

THE 1ST THAILAND INTERNATIONAL FOLKLORE FESTIVAL (THAILANDIIFF)

VIROJ WIWANITKIT*

ABSTRACT

The international folklore festival is the way to present and exchange on cultural activities among international members. It also becomes the ways for academic presentation in humanistics, art and culture. Here, the author discusses on interesting case study of an international folklore festival held in Thailand namely Thailand International Folklore Festival (THAILANDIIFF).

KEYWORDS: Folklore, Festival.

INTRODUCTION

The international folklore festival is the way to present and exchange on cultural activities among international members. It also becomes the ways for academic presentation in humanistics, art and culture. Indeed, the folklore usually reflects the rooted culture of the local people in several ways (such as food and clothes [1]). It is the result of accumulation of experience and wisdom.

Also, the folklore festival well represents the community psychological system [2]. Costa e Silva "points out the significant role played by the dynamic and contagious rhythm of the music, that generates an unrestrained atmosphere in which enthusiastic singing and dancing act as elements of catharsis, liberation, compensation and social integration [2]." Here, the author discusses on interesting case study of an international folklore festival held in Thailand

namely Thailand International Folklore Festival (THAILANDIIFF).

BACKGROUND AND ACTIVITY

THAILANDIIFF was set and firstly demonstrated in late January 2017. The activity was generated by a local foundation headed by Dr Achara Phanurat. This festival is a continuum of a local folklore festival of a local university in Northeast Thailand namely Surindra Rajabhat University. The festival was held at 4 Provinces of Thailand (Nakorn Nayok Saraburi Ayuthaya and Nakhon Pathom). There were performances from 15 countries such as Israel Egypt India Nepal Bangladesh Combodia Japan Sri Lanka etc. His Excellency Ambassador of the Arab Republic of Egypt also joined the festival. In additional to the performances, World peace declaration speeches, as part of one of targeted objectives of THAILANDIIFF.

*Professor, Senior expert, Surindra Rajabhat University, Thailand. *E-mail Id:* wviroj@yahoo.com



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Figure 1. activities in the 1st THAILANDDIFF

DISCUSSION

“Glocalization can assist in adaptation process of harmonizing local and global needs to a way of Sustainability [1].” As noted by Rudnev, an important objective international cultural exchange is *“to achieve harmonious interrelations in a “Nature-Society” system, and for the elaboration of a change of attitudes is quite important for modern society on a Global level to achieve ways of Sustainability [3].”* THAILANDIFF is a good example of international meeting and conference in humanistics, art and culture. This is a continuum of the local festival found in a local university in Thailand. The attempt of the foundation is interesting and might be a model for promoting of international cultural exchange.

Also, there is an interesting annexation to the performance, the “World peace declaration

speeches.” In fact, as noted by a famous expert, Welsh on “Confessions of a Wannabe (American Folklore Society Presidential Invited Plenary Address, October 2009” that it *“calls into question the ideal of purportedly neutral or distanced ethnography.”* It should be noted that promotion of culture is a way to promote peace and happiness [5]. Peace and beauty usually come on the same way [6].

CONFLICT OF INTEREST: None

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