

Research Title **The study of development and context involved in Lanna Performance for Lanna Performance Creation and enhancing tourism value**

Researcher Assistant Professor Manop Manasam

Thai Art Section, Thai Art Department

Faculty of Fine Arts, Chiang Mai University

Year May 2014

Abstract

This research aims to collect data of development or context of Lanna Performance from past to present. It includes the study of factors or impact of tourism policy to Lanna performance. Research results will be used as guidelines for the new creation of Lanna performance that meets the present day society demand and tourism with the direction as well as create a good tourists perception.

The results show that Lanna performance has long history and has been practicing for a long time. The performances can be classified into various categories as follows: court (palace); folk; performance by local artisan-turned-art performance; Lanna performance for modern world; and Lanna performance for tourism. Development of these mentioned categorized performances show that the Lanna performance for tourism has been revived and lively served society with good potential to continue unceasingly. However, Lanna performance creation in later period has several variable factors or related people which influence artist or performance creator such as education or knowledge of creator, limited time of visitors and aesthetic sense of the entrepreneur as well as preferences of visitors which varies from one country to the others. And all of the mentioned factors has influence on developing new performance creation which is based on the following concept that : **“The new performance creations should be self-explained, meaningful and reflect Lanna culture while uniqueness and aesthetic remain.**

The mentioned concept inspires the creation of, "The Elephant Dance". The viewers can appreciate the creative dance performing beautiful rhythmic movement of elephant. In addition, the dance brings up awareness of the significance of elephants to environment, culture and society of Thailand for a long period of time. After the "Elephant Dance" was performed to the public, there are good responses and mentioned about the beauty of rhythmic movement of the dance. Melodious songs and elegance of the costumes or the ability to bring the people to have a mixture sense of the elegance but cute elephant. Moreover, the results clearly show that The Elephant dance raises awareness or inspires further development among younger performers who should be ready and open up and adapt themselves to the changes in the present day global society.

The results of this research study hopes to be useful for academic, students and individuals who are interested in creating a dance or performance with concept based on cultural roots.