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MIND & SPIRITUALITY
ECONOMICS & SUSTAINABLE DEVELOPMENT
SOCIAL & POLITICAL PERSPECTIVES
WORKS & LEGACY OF BUDDHADASA BHIKKHU

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KNOWLEDGE MANAGEMENT WITH ENGLISH SKILLS IN BUDDHIST ARCHEOLOGICAL SITES IN CHIANGRAI PROVINCE

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Abstract

The research studies on knowledge management of the study English skills in buddhist archaeological sites in Chiangrai Province. The purposes are to study the knowledge management in communities of Buddhist archaeological sites in Chiangrai, to study how to improve their English skills by the process of knowledge management to the community in Buddhist archaeological sites and also, to communicate and share knowledge of English language in the Buddhist archaeological sites. This research is a qualitative research, the population and samplings are the temples that have antiquities in Chiangrai Municipality are Wat Phrakaew and Wat Rongsueten and another temple is in Chiangsean district, Watphrahat Pa-ngao which is focus on selecting a specific temple in high season. The research methodology is an in-depth interview and the focus group seminar and the result of the research found that

The knowledge management in Buddhist archeology site in Chiangrai found that; the most monks and novices have low and very low level of English basic skills and they have not knowledge management of English plans for community and the knowledge management for community in Buddhist archeology site to propose guidelines in knowledge management of English get consistent are all parties agree that we should provide the knowledge management for community in Buddhist archeology site seriously, because each temple has a lot of foreigners using English come and visit. The communication of the skills, listening, speaking, reading and writing of knowledge management in English skills at Buddhist archaeological sites in Chiangrai province is in crisis situation.

Keywords: Buddhist Archeology

Introduction

Currently, English is the language that is critical to the situation of a world without borders. For

that reason, English is a universal language that people use to communicate between both the public and private sectors including communication between people from all over the world. All together English is also the language used as a tool for knowledge and information of searching in various fields: political, economic, social, cultural, health and educational. The ability to use the English language is essential for individuals who use English as a foreign language need to be trained to learn the use of English is required by the process of learning English as a foreign language because of the use of English to be successful and effective. Students need to know the way of learning and strategies to understand English. It also needs to be practiced systematically and continuously to be able to succeed in learning English.

In Thailand, the tourism sector is the service industry sector has an important role in the economy of the country each year to earn at least several hundred billion baht in tourism potential of Thailand in addition to the beautiful landscape. Tourism a wide range of services to meet the key characteristics of Thailand are docile and friendly service with sincerity is fascinated tourists Thailand can also provide a full chain of the tourism industry from the Tourist Information. To plan a vacation trip to the hotel restaurant until the travel insurance industry, this is the strength of the tourism market, although Thailand has drawn the attention of foreign tourists. But the service sector, tourism Thailand has faced several barriers such as race. The domestic prices by slashing costs and result in a lower quality of service. Chiangrai, Thailand is the economic zone on the border by the neighboring countries that needs to develop the quality and standard of communications in foreign languages and information services to the tourists especially, the monks and novices who live in the Buddhist archaeological sites, they need more to develop their English communication skills by providing knowledge management and training courses in tourism management, Buddhism, culture and the trader of SMEs and to accelerate the awareness and the importance to preserve the culture and identity of Lanna Thailand, hospitality, sincere, and patience along with a how to provide the service mind including accelerating markedly with eco-tourism.

Objectives

1. To study knowledge management communities of Buddhist archaeological sites in Chiangrai
2. To improve the English skills by the process of knowledge management to the community in Buddhist archaeological sites in Chiangrai
3. To communicate and share knowledge of English language in the Buddhist Archaeological sites in Chiangrai

Methodology

1. This research is a survey research and qualitative research, the methodologies are as follow:
 - 1.1. Study the documents and related research
 - 1.2. Field on archaeological resources target
 - 1.3. Seminar target group interview

2. Population and Sampling

The population and samplings are the temples that have antiquities in Chiangrai Municipality are Wat Phrakaew and Wat Rongsueten and another temple is in Chiangsean district, Watphrathat Pa-ngao which is focus on selecting a specific temple in high season. The research methodology is an in-depth interview and the focus group seminar with Buddhist monks, people in community, youth groups, staff and volunteers in order to convey and share their knowledge of 100 people.

3. Research Tools

In this research the researchers used In-depth interview as a research tools to study the management skills in English in Buddhist Archaeology in Chiangrai and study the related literature including interviews the person concerned with the knowledge of English

4. Methodology

The researcher check the questionnaire by adapting with the third year students at the Faculty of Humanities, English program at Chiangrai Buddhist College with the course of Contrastive Analysis of English and Thai by 10 monk students (Focus Group), then check the validity of the questionnaire responses and summarizing with process

5. Data Collection

The Researchers and research assistants collecting data manually from a group seminar at the College by inviting the audience in an interview. the population are the temples that have antiquities in Chiangrai Municipality are Wat Phrakaew and Wat Rongsueten and another temple is in Chiangsean district, Watphrathat Pa-ngao which is focus on selecting a specific temple in high season.

6. Data Analysis

The researchers and research assistants analyzed the data and collected them from a small group of seminars then, analyzes the information needs of the population to deal with their English knowledge in Buddhist archaeological sites in Chiang Rai together with information on the development and transfer knowledge with the English language in the Buddhist archaeological sites in Chiangrai

Results

The Rerearch Study by Objective 1, to study knowledge management communities with Buddhist archaeological sites in Chiangrai

The results of the research study showed that each field of ancient archaeological sites, including at least one Buddha image in the temple. And the most of temple the committee they do not have the knowledge management about archeology management in the temple and they cannot well

enough communicate with their own knowledge by thai or English that is important to explain when foreigners or the the tourists visit their temple in the community While, a small group (volunteers) brainstorming ways to find knowledge management communities of Buddhist archaeological sites in Chiang Rai that they do not have any guidelines on the management plans

The Rerearch Study by Objective 2, to study how to improve the English skills by the process of knowledge management to the community in Buddhist archaeological sites in Chiangrai

The results of the study how to improve the English skills of the monks and novices at the archaeological community by the process of knowledgement found that the overview, there is a very low level that means they have a very low of 4 skills in English language consists of listening, speaking, reading and writing skills The process of developing with English language skills of the monks and the archaeological community is found that most of them do not have the English skills development plan to improve the monks, novices or any volunteers for explaining the English information to the tourists but every temple has a Thai official to explain the tourists by Thai Information and the knowledge management by English skills in Buddhist archeological site found that every temple do not have any plan to manage the knowledge except Phrakaew Temple

The Rerearch Study by Objective 3, to communicate and share knowledge of English language in the Buddhist Archaeological sites in Chiangrai

The results of the study the target group by SWOT Analysis of the knowledge management with English skills in Buddhist archaeological sites in Chiangrai found that each temple has not difference strengths, weaknesses, opportunities and treats by contextual environment, for the communicate and share knowledge of English language in the Buddhist Archaeology the results go along well with all parties agreed that there should have a knowledge management with their English skills in the Buddhist archaeological sites in Chiangrai seriously because of every they would have a lot of foreign tourists using English language visit the temple but in action they do not have any plan to cooperate of temple and community and plan to practice English skills to communicate with tourists including with listening, speaking, reading, and writing skills is in crisis situation

However, the focus group presents that the ways to communicate and share knowledge of English in the Buddhist Archaeology consist of 3 ways

1. To provide the basic training course to the people including monks novices and volunteers in the Buddhist archaeology
2. To prepare information training manuals
3. To take them to the sight seeing the Buddhist archaeology

For the basic training course to the people including monks novices and volunteers in the Buddhist archaeology. The summary are they need the training course of English skills and the period should be around 2-4 days may be hosted by the faculty of humanity, Chiangrai Buddhist College by the instructor provide Thai information and English 4 skills, after the researcher and team try to provide the basic training course by invite 1 monk of each temple all together 10 monks the result of

the basic training course found that 5 monks, they can communicate with English skills but they still shy to communicate with English and the 5 monk rest, they cannot and the also shy with the English communication skills, For the preparation of the training manual containing information of archaeological remains they should consist of the basic information of each temple by English version including the information of the history of temple, Buddha image, architecture etc. For the sight seeing the Buddhist archaeology the results found that overview, the monks, novices and volunteers they cannot access to the Buddha terminology which is the heart of English presenting to the foreigners and their personalities in presenting the overview everyone ready and confident to be a presenter.

Discussion and conclusion

The research studies on knowledge management of the study English skills in Buddhist archaeological sites in Chiangrai province. The researcher's discussion are as follow:

1. The study on knowledge management of the study English skills in Buddhist archaeological sites in Chiangrai province the researcher divided the information by the information of Fine arts, in the process of knowledge management by surveying the researcher found that Each temple has similar things that are painting, sculptures and architecture which the researcher divided into 3 group that is suitable for presenting to the learners tourists and foreigners with those archeologies by English or Thai language.

2. In the process of education the community with information the researcher has and opinion that from now on every sections should take an seriously action in cooperation with realization and conservation of their own local antiquities including a plan for managements, visions, target goals by knowledge management such as provide with the temple, community and volunteers to participate the basic training English course for developing in Buddhist archaeological site.

3. The SWOT Analysis of the knowledge management with English skills in Buddhist archaeological sites in Chiangrai. strengths, weaknesses, opportunities and treats. The research studies found that the weaknesses consist of 2 things that the first, people or community do not have an opportunities to use their English skills because of each temple will let the abbot provide everythings including the management of the antiquities and the temple's committee will involve only the finance management the information management the abbot will also take control by himself. The second, The common perceptions overview the monks, novices and communities the has an information of antiquities in a low level. The treats found that their personal daily life that cause of most of them do not have enough time to provide their routine to attempt to join the activities, everything manage by the temple abbot.

Suggestions

The community and the temple should have their community networks in the policy of one temple one expert (tourist guide) which is to support the development of the people in the field of language skills, realization and conservation. Every sectors including public and private sectors, university should have the memorandum of understanding with temple to provide the training course to the community at least once of a month.

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