

ความเชื่อและพิธีกรรม : การศึกษารูปแบบการพัฒนาวัด
ในเขตกรุงเทพมหานครและปริมณฑลเพื่อเป็นแหล่งท่องเที่ยวทางวัฒนธรรม
Beliefs and Rituals : A study of Development Model of
Buddhist Temples in Bangkok Metropolitan and Vicinities for
Cultural Tourism Sites

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บทคัดย่อ

บทความนี้เป็นส่วนหนึ่งของงานวิจัย/ดุชฎินิพนธ์เรื่อง “ความเชื่อและพิธีกรรม : การศึกษารูปแบบการพัฒนาวัดในเขตกรุงเทพมหานครและปริมณฑลเพื่อเป็นแหล่งท่องเที่ยวทางวัฒนธรรม” มีวัตถุประสงค์เพื่อ ๑) ศึกษาประวัติความเป็นมาของความเชื่อและพิธีกรรมของวัดในเขตกรุงเทพมหานครและปริมณฑล ๒) ศึกษาสภาพปัจจุบันปัญหาและการใช้ความเชื่อและพิธีกรรมในการจัดการพัฒนาในเขตกรุงเทพมหานครและปริมณฑลเพื่อเป็นแหล่งท่องเที่ยวทางวัฒนธรรมและ ๓) ศึกษารูปแบบการใช้ความเชื่อและพิธีกรรมในการพัฒนาวัดในเขตกรุงเทพมหานครและปริมณฑลเพื่อเป็นแหล่งท่องเที่ยวทางวัฒนธรรม โดยเก็บข้อมูลเอกสารและข้อมูลภาคสนามด้วยการสัมภาษณ์และการสังเกตระหว่างเดือนกันยายน ๒๕๕๗ - กันยายน ๒๕๕๙ นำข้อมูลมาตรวจสอบความถูกต้องด้วยวิธีการแบบสามเส้าวิเคราะห์ ตามความมุ่งหมายที่กำหนดไว้และนำเสนอผลการวิจัยด้วยวิธีการพรรณนาวิเคราะห์ ผลการวิจัยพบว่า วัดแต่ละแห่งมีจุดเด่นในด้านศาสนสถาน ศาสนวัตถุ และพิธีกรรมที่ต่างกัน ซึ่งนับเป็นจุดเด่นที่ดึงดูดใจนักท่องเที่ยว ส่วนด้านปัญหาที่พบ ได้แก่ ด้านการประชาสัมพันธ์ ด้านบุคลากร ด้านทัศนียภาพสิ่งแวดล้อม ด้านสุขลักษณะ และด้านความไม่เข้าใจ

คำสำคัญ การพัฒนาวัด, รูปแบบการพัฒนา, กรุงเทพมหานคร, ปริมณฑล, แหล่งท่องเที่ยว

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Abstract

Nowadays cultural tourism in temples are very popular among the people who search for merit making and cultural learning. This study aimed at: 1) discovering the historical aspects of beliefs and rituals of the temples in Bangkok Metropolitan and vicinities; 2) investigating the contemporary situation, problems, and the uses of beliefs and rituals in Bangkok Metropolitan and vicinities for the development; and 3) exploring the model of using beliefs and rituals in the temples of Bangkok Metropolitan and vicinities for cultural tourism sites. Five temples in Bangkok Metropolitan and five temples in its vicinities were studied. Data were collected through documenting, interviews and observations between September 2013-September 2014. The data were checked for their accountability with triangulation techniques, analyzed. The results of the study showed that each temple has its own uniqueness in terms of religious building, religious objects, and rituals which are considered as dominant things that attract tourist attentions. Regarding the problems, they were about information distributing, personnel, environmental scenery, health, and misunderstanding.

Key words: beliefs and ritual, development model, Buddhist temples, Bangkok Metropolitan, Vicinity, cultural tourism.

1. Introduction.

Tourism has been the most booming industry and plays an important role for Thai economy and social. It generates an important income of foreign currency, as well as creating jobs and distributing modernity to locality.^๔

Tourism business has been increasing for Thailand; the country has various tourism sites in terms of natural resources, arts and cultures, and many annually festivals and festivities. It includes nature, archeology, history, and etc. Thai

^๔ Ministry of Tourism and Sports. (2011). *National Tourism Plan, B.E. 2555-*

2559. Bangkok. Ministry of Tourism and Sports. PP. 1-2.

people also are friendly that attract and charm the tourists around the world.^๕

Tourism business is an important industry, having been creating great amount income for Thailand for many years and expecting the more increase amount in terms of billions per years.^๖

The major economic resource of income of Thailand are from created by private sectors, therefore tourism is an important resource of income. The government has created the cooperation project to push Thai economy for the prosperity through building national infrastructure to support tourism, as well as the standards for security, facilities, and public health.^๗

Temples are one type of tourism attractions, holding arts and cultures that reflect the civilization of the country; the civilization can be traced back in terms of history, archeology, and architecture for many hundred years.^๘

Temples are worthy tourism sites, they are places that keep many precious things, physically and spiritually. In Bangkok and its vicinity themselves there are more than thousand temples, each temple has its own history, holding holding many holy Buddha images, such as The Emerald Temple, Wat Arunrajavararam, and Wat PhraChetuphonWimon-Mangklaram.

2. Objectives of the Study

This study aimed at three objectives: 1) finding historical aspects, beliefs, and rituals of the temples in Bangkok and vicinity; 2) investigating contemporary problematic issues and

^๕ Office of National Statistics. (2012). *Tourism Becomes Industry*. Bangkok. Office of National Statistics. 23-24

^๖ Office of National Statistics. (2012). *Tourism Becomes Industry*. Bangkok. Office of National Statistics. 24

^๗ Office of National Statistics. (2012). *Tourism Becomes Industry*. Bangkok. Office of National Statistics. 23

^๘ SuthathikulKanchanaphar-rangkul. (2001). *An Analysis of Beliefs and Rituals of the People upon Thao Suranaree Shrine*. Bangkok. Ramkhamhaeng University, pp.70-78.



the uses of beliefs and rituals in the temples management for their development; and 3) exploring the model of the beliefs and rituals for temple development in Bangkok and vicinity for cultural tourism attractions.

The data from written document and field works were classified and checked for their accounttability, analyzed in accordance with the given objectives, and the results of the study were presented in a descriptive analysis form.

3. Research Methodology.

This was a qualitative research, the research tools included an interview form and an observation form. Two types of data, written document and field data, were collected. Field data were obtained through interviews and observations. The research sites included 10 temples in Bangkok Metropolitan and vicinity. Theses temples were : 1) Wat SaketWoraMahawihar; 2) Wat Bowornnivet Rajaworawihar; 3) Wat Kalayana-mit; 4) Wat RajanaddaWorawihar; 5) Wat Jakrawat Rajavas Worawihar; 6) Wat Bang PleeYaiNai; 7) Wat Rai Khing; 8) Wat

Sisathong; 9) Wat KokKraK; and 10) Wat Leng Noey Yi 2.

4. Conclusion

1) On the history of the ten temples, it was found that the temples were classified into three groups: 1) the first group, Wat Saket and Wat Chakra-watRajavas, were built during ayauthya period ; 2) the second group, Wat Sisa-thong, Wat BowornnivetVihar, Wat Kalayanamit, Wat Rajanaddaram, Wat Rai Khing and Wat KrokKraK, were built during early Rattanakosin period; the third group, was Wat LengNoey Yi 2 or Wat Borom Raja Kan-chanaPhisekAnuson, was built to honor King BhumibonAdulyadej, Rama 9, in 1996.

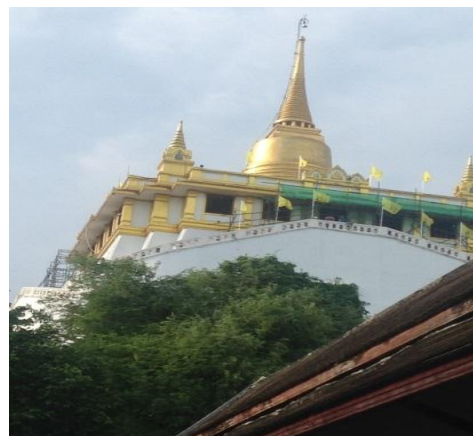


Figure 1 Golden Mountain Shrine, Wat Saket



Figure 2 Wat Rajanaddaram



Figure 5 Souvenir Shop in Wat BangpleeYaiNai



Figure 3 Loha Prasat Metallic Castle
Wat Rajanaddaram Temple



Figure 6 Wat Rai Khing Buddha Image



Figure 4 Wat BangpleeYaiNai Temple



Figure 7 Souvenir Shop in Wat Rai Khing Temple



Figure 8 Phra Rahu, Offering Ceremony
At PhraRahau Hall, Wat Sisab Thong

2. There were two kinds of problems found in the study: on beliefs and rituals and on general problems. On beliefs and rituals, people did not understand the meaning of the rituals, they believed and paid attention to the supernatural power rather on Buddhist doctrines; On general problems, it concerned with media and publiccation between temples and society. Some temples did not have information center, no new technology for communication, no detailed information of the temples; tourists or visitors got confused when they came to visit. The temples should establish information centers with books, brochures, CDs, CDV, maps and website for tourists. Regarding the formats of temple activities, Buddhist and social welfares, had to rely on the community

surrounding the temple. The temple should built up good connection with the community, otherwise it could not get support from the people within the community.

5. Discussion

Temples are community centers for most activities, the relationship between the community and temple is very important. There should be training program for personnel to work on rituals for the temple; the government sector, especially the Tourism Authority of Thailand, should give support and promotion to the temple concerning planning and empowering management knowledge to temple tourism personnel.

Temple should allow people within the community to set up booths or gift shops, arts and cultural items, food and drinks, to sell to tou-rists and visitors.

These small business would create job and income for the community.

Recommendation

1. Recommendation for Application.

1.1) the organizations on community management and private sectors should apply the results of the

study for the development of the community temples for tourism.

1.2) There should be training program for cultural tourism personnel;

1.3) Other temples should use the results of this study to develop their own community temple to be tourism temple.

2. Recommendation for next research.

2.1) Characteristic Differences between the most popular and the less popular temple in terms of Tourism.

2.2) The Impact of the Abbot on Temple tourism



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