

## *Interior Environmental Design Conveying Local Socio-Cultural Identity*

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### **Abstract**

Interior Environmental Design Conveying Local Socio-cultural Identity explains the importance of local identity linked to society and way of life in the past which is a heritage of remaining faith. Especially, reflecting the plan can be transferred to the interior environment design process and pattern allowing for communicating the emotion and unique atmosphere of the local culture. This study aimed to study the Local Socio-cultural Identity elements can reflect the interior environmental design, the related features of the interior environment and Local Socio-cultural Identity. A case of Tourist Accommodation, the perceptual factors affect the interior environment conveying the Local Socio-cultural Identity, and guide design elements of the interior environment expressing the Local Socio-cultural Identity. Moreover, this research advocates the philosophy that businesses must develop marketing strategies that not only address the needs of consumers but also safeguard the local identity. Preservation and study of such resources contribute to overall social wellbeing through understanding and appreciation of the past within a social context and environment. By mean of the organisation of the space, time, interaction, communication, and cue. Especially noteworthy are explaining the importance of local identity linked to society and way of life in the past which is a heritage of faith reflected in the plan which transferred to the design process and pattern. The point of view has the goal creative integrate the interior environment and how to design development from local identity for historical and culture that inherited through the designing process.

Keywords: Sufficiency Economy, Cultural heritage management, Local Socio-Cultural Identity, Interior Environmental Design

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## Introduction

The importance of Thai cultural heritage management is an intellect that combines the architecture conservation, community conservation, heritage, tradition and culture. All focus on the knowledge integration of inheritance and preservation to improve the position and capability of the people in the country. It also creates a valuable knowledge base which can be applied and develop the appropriate technology into various areas of the country. In particular, how to learning and enhancement of the local wisdom of the people in that area that become the commercial and public benefit. Including, development of quality of life wherewith using resources and local area networks effectively. All that said is the ability to develop the economy including the development of knowledge and local wisdom to be the basis for community economic development. It also focuses on the development of industrial productivity and service. It covers tourism by developing sustainable tourism resources, eco-tourism and creative tourism. It based on the philosophy of Sufficiency Economy that is balanced and sustainable development. Thailand has an environment with the various natural attractions and abundant history. For instance, Ban Chiang community in Nong Han district, Udon Thani Province, northeastern Thailand which town is UNESCO registered as a World Heritage. The archaeological site of Ban Chiang has been a world heritage site since 1992. It settled from the Neolithic to the Iron Age. It is most famous for its red painted pottery etc. Many places of Thailand are an ancient civilisation of the community in the ASEAN neighbourhood. The environment also has the resources of religion, art, culture, and tradition that make the unique of place or community. The result is more spatial tourism in Thailand and effects the economic development of the community as well.



Figure 1: Avocation of Nong Han Native



Figure 2: Patterns Identity on Ban Chiang pottery

However, from such development is found that there are problems and obstacles in the concept development of the identity of the place where tourism developed within the local community. Probably from changes of the living way is unbalanced that be the cause of cultural and social changes of people in the community. As a result, the social model is changing; both are objects and not objects. In other words, can call a lack of Local Socio-cultural identity. These things affect the process of understanding and how to convey the importance of culture to the public. Concerning expressing meaning to represent the value of what is local identity and it also needs to fulfil the needs of users. Both roles may have conflicts with each other. It is, therefore, necessary to find a balanced approach between the different parts of the two objectives. This concept integrates multifaceted aspects of design and Local Socio-Cultural Identity contributing the quality and identity of the community. Design management efforts involve long-term work in the background and involve different Environmental Design Conveying Local Socio-Cultural Identity as one of the significant competitive priorities for increasing the value and get a better image, and support the community image attaining. From a quality management perspective, the speed of design and the Interior Environmental Design indicates the importance of designing quality into inheritance and conservation issues. Because of design efforts often have inherent drivers for people's perception through an optimising design.

## Literature Review

Human is different from other namely the brain development for think, analyse and identify. Especially, creating and learning what responsive to their needs from the environment like an appropriate settlement. Through creating a style of their housing that responds to usability and appropriate to the local climate from the integrating creative, usability style, cultural faith and tradition that expressed through architecture. From the earliest vernacular traditions, we learned that local architecture and native urbanism could offer the best and integrated solution towards human needs in their relationship with nature, social, and supra-natural environments. It is the medium for human survival in both moral and spiritual worlds, for reconciling the power of nature and the desires of the human being. Architecture is a synthesis of material culture, spiritual culture and behavioural culture. Understanding and recognising the distinctive elements of this culture is a critical basis to promote traditional values. (Hoang Manh Nguyen, 2013) As a result, the Local Socio-cultural Identity is different in each region of the world, and also there are beautiful and invaluable local heritages consistent with the local context.

Conservation and enhancement of the local heritage environment are typically viewed as a desirable undertaking. Preservation and study of such resources contribute to overall social wellbeing through an understanding and appreciation of the past within social context and the environment by the organisation of the space, time, interactive, communication, cue and activities. Especially, explaining the importance of local identity linked to society and way of life in the past which is a heritage of faith reflecting the plan can transfer to the design process and pattern. Design conveying Local Socio-cultural Identity involves the creation of a vision for the community and then the application of techniques – incentives and controls – to achieve that vision. Found that there are many research studies on climate and design, and culture and design but many designs have been based on an individual architect or designer's vision.

To create Local Socio-cultural Identity to the interior environment, studies on architectural design need to take into account some crucial elements of the context of social, cultural and physical environment and should also truly understand the Local Socio-cultural Identity in that region. From the past, the issue of cultural identity in the contemporary interior environment has had a pivotal role in creating own and local characteristics in a competitive environment at the global level. Many countries have begun to check the unique culture by studying the traditional rules and values. This process has had the impact on the work of contemporary interior environmental design. Interior environment in each region gives us precious lessons of the perception, behaviour and specific solutions to the natural environment which formed the regional specific culture.

Derived from the literature review, theoretical basis as a foundation of the research framework found the social environment, social context, sociocultural context, or milieu, refers to the immediate physical and social setting in which people live or in which something happens or develops. It includes the culture that the individual was educated or lives in and the people and institutions with whom they interact. The interaction may be in person or through communication media that the meaning of many built environments generated through personalisation which is inherited. Aside from these, there are more methods of study people concerning the built environment. In architecture, the built environment understood to mean a human-made landscape, as distinguished from the natural environment; for example, traditional housing is a built environment that has a symbolic meaning. This context is one of these environmental factors that influence lifestyles as an element in the physical environment that has been created by humans, for example, material, style and orientation. The literature demonstrates that these can facilitate lifestyles. The study of people relating and reacting to their physical environments (i.e., Interior Environmental Design) expressing the Local Socio-cultural Identity is a focus of this research. There are many methods to study. Including observation, interviews and questionnaires, analysing historical, cross-cultural examples and tracing patterns, regularities and consistencies in human social behaviour. The types of physical environments affect behaviour or social as well as objective (actual) or subjective (perceived). The environment can be a particularly strong behavioural determinant for behaviours that directly shaped by environmental constraints and supports. Therefore, designers are in a dominant position to affect the physical environmental aspects of the physical environments they design. Design that considers the environment is necessary to sustain life. In traditional architecture, the constructors and users share

the same culture, and they make designs that are coherent with this culture to create structures that are respectful of people and the environment.

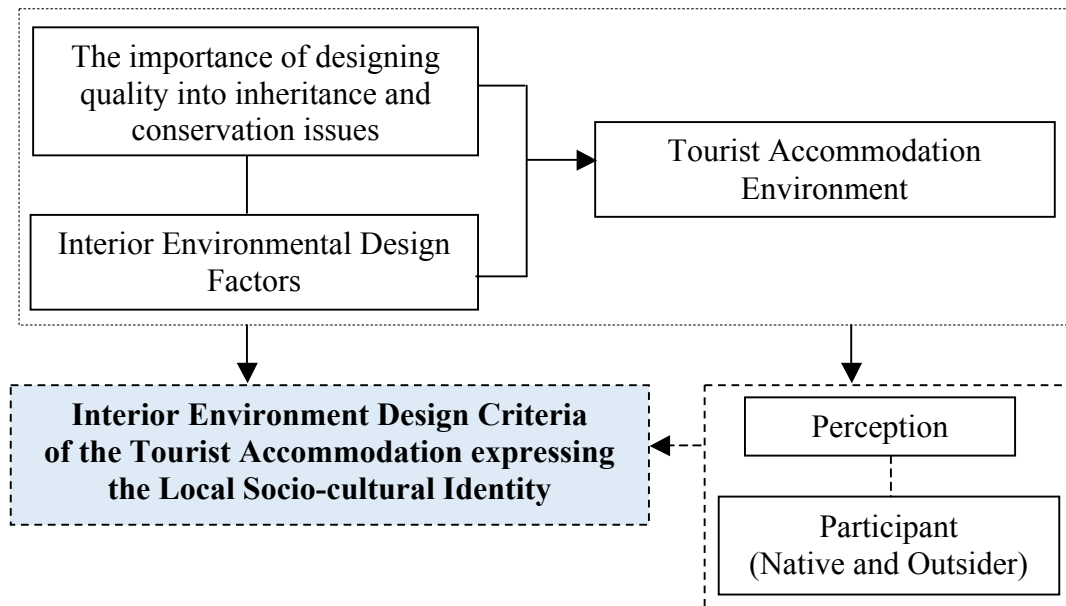


Figure 3: Conceptual Framework of the Research

### **The Purpose of the Research**

The objective of this paper is to study the Local Socio-cultural Identity elements can reflect the interior environmental design, the related features of the interior environment and Local Socio-cultural Identity. A case of Tourist Accommodation, the perceptual factors affect the interior environment conveying the Local Socio-cultural Identity, and guide design elements of the interior environment expressing the Local Socio-cultural Identity.

### **The Hypothesis of the Research**

Interior Environmental Design Conveying Local Socio-Cultural Identity based on the design criteria of Tourist Accommodation can make people in the community (Native), and tourists (Outsider) recognise the value of Local Socio-Cultural Identity. This concept will result in a sustainable community of tourism as it is capable of transferring cultural knowledge significantly at 0.5

### **Research Methodology**

This study aims to evaluate the interior environment expressing the Local Socio-cultural Identity effect to the mutual perception of the native and outsider. Its primary objective is to propose contemporary design alternatives of the interior environment expressing the Local Socio-cultural Identity. This proposal demonstrates how the elements of the Local Socio-cultural Identity would be applied to design process the interior environment attributes where communicates ideas about the Local Socio-cultural Identity to native and outsider of community.

(a) Review of literature, concepts and theories of Traditional architectural design. There are the traditional rules and values, elements of the environment, economics and social, and the Local Socio-Cultural Identity.

(b) Survey of the Local Socio-Cultural Identity which has the interior environment (e.g., traditions, custom, culture, rules, values and lifestyle) in a case of Home-stay Tourist Accommodation by traditional values of the community to interior environmental design. In other words, interior environmental design needs to take into account some crucial elements of the context of the social, cultural and physical environment. (As well as the approaches to design and strategy).

(c) Delphi testing about the Local Socio-Cultural Identity with Specialists and Native.

(d) Converting the Local Socio-Cultural Identity of the community expresses through Interior Environmental Design.

(e) Setting the interior environmental simulations (3D) and design questionnaire for examining the design elements through the design process by 5-Level Likert-type scale (rating from 1=not at all to 5=very much) with Specialists.

(f) Examine perception of native and outsider (Tourist)

(g) Conclusion and Guide the interior environmental design elements of interior environment expressing the Local Socio-cultural Identity.



Figure 4: Converting the Local Socio-Cultural Identity of the community expresses through Interior Environmental Design as the research tool



Figure 5: Converting the Local Socio-Cultural Identity of the community expresses through Interior Environmental Design as the research tool

### **Expectation of the research**

This research has to desire the importance of design process of the interior environmental design elements expressing the identity of Local Socio-cultural. This concept advocates the philosophy that an interior designer must develop the approaches to design and innovation that not only address the needs of people but also safeguard the local identity. Interior Environment Design Criteria of the Tourist Accommodation expressing the Local Socio-cultural Identity can make people in the community (Native), and tourists (Outsider) recognise the value of Local Socio-Cultural Identity. This concept will result in a sustainable community of tourism as it is capable of transferring cultural knowledge.

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