

Title : The simulation through photography of heritage tourism:
Japanese Village in Ayutthaya Period.

Conference : International Journal of Arts & Sciences (IJAS)

Host : University of London, England.

Date : November 6-9, 2018

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Abstract

The research study entitled “The Simulation through Photography of Heritage Tourism: Japanese Village in Ayutthaya Period.” aims to demonstrate the simulation of the Japanese Village in Ayutthaya through photography to help tourists understand its lifestyle and culture in the Ayutthaya period. The study employs a documentary and creative research methodology to investigate the process of meaning construction through photography using the imaginative communication approach to collect and analyse the data, and then to simulate them through photography for heritage tourism to enhance their socioeconomic values. Aesthetics, Intertextuality, and Communication Code are used as the main frameworks for the analysis. The findings reveal that the leading concept of construction of the myth in the Japanese Village is “Peaceful living in Siam” in response to postmodernism in which consumerism is a social domination. The production procedure shows how the photographs can be created and linked to the historical background in terms of settings, costumes, props, actions, and make-up to represent the lifestyle of the Japanese village.

Keywords: simulation, photography, heritage tourism, Japanese village, Ayutthaya “The simulation through photography of heritage tourism: Japanese Village in Ayutthaya Period.”