



โครงการ

“การจัดการทุนทางวัฒนธรรมฐาน
ความเชื่อโดยรอบสันทรายโบราณ
เพื่อยกระดับเศรษฐกิจชุมชนท้องถิ่น
ในพื้นที่อำเภอสิชล จังหวัด
นครศรีธรรมราช”

มหาวิทยาลัยวลัยลักษณ์



Digital Storytelling: Cultivating Cultural Capital Around Ancient Sand Dunes

Project Description:

The Sichon District, nestled in the Nakhon Si Thammarat province of Thailand, is a treasure trove of historical narratives and cultural legacies that date back to the 19th century. This district's amalgamation of diverse religious influences, from Buddhism and Hinduism to Chinese spiritual traditions, sets it apart, creating a vibrant mosaic of multicultural heritage. The archaeological remnants of shrines and temples silently witness these varied religious histories and their profound impact on the local culture.

Over the years, the population of Sichon has gradually migrated from the forested highlands to the coastal plains. The district's recent resurgence in cultural significance can be attributed mainly to the growing popularity of the "Ai Khai" shrine at Wat Jedi, which has drawn both locals and tourists, revitalizing the area and sparking interest in its cultural heritage.

Despite a cultural heritage database focusing on Sichon, it predominantly emphasizes the ancient city of Alang and the widely known Wat Jedi shrine. The district's other cultural assets, such as local culinary traditions, traditional games, arts, beliefs, and artistic products, are insufficiently documented and underrepresented.

Building on the successes of previous cultural heritage management projects centered on Wat Jedi, our current initiative seeks to create an expansive digital platform to showcase the diverse cultural heritage of the wider Sichon area. We aim to establish a comprehensive digital archive that preserves the region's intangible and tangible cultural heritage.

The digital archive will include:

Intangible Cultural Heritage: Folklore, traditional knowledge, beliefs, and narratives from local artisans, elders, and community members. Their stories and experiences will be recorded and preserved through audio clips, written accounts, and video interviews.

Tangible Cultural Heritage: Documentation and preservation of traditional crafts, architectural styles, sculptures, and other physical artifacts that embody the region's cultural identity.

Digital storytelling will be the cornerstone of this project, leveraging multimedia elements such as images, sounds, and videos to bring these cultural narratives to life. This approach will allow storytellers to share their unique perspectives and experiences dynamically and engagingly, ensuring that their voices are heard and preserved for future generations.

Once collected, the content will be disseminated through a dedicated website [website link], making it accessible to a broad audience, including residents, tourists, government agencies, and researchers. This platform will be an invaluable resource for those interested in exploring and understanding Sichon's cultural richness.

Project Outcomes:

- A comprehensive dataset: Detailing the region's cultural brand identity and diverse cultural products.
- An in-depth analysis: Examining the current cultural heritage management value chain, identifying strengths and areas for improvement.
- A digital storytelling collection: Capturing and preserving the intangible cultural heritage through the voices of the local community.

Alignment with SDGs:

- SDG 11.2.6: Record and preserve cultural heritage such as local folklore, traditions, language, and knowledge. This can include the heritage of displaced communities.
- SDG 17: The project builds partnerships that advance sustainable development goals through collaboration with local communities, government agencies, and researchers.

Beyond the immediate scope of documentation and preservation, the project aims to cultivate a sense of pride and ownership among the local population regarding their cultural heritage. We hope to foster a deeper connection between the residents and their historical roots by engaging community members in storytelling.

Furthermore, the project will provide educational opportunities for the younger generation, allowing them to learn about and appreciate their cultural heritage. Educational workshops and interactive sessions will be organized in local schools and community centers, ensuring that the knowledge and traditions of Sichon are passed down to future generations.

In conclusion, the "Digital Storytelling: Cultivating Cultural Capital Around Ancient Sand Dunes" project is a multifaceted initiative designed to preserve, document, and celebrate the rich cultural heritage of the Sichon District. By creating a dynamic digital archive and engaging the local community, we aim to ensure that the region's cultural legacy is preserved for posterity while fostering sustainable development and cultural pride.







