the historical background, biographies of artists, performance formats, management practices, and social responses related to Chatri drama performances. The study aims to explore the cultural heritage and provide a direction for the development of local knowledge learning resources through Chatri drama performances in Ang Thong province.

1.6 Research Presentation

The researcher will present the findings in a narrative analysis format, accompanied by photographs taken during fieldwork. The summary will consolidate the research results that bring benefits to the community, society, and cultural values.

Research Findings

In answering research question 1: managing cultural resources of the Chatri drama in the digital society towards local wisdom learning centers in Ang Thong Province, the researcher has analyzed the research findings as follows:

1. Process of managing cultural resources of the Chatri drama in Ang Thong Province, with the involvement of the community: Currently, the cultural resources of the Chatri drama in Wiset Chaichan district have received attention and support from various government agencies such as the Ang Thong Provincial Cultural Office, sub-district administrative organizations, provincial administrative organizations, and educational institutions. This includes allocating budgets for activities related to the Chatri drama in the community, allocating central spaces for various Chatri drama activities for the dissemination and presentation of cultural arts in the community, recording academic cooperation agreements between educational institutions and the community, as well as providing care and assistance to Chatri drama artists and musicians during the COVID-19 pandemic situation, with care, assistance, and support from state agencies. These efforts have resulted in community members becoming more aware of and recognizing the value of local cultural resources of the Chatri drama. They have shown increased interest in participating in various activities related to the dissemination of the Chatri drama in Tha Chang sub-district, Wiset Chaichan district, Ang Thong Province. The management of cultural resources of the Chatri drama in the digital society towards local wisdom learning centers in Ang Thong Province has been carried out according to the steps of cultural management theory, leading to the following conclusions;

2. Cultural resources reveal that in the community of the Chatri drama in Tha

Chang sub-district, Wiset Chaichan district, Ang Thong Province, there are valuable physical and historical resources such as Chatri drama artists, musicians, skilled costume makers, and performance equipment. These resources contribute to the preservation and presentation of cultural arts in the community.

3. The evaluation of the value and potential of cultural resources reveals that the

Chatri drama artists, musicians, and skilled costume makers are considered local experts with knowledge and abilities in traditional Chatri drama, ritual performances, knowledge transmission, and the creation of unique costumes and performance equipment. They have passed down the artistic heritage from generation to generation and have established careers as artists, sustaining their livelihoods. The Chatri drama, music instruments, costumes, and performance equipment reflect the distinctive local wisdom of Tha Chang sub-district, Wiset Chaichan district, Ang Thong Province, which deserves conservation, preservation, development, and continuation.

4. The maintenance and preservation stage revealed that the Chatri drama in

Wiset Chaichan district, Ang Thong Province, have unique characteristics that reflect the cultural heritage and the accumulated knowledge in performing arts. The performances include ceremonial announcements, inviting deities and spirits, hand gestures, storytelling, dance movements, and performance techniques. These elements have been preserved and practiced since the 6th reign and continue to the present day.

5. The development stage revealed that the Chatri drama in Wiset Chaichan

district have undergone changes due to various factors, including hiring performances for different occasions and the impact of the COVID-19 pandemic, which led to the use of online social media platforms such as Facebook Live to broadcast live Chatri drama performances. Additionally, recognition and support have been provided through award ceremonies to honor elderly Chatri drama artists who returned to perform and showcase the original performance techniques that represent the unique characteristics of the Chatri drama in Wiset Chaichan district. These efforts have attracted an audience of over 10,000 people, generating income and establishing a community of Chatri drama artists. Furthermore, there have been opportunities for televised performances and other events, creating cultural and economic value for the community of the Chatri drama in Tha Chang sub-district, Wiset Chaichan district, Ang Thong Province.

6. Dissemination process: It was found that as a result of the commissioned

work, the Chatri drama group was contacted to perform, which generated interest and appreciation for the Chatri drama performances of the senior artists. Consequently, a Chatri drama page was created to promote the activities of the group, including show schedules and contact information for hiring. Additionally, educational institutions and related organizations were involved in studying the cultural knowledge of the Chatri drama in Wiset Chaichan district and disseminating it to students. This had a positive impact not only on the Chatri drama group but also on other drama groups in Tha Chang sub-district, Wiset Chaichan district, as external individuals became interested in studying cultural knowledge, as well as increasing the number of performances being commissioned.

7. Collaboration agreement process: It was found that due to the community's

awareness and appreciation of local arts and culture, there was a willingness to cooperate and collaborate in managing activities related

to Chatri drama. Local administrative agencies supported sustainable cultural resource management and benefited the community.

8. Application and expansion process: By receiving opportunities to perform in

various events, some limitations and requirements arose. Occasionally, the format of Chatri drama performances, which lasted more than 4 hours, did not meet the objectives of certain events. As a result, the format and presentation of Chatri drama performances were adjusted to align with the event's objectives, while maintaining the unique characteristics and traditions of Chatri drama in Wiset Chaichan district. This allowed for the integration of the event's objectives and the incorporation of stories reflecting society.

9. Network building process: It was found that community members, as

well as local administrative agencies and cultural organizations in Wiset Chaichan district, Ang Thong Province, expressed the need and interest in promoting Chatri drama as a learning resource. This led to the establishment of a cooperative network aimed at assisting and supporting each other, strengthening the community's resilience, and systematically transmitting knowledge to interested individuals. The benefits of this network extended to society, contributing to widespread and sustainable social benefits.

In order to answer research question 2 - guidelines for the development of Chatri drama as a local wisdom learning center of Ang Thong Province in digital era, the focus is on collecting and compiling cultural resources related to Chatri drama, which are considered the community's heritage. This is done to create categorized resources that can be utilized to generate value and benefit the community and society in various aspects, as well as to preserve, inherit, and expand the local cultural heritage of Chatri drama towards sustainability.

The characteristics and format of the local wisdom learning center for Chatri drama include various organized activities. It is not just a presentation of information through documents or exhibitions alone. Local experts in different fields may participate in panel discussions to create knowledge for interested individuals or conduct practical training workshops for Chatri drama performances in Wiset Chaichan District. This aims to create an interesting learning center that also utilizes the community's space to stimulate the interest of visitors, including tourists. For example, three-dimensional drawings related to Chatri drama or the historical background of Chatri drama in Wiset Chaichan District can be created as photo spots to attract visitors to the learning center. This also provides additional knowledge and information. Moreover, within the learning center, there may be tools or channels for listening to songs or reciting verses used in Chatri

drama performances in Wiset Chaichan District according to specific categories of interest. QR codes can also be utilized to record various information to supplement explanations of props or costumes used in Chatri drama performances. This can be seen as incorporating modern technology to support the learning process.

Overall, the aim is to establish a comprehensive learning resource center for Chatri drama in Wiset Chaichan District, Ang Thong Province, which not only offers information but also provides opportunities for engagement and practical learning experiences, while utilizing the community's space to attract and engage visitors and promote the local cultural heritage of Chatri drama.

Summary and Discussion of Research Findings

In the research on the management of cultural resources in the context of digital society towards local wisdom learning centers in Ang Thong province, the following results can be discussed:

1. To study the process of managing cultural resources of Chatri drama in Ang Thong province with community participation, the components of the resources were identified. These included drama artists, musicians, costume craftsmen, and stage props craftsmen who were involved in the traditional Chatri drama performances of Wiset Chaichan district. The traditional process of Chatri drama performances involved strict adherence to rituals such as drama rehearsals, morning/afternoon announcements, invitation of deities, hand gesture rituals, storyline progression, and curtain closing. However, the current format of Chatri drama performances has been modified to incorporate elements from outside Chatri drama forms, such as musicals, Luk Thung music, folk performances, and others, to create a sense of novelty. There have been additions to the stage setup and certain steps in the Chatri drama performance have been reduced or omitted due to time constraints and the preferences of modern audiences. These changes are in line with the concept of cultural resource management discussed by Wirun Tangcharoen (2552: 17-18), which emphasizes the management of culture as a process related to nature, environment, ecology, ethics, and the preservation of religion, history, community, livelihoods, and the relationships that influence consciousness, leading to sustainable cultural development. Cultural resources can be categorized into various types, such as archaeological resources, architectural resources, historical resources, and artistic resources. Therefore, effective management of cultural resources requires clear goals that align with the values and meanings of cultural resources, while meeting the needs of society, communities, and human values. This is consistent with the group dedicated to the protection and preservation of cultural heritage, the

Intangible Cultural Heritage Safeguarding Committee (2552: 6-7) which raises the discussion around the concept of cultural resource management. The United Nations Educational, Scientific and Cultural Organization (UNESCO), also known as UNESCO, highlights the significance of intangible cultural heritage as a practice, representation, and expression of knowledge, skills, tools, artifacts, and cultural spaces associated with these elements. These elements are considered part of the cultural heritage by communities, groups, and, in some cases, individuals themselves. Chatri drama, a traditional form of theatrical performance, is regarded as a branch and manifestation of intangible cultural heritage, including language as a medium of expression (Oral Traditions and Expressions, including Language as a Vehicle of the Intangible Cultural Heritage). Furthermore, the costumes and props used in Chatri drama are considered traditional craftsmanship. The skills and knowledge showcased through this craftsmanship are crucial for the transmission of artisanal knowledge to future generations within the community. Additionally, Chatri drama in Wiset Chaichan District is connected to neighboring communities engaged in the production of traditional musical instruments and Khon masks in Ban Ekkaraj, as well as the creation of Hua Khon (papier-mâché masks) in Ban Makhom, Pa Mok District, Ang Thong Province. These communities have strong ties, as they provide musical instrument and mask services for Chatri drama performances, fostering camaraderie and serving as a communication channel for hiring Chatri drama performers for those interested, from the past until the present.

In the past, when hiring Chatri drama performances, employers had to personally visit various theater groups in the community. The advent of the "digital age" and its impact on the survival of traditional Chatri drama in Tha Chang Subdistrict, Wiset Chaichan District, Ang Thong Province, which is gradually fading away, can be attributed to the challenges posed by the COVID-19 pandemic. This led to a scarcity of performances, prompting artists to seek alternative livelihoods. Consequently, community members devised a plan to incorporate digital media as a driving force in organizing various community activities during evening hours. The findings of this study align with the observations of Thanik Lertcharnit (2011: 43-45), who emphasized that cultural resource management can be categorized based on the context and nature of the operations. The aforementioned activities organized by the Tha Chang community exemplify a form of cultural resource management that has been influenced and developed by various factors. Typically, it begins with community members or individuals who recognize the value of cultural resources and strive to promote their development for the benefit of all. Cultural resources are regarded as intellectual heritage specific to each region, which is

why elderly artists involved in Chatri drama and music from Tha Chang community, Tha Chang Subdistrict, Wiset Chaichan District, Ang Thong Province, have joined forces. Through their collective effort and collaboration, they manage traditional Chatri drama performances in the original format of Tha Chang Subdistrict, Wiset Chaichan District, Ang Thong Province, which are live-streamed on Facebook. These activities have garnered significant interest from viewers, leading to generous donations to support elderly artists involved in Chatri drama and music. Additionally, a new Chatri drama group has been established within the community that is the Chara Chatri troupe has continuously organized activities in the community, leading to the emergence of television programs and stations interested in filming the performances of the Chatri Drama Club. This has instilled a sense of pride and appreciation for the value of Chatri Drama among the community members in Tha Chang sub-district, Wiset Chaichan District, Ang Thong Province. This aligns with the concept of community participation discussed by Gowit Phuangam (2553: 193-294), which emphasizes the need for community collaboration in dealing with cultural aspects, both tangible and intangible. Such collaborative processes involve the community and local residents working together to create a community learning process, such as participating in group discussions, planning, and implementing activities, utilizing resources, coordinating efforts, and seeking assistance from external agencies to reap the benefits of development. This is achieved by applying the planned and developed activities to generate benefits in both material and spiritual aspects, based on the principle of equality for individuals and society.

Moreover, the eight-step process discussed by Thanik Lerkchanrit (2554: 54-56), Sayan Phaicharnchitr (M.P.P.: 19-23), Sahathaya Wiset et al. (2563: 199-203), which focused on managing cultural resources for efficiency and societal benefits, is also relevant. The steps include:

1. Resource research and knowledge creation
2. Resource assessment and evaluation
3. Preservation and conservation
4. Resource-based community business activities
5. Dissemination of knowledge, information, and experiences
6. Enforcement of guidelines and regulations
7. Resource rehabilitation/revitalization
8. Networking to expand cooperation

These steps reflect the importance of community management and local involvement in managing cultural resources in the digital society era towards sustainability. Additionally, the concept of online social media mentioned by Pitchit Wijitrabunyarat (2554: online)

refers to the communication and sharing of information through various online platforms, enabling interactive communication between senders and receivers or among recipients themselves via the Internet network. This involves content sharing through online social media networks, which serve as communication channels for people in online communities worldwide.

Furthermore, Surangkanang Waiyupaphol (2557: online) discussed the behavior of Internet usage, stating that the survey results on Thai Internet users' behavior since 2557 show that it significantly benefits business sectors in terms of meeting consumer needs. Currently, people spend nearly one-third of their day using the Internet, with smartphones being the preferred device for accessing the Internet in various activities. The majority of mobile Internet users engage in entertainment, communication, news consumption, online business, and electronic transaction activities. Additionally, the Office of Electronic Transactions Development (2564: online). Then, the community organized continuous activities and started attracting various TV programs and stations to come and film the performances of the Chatri drama by the Chatri Drama Group. As a result, the community members in Tha Chang sub-district, Wiset Chaichan district, Ang Thong province, have developed a strong sense of pride and awareness of the value of the Chatri drama, which is considered the cultural heritage of their community.

This is consistent with the concept of community participation mentioned by Kovit Phuangngam (2553: 193-294), which emphasizes the need for community and local collaboration in dealing with cultural artifacts and intangible cultural heritage. The process of community engagement is necessary to create a community learning process, such as participating in collective planning, discussing and expressing opinions, participating in development activities, utilizing resources, coordinating and seeking assistance from external organizations, participating in monitoring and evaluating development outcomes, and collectively solving various problems that may arise from the implementation of cultural resource management. The transition from managing cultural resources of Chatri drama in the digital society to a local knowledge learning center in Ang Thong province consists of eight steps, which are consistent with Tanik Leckchanchit (2554: 54-56), Sainan Phraichanchit, M.P.P. (19-23), and Sahathaya Wiset and colleagues (2563: 199-203), who have implemented effective cultural resource management and achieved benefits for society based on the following seven principles of operation:

1. Resource Research: Conducting research or creating knowledge (Resource Research).

2. Resource Assessment and Evaluation: Assessing the value and potential of archaeological resources (Resource Assessment and Evaluation).
3. Preservation: Reservation and conservation.
4. Resource-Based Community Business: Conducting business activities related to cultural resources (Resource-Based Community Business).
5. Dissemination: Disseminating knowledge, information, and experiences.
6. Enforcement: Enforcing guidelines, regulations, and practices.
7. Resource Rehabilitation/Revitalization: Restoring, reproducing, and creating anew.
8. Networking: Creating collaborative networks.

This has led to self-management of the community and the local area, which is considered crucial in sustainable cultural resource management in the digital society. It demonstrates the potential of the community in terms of the relationships between communities and local areas, which is particularly important in managing cultural resources in the digital society towards sustainability. Furthermore, Pichit Wijitboonyarak (2554: Online) discussed the concept of online social media as a medium through which senders share information in various forms with recipients through online networks. This can be done through websites or mobile applications on smartphones, allowing for interaction between senders and recipients or among recipients themselves through the internet network. It involves sharing various news content through social media networks (Social Networks) to communicate with people in online social communities (Social Community) worldwide. Additionally, Surangkana Wayuphap (2557: Online) mentioned the idea of internet usage behavior. A survey on internet usage behavior in Thailand since 2014, which was beneficial to businesses in producing goods and services that meet consumer needs, found that people now spend nearly one-third of their day using the internet. The most popular device used to access the internet is a "smartphone," which has become the primary device for accessing the internet in various activities. The majority of internet users on mobile devices primarily use it for entertainment, communication, news, and online business purposes. Moreover, the Electronic Transactions Development Agency (2021: Online) stated that a survey on internet usage behavior from 2020 to 2022, influenced by the COVID-19 pandemic, showed that Thai people spend an average of 11 hours and 25 minutes per day on the internet. This represents a threefold increase in growth rate due to the COVID-19 pandemic situation. It has become a motivating factor for people to engage in online activities more often instead of traveling outside their

homes to avoid interacting with people, especially in public places. The survey also found that the most popular online activities include using social media platforms such as Facebook, LINE, and Instagram, accounting for 95.3% of the respondents. Watching TV, videos, movies, and listening to music online are also popular activities. From the data mentioned, it is evident that Facebook, YouTube, and LINE are the dominant online social media platforms preferred by Thai people consistently. According to survey respondents, Facebook ranked first with 98.29%, followed by YouTube with 97.5%, and LINE with 96.0%. It can be said that digital media plays a crucial role in society today, particularly in the context of cultural heritage preservation through Chatri drama in Ang Thong Province. Digital media has contributed significantly to raising awareness and fostering community appreciation. Additionally, it has resulted in increased income for the community through Chatri drama, specifically the cultural heritage of Tha Chang Subdistrict, Wiset Chaichan district, Ang Thong Province. As a result, relevant government agencies in the field of cultural arts have collaborated with the community to provide care, support, and assistance to the theater artists facing various challenges. They have also allocated central community spaces for organizing various activities, including hosting Chatri drama performances by local artists on different occasions. Furthermore, there has been a shared understanding within the community about the readiness to undertake projects aimed at transmitting knowledge of Ang Thong Province's Chatri drama, benefiting cultural arts, moral ethics, education, and entertainment for society. This aligns with the National Digital Economy and Society Commission's statement that Thailand recognizes the necessity of incorporating digital technology as a vital component to drive the country's transformation towards Thailand 4.0. It aims to establish a digital economy and society, contributing to the overall economic and social development of the nation. To facilitate this development, strategies have been formulated that are consistent with the management and cultural arts development, comprising two main strategies: Strategy 2 - Driving the economy with digital technology: driving the New S-Curve, enhancing business potential, and value creation; and Strategy 3 - Creating a quality society with digital technology: fostering inclusive participation and equitable utilization of benefits. Thanik Lerkcharnrit, 2011, explained that business activities related to cultural resources are undeniably necessary and intertwined in the management process. Such activities can generate income through the dissemination of knowledge, information, and experiences to others within and outside the community, either through sales or gratuitous sharing, depending on the capabilities of the group managing the connections within the business.

2. To propose guidelines for local wisdom learning center for Chatri drama of Ang Thong Province in digital era, it is crucial to set clear objectives that align with the target groups and the societal needs in various aspects. The management of cultural resources related to Chatri drama in Tha Chang Subdistrict, Wiset Chaichan district, Ang Thong Province, aims to create value in different dimensions of the cultural resource, including theater artists and musicians, costume designers and performance equipment, as well as other components of Chatri drama performances. This is done to preserve, inherit, and promote the cultural heritage of Chatri drama, ensuring maximum benefits for the community and society. By promoting and developing the cultural resource of Chatri drama in Tha Chang Subdistrict, Wiset Chaichan district, Ang Thong Province, it can be considered as creating value and emphasizing the promotion of learning in the digital era. This is achieved by utilizing local knowledge, ideas, beliefs, values, customs, and other aspects of the local context, with the participation of the community to enhance and develop the local wisdom learning resource of Chatri drama in Tha Chang Subdistrict, Wiset Chaichan district, Ang Thong Province.

It is evident that the cultural heritage of Chatri drama in Tha Chang Subdistrict, Wiset Chaichan district, Ang Thong Province, has faced significant challenges during the COVID-19 pandemic, which have greatly affected theater groups, music ensembles, and artists in the community, resulting in income loss and financial difficulties. Therefore, community members have come together to drive and promote the Chatri drama, which are the community's cultural heritage, to generate interest in society. One initiative involves inviting elderly artists who are still capable of performing Chatri drama in their original form in the community of Tha Chang Subdistrict. They perform and showcase their skills through online social media platforms to generate income for their families. It was then observed that managing Chatri drama performances through online social media platforms during the COVID-19 pandemic received positive responses from the community of Tha Chang Subdistrict, resulting in increased awareness of the Chatri drama in the community. Several television programs have shown interest and featured the Chatri drama, leading to the establishment of new theater groups in the community that have gained recognition and increased performance opportunities. Furthermore, elderly individuals who were former artists have been able to contribute their skills and create value for themselves and society by participating in various opportunities to perform as requested by the employers, and by being invited to be a community theater speaker to convey knowledge of traditional drama to interested educational institutions, the senior artists have encountered health issues related to their age. Since all the artists

range from 70 to 90 years old, adjustments have been made to the performance style, singing parts, and musical arrangements to suit their age. This enables the senior artists to fully engage in the performances according to their abilities. Consequently, the organizers have contacted the Royal Dramatic Arts Company to conduct online Chatri drama performances for the ceremony of resolving disputes, which clearly demonstrates that society has changed its mindset to save time. As a result, the traditional drama of Ang Thong Province has gained widespread recognition in society, significantly elevating the value of cultural heritage in various aspects. The community should appreciate, preserve, develop, and pass on. The procedure in management of cultural resources of Chatri drama in digital era into local wisdom learning centers of Ang Thong Province in digital era as follow:

In terms of conservation, the community of Tha Chang Subdistrict, Wises Chai Chan District, Ang Thong Province, has joined forces to preserve the knowledge of traditional drama in Tha Chang Village. This effort is in line with the works of Thanik Lerkcharnit, 2011: 156-166, and Sayan Phaicharnchitr, 2004: 79-81, which discuss sustainable development of cultural resources that are widely recognized and utilized in the present. It begins with preservation, conservation, and education, which involves maintaining the physical condition and value of cultural resources for educational purposes. This enables the assessment of the value and significance of cultural resources, which can then be used to develop various aspects according to the suitability of the local environment. In this research, the researchers conducted documentation of Chatri drama plays found in songbooks, temple literature, and recordings from elders. They captured still images of costumes, accessories, and props used in theatrical performances. Additionally, they recorded videos of theatrical movements and performances to showcase the characteristics, forms, musical instruments, and techniques used in Chatri drama performances. Thantat Vipatpoomprathet, 2019: 47-49, Greyson, Quan-Haase, Cooke, and Worrall, 2016; Lupton, 2012; Lupton, 2013a discuss the concept of Digital Sociology, which studies the impact of digital media/technology on society, highlighting how digital media infiltrates everyday life and becomes an important dimension of people's lives. In this study, the Chatri drama resources were collected and presented in a museum setting alongside still images and videos using digital media tools and online social platforms such as Facebook Pages for academic content and YouTube for sharing videos of performances and community activities related to traditional drama. This allows interested individuals to experience a realistic portrayal of the community's traditional drama within the learning center of Tha Chang Village, Wises Chai Chan District, Ang Thong Province. This

utilization of digital media as a teaching and academic tool can be considered an innovative approach.

In terms of community revitalization, Ban Tha Chang village in Wiset Chaichan district, Ang Thong province, demonstrates a collective effort in organizing various cultural heritage-related activities, closely aligned with the concepts of "participation enhancement as described by Lerkcharnrit, 2011: 156-166, and by Phaicharnchitr, 2004: 79-81. The involvement of community members in every aspect of cultural resource management is actively promoted to foster a strong sense of unity and community cohesion. Furthermore, it facilitates knowledge dissemination among community members, empowering them to directly manage cultural resources. These initiatives aim to cultivate happiness and shared inspiration within the community. As part of this research, community members in Ban Tha Chang actively participated in various activities related to the preservation of Chatri drama. These activities included organizing rituals to pay homage to teachers and ancestors, staging Chatri drama performances by child actors and elderly artists, and transmitting knowledge through online and offline channels. One notable channel used for disseminating Chatri drama performances in Ban Tha Chang community, Wiset Chai Chan district, Ang Thong province, is the social media platform Facebook. Through Facebook, these performances reached out to youth within and beyond the community, as well as individuals interested in Chatri drama in the province. The activities were conducted in both online and offline formats, aiming to instill a sense of value and awareness of the cultural significance of Chatri drama, which is considered a heritage of the community. These efforts align with Nipapan Jentsantikul, 2019: online, and Warat Matthayomburut 45, 2012: online, who emphasized that the current generation, especially teenagers and students, exhibit an increasing trend of digital media consumption. It was found that Thai youth spend 1-5 times per week on Facebook, with each session lasting 1-3 hours. Most of them have engaged in various services and activities available on Facebook, with one popular activity being participation in discussions, liking posts, and watching live streams.

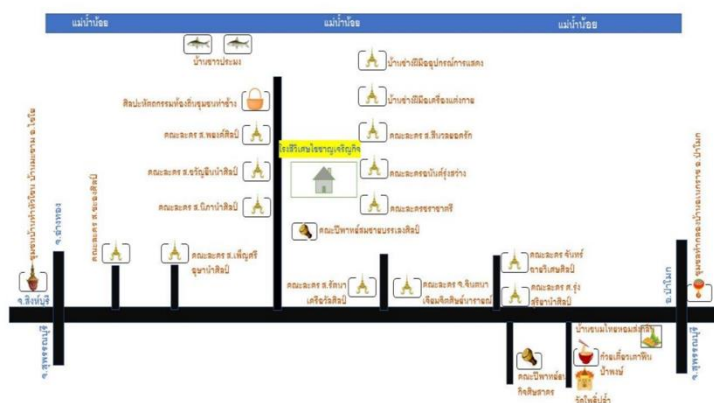
In terms of community development, Ban Tha Chang village in Wiset Chaichan district, Ang Thong province, actively collaborates in developing the cultural heritage of Chatri drama as a local knowledge resource. The aim is to create a learning center for local knowledge of Chatri drama in Ban Tha Chang village, Wiset Chai Chan district, Ang Thong province. Additionally, knowledge in various aspects of Chatri drama from Ban Tha Chang is disseminated through online social media to raise awareness in society. Moreover, it includes the development of a learning center for local knowledge of Chatri drama as a pathway for cultural education and cultural tourism in Ang Thong

province. These efforts are in line with Nipapan Jentsantikul, 2014: online, and Warat Matthayomburut 45, 2011: online, who stated that creative urban development should consider economic, social, and cultural dimensions that are compatible with the local context. It also involves managing knowledge and fostering innovation to develop their own spaces into economically vibrant cities, such as cultural tourism. Cultural tourism is a new form of tourism where tourists are interested in understanding the culture of other countries different from their own. This is achieved through experiencing and appreciating various cultural aspects, including different art forms. It also falls under the category of educational tourism, which involves learning experiences guided by knowledgeable instructors and practical training based on a planned curriculum. This type of tourism benefits the community, as it attracts target groups who use the cultural education and cultural tourism map as a guide to learn about the local cultural heritage and cultural tourism in Ban Tha Chang.

Figure 1: Roadmap of cultural education on the Chatri drama in the learning center of Chatri drama local wisdom, Ang Thong province



Figure 2: Roadmap of cultural tourism on the Chatri drama in the learning center of Chatri drama local wisdom, Ang Thong province



In terms of expansion, the community of Ban Tha Chang village in Wiset Chai Chan district, Ang Thong province, collaborates and joins forces to expand and commercialize the local cultural heritage of Chatri drama. The aim is to transform it into tangible products that can generate income for the community. Additionally, they collectively strive to promote and elevate the cultural heritage of Chatri drama in the global arena, with the intention of enhancing the intrinsic value of the local arts and culture, as stated by Sahattaya Wiset et al. (2020: 25). Creative urban development encompasses significant dimensions to consider, including the economic, social, and cultural aspects. All three dimensions require knowledge management using innovative technologies and creative thinking. Such development relies on human resources with knowledge and abilities in knowledge management and innovative thinking to transform their own spaces into creative and economic cities. One way to achieve this is by promoting cultural products. Businesses can leverage cultural capital, such as stories and content, to differentiate their own products through the use of cultural capital, creating unique selling points. This can be combined with social capital, fostering acceptance and community solidarity in designing and sharing mutual benefits by utilizing cultural arts to drive social development. It is a way to develop a city that brings benefits, fosters creative activities, and connects networks of different areas to contribute to development and promotion in the economic, social, and cultural dimensions.

From the aforementioned information, it can be considered as a guideline for developing the cultural heritage of Chatri drama in the community of Tha Chang, Wiset Chai Chan District, Ang Thong Province, to benefit other communities and target groups who wish to utilize its services. Furthermore, it has the potential to expand its impact globally. For instance, the traditional Noh drama, which is speculated to have a connection with Chatri drama, has now been registered by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as an intangible cultural heritage. This is considered a significant cultural contribution of the Thai people, as it demonstrates the local cultural heritage reaching a global level through the collective efforts of the people in the southern region. The strong and cohesive spirit of Noh drama has propelled it to be recognized by UNESCO, which is a source of pride for all Thai people. This aligns with Chatri drama's mission to elevate its status to be registered by UNESCO, which requires collaboration among all drama artists in the central region, as well as cooperation with relevant government and private sector organizations. If Chatri drama in Tha Chang, Ang Thong Province can develop drama performances to be experienced in virtual reality, it would be a novel concept for communities in the modern era of technology. It would be an

innovative approach to cater to individuals who are unable to physically visit the actual location for comprehensive research and provide them with a simulated experience of the real situation. Additionally, it could serve as an activity center or an online platform where people can access comprehensive information. Such a dynamic learning resource would engage the users effectively. Moreover, the integration of traditional media with new media is crucial in today's digital society. Media acts as a medium between the sender and the receiver. Therefore, Chatri drama in the modern era must become a robust and socially integrated learning resource. By transforming the drama community of Tha Chang, Wiset Chaichan District, Ang Thong Province into a virtual world, it would create new possibilities for the community in this era of technology. It would also serve as a tourist attraction, organizing welcoming activities to attract interested individuals and tourists. The members of the community collaborate and dedicate themselves to manage and take responsibility for the local cultural heritage of Chatri drama, making great sacrifices for the collective well-being in the management of the local learning resource.

Recommendation

Based on research on the management of cultural resources in Chatri drama towards local knowledge learning centers in Ang Thong Province in the digital era, it is evident that Ang Thong Province is a city rich in cultural arts, such as theater, musical folk drama (Likay), Khon masked dance, traditional folk songs, Pi Phat (Thai classical orchestra), and more. These performing arts still require various management processes to ensure systematic development for the maximum benefit of other communities and target groups in society who wish to utilize these resources in different aspects. Therefore, the researcher hopes that those who have the opportunity to study the research on the management of cultural resources in Chatri drama in the digital era and learn from this volume on Chatri drama in Ang Thong Province will be inspired and aware of the value, prompting them to participate in the conservation, preservation, development, and continuation of cultural heritage in the local area that is still awaiting further development to realize its maximum value and benefits for society.

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