

(2) Speech from member cities

Bangkok

“To Promote City Development Through Multi-Culture Of Bangkok City”

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Bangkok city and multi cultural perspectives

1. Cultural awareness is very important in instilling a sense of citizenships and public belonging. People around the city who live in the same area will share culture and experiences with each other.
2. Multi cultural awareness is also a great means for Bangkok City to build understanding, sensitivity and appreciation of the history, values, experiences, behaviors, interaction, affective understanding and lifestyles of groups which include but are not limited to race, ethnicity, gender, religion, socio-economic status, mental /physical ability.

Multi cultural awareness can influence human resource business, work practices, networks, safety and organizational structure.

Bangkok is considered as a managing organization with multi cultural awareness, and should understand these issues mentioned and operate for maximum performances.

Multi culture is about understanding a perspective of making people realize that they are not alone in the community and in the city. They can help city to operate city development under the circumstances of differences and similarity.

The best way of Bangkok City to tackle this issue is to accept other cultures in the city and to learn more about them.

There are many means for city development. However, multi cultural promotion is one, which is also considered as a major strategy for Bangkok city development as well.

It is said that single cultural promotion /development should not be conducted as a means to manage for conflict reduction and problem solution because it does not open opportunity for various kinds of culture to share and participate activities.

The following major factors of multi cultural performances of Bangkok City are:

1. It can help city to reduce social violence. Understanding and acceptance of multi culture among people living together in the city and communities will build up the empowerment of city and community. Multi cultural promotion will be effective and efficient if people in the city and communities or anywhere else understand and accept it. Anyway, the boundary of multi cultural actions should not lie only in the limited areas. It should extend to outside and nearby.

2. The strategy for multi cultural empowerment should be conducted and managed through the following means:

a) Building understanding among all people about accepting the varieties of culture in their everyday life and being able to share and join actions without conflicts and resistance.

b) Strengthening community to develop multi culture run by people or civic society.

Empowering community or city should be based on community's readiness, needs and people participation. Multi cultural performances should be operated by people. Multi cultural performance should be created with confidence and participation to better city and community and get more social and economic benefits.

c) Educational curriculum and system should be reformed in accordance with local situation and areas of culture, tradition and way of living.

Students should be allowed to learn outside class and take more life skills.

d) Multi culture can promote economic development through local products, local wisdom, eco tourism, local costumes and local and natural resources. Local people will join hands to keep natural resources.

e) Mass media will be invited to help building up more understanding and raising value of multi culture. Mass media related to arts and culture dimension should be integrated into various means.

How does Bangkok Metropolitan Administration develop city through multi cultural approach?

Bangkok is the capital city of Thailand covering the area of 1,568.737 square kilometers and the population is estimated about 8-10 million.

Under the Bangkok Governor's policy toward the city development through cultural promotion: "Bangkok City Becoming the Capital of Culture": the city aims to arrange a good quality of tradition and cultural performance of each community around the year in the capital of culture. Many projects concerned are determined in accordance with the above mentioned policy: The Cultural Exchange

Program Between City and City, Street Theatre, Bangkok Local Museum, Bangkok Metropolitan Art Center, the Sculpture Contest, the Conservation of Thai Tradition by organizing Songkran Festival, Loy Krathong Festival and the New Year Festival.

Besides, Bangkok Metropolitan Administration would like to build Bangkok City as “The City of Music”. There are many programs composed of Music in the Park and Bangkok Philharmonic Orchestra.

However, multi cultural performance as city development are operated through events and activities such as walking streets during Silom Festival – Silom Carnival Festival -, One Community One Product Project, and Bilingual Language Learning in BMA schools. (Chinese, Japanese, and English)

Bangkok City is about 223 years old. The history of Bangkok City has been developed in many kinds of aspects. The diversity of its culture is also significantly popular.

The city development is run under difference and similarity without any problems and conflicts because we try hard to make people understand and raise awareness of multi culture.

Culture awareness is important in instilling a sense of global citizenships and responsibility.

One of the best ways to develop city through multi culture of BMA is getting to know people from different cultures and hearing them talk about their experiences and share them to operate diverse cultural perspective into their activities and ways of life. BMA will strongly support and open opportunity for them to seek and find out identity of each community, leading to better the city and make city attractive.

The main goal of city development is to better quality of life of people.

Toward this goal, there are various dimensions of development composed of physical and environmental development, social and economic development, mental and health development, cultural and traditional development and spiritual development. (Raising awareness and empowering community and family)

Bangkok is divided into 50 district areas. Each area has differences and similarity in race, religion, culture and tradition, vocation and career, belief and attitude, and so on.

Diversity of culture at the district level is very interesting and some can be considered as the center of development of Bangkok such as Bangrak District.

In Bangrak, “tourist attractions include, famous Dusit Thani, business and gems areas, high tax collection, the Central Post Office, a legend of love named “Bangrak”. Bangrak is the inner side of

Bangkok with its prosperous growth tenderly mixed with the old style.

Nowadays, Bangkok is a center of significant commerce. It is a location of films, governmental services, private sectors, banks, financial institutions, embassies, leading hotels, religious places such as Buddhism, Christian and Islamic shrines, and department stores and entertainments.

From the past till present Bangkok has been occupied with workers of large and small business as well as others. The main business streets are Silom Road, Surawong Rd., North Sathorn Rd., and Rama Rd. During festival times such as Winter festival, roads and shopping areas set up activities such as Silom Carnival Festival and Umathewi Goddess Festival. A lot of people come and join activities during these times.

Aside from being a hub of business in the capital city, Bangkok also a location of many primary communities such as those around the Yellow Bridge and Sawang Bridge, Maha Pretharam Community is inhabited by Thai – Chinese people. Most of them are Buddhists. Besides, there are some Thai-Muslim communities around Wat Muang Kae and Haroon Mosque, where annual religious days, for instance, Ramadan Festival and Lamas on Fridays are celebrated are celebrated.

People of many nationalities and religions live in various communities in Bangkok. They do not discriminate other ethnic groups and beliefs, because they believe that they are all Thais in the same country trying to survive by working..

Bangkok is a resource of significant places with, which are all worthy to be visit at least once such as:

- Hua Lumphong temple located at the central of the capital city on a plain lowland surrounded by buildings and a pack of communities.

- Wat Phrasi Umathewi or Wat Kak Silom, a Hindu temple located on Silom Road with its distinct authentic Indian architecture. There are several deities enshrined such as Siva's Lingam, Siva Deity, Vishnu Deity, Umathewi Goddess, and Kali Goddess.

There is a parade to celebrate Umathewi Goddess held every year. A ceremony to torture body parts by sharp steel tools is also performed. Various people – Chinese, Thai, Hindu and foreigners are coming and attending the ceremony.

- The Central Post Office: A Thailand's center of postal services, telephone wires and international communication. The Central Post Office has its beauty of an old style in some parts.

- Souvenirs and jeweler shops are available on both sides of Silom Road including Shop Malls where tourists can buy antique wooden stone, Thai fabrics, books and others.

- Along the footpaths on Silom Road, there are countless stalls – food stall- for customers.

- Patphong is an entertaining area for the old time night crawlers, pubs with old and modern music. Patphong area is the center of bar and clubs including local handicraft stalls and band named imitations.

- There are a variety of delicious national and international foods from trolleys, stalls and small shops which have been there for more than 10 years.

The colorful entertainment and multi culture of Bangrak from the past until nowadays never fade away from Thais and other nationalities' memory. Bangrak today has not only its frame of various of multi culture areas, but also the area of much flow, the resource of antique and new stuff, inherited from the first generation through the passage of time.

Conclusion

City development requires both policy and operation.

Hence, for the policy level, there should be a significant policy of multi culture and single culture working together.

However, multi culture also has to relate to other means of development including economic and physical development.

For operation level, district level is a main operator of multi culture. The yearly operation plan of district development should be determined through people participation. Local people should manage multi cultural activities by themselves such as Local Museum and Art Gallery. One district should show at least both strength and weakness of one community or activity.

Fukuoka City

“The City created through Culture and the Arts”

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Hello ladies and gentleman. I am the representative from Fukuoka City. I would like to take to you about Fukuoka City's cultural policies involving the creation of a city based on culture and the arts.

I shall begin by explaining what sort of city Fukuoka is. Fukuoka is a commercial city situated in the north of Kyushu, the south-western island of Japan. Out of all the major cities in Japan, Fukuoka is