

## **Adaptation of Xiangthong-Kili Villagers of Luang Prabang Heritage, Luang Prabang Province After Becoming a World Heritage City**

**Siwath CHANHDALATH<sup>1</sup>, Mei JUN<sup>2</sup>, Dexanourath SENEDUANGDETH<sup>3</sup>**

*School of Ethnology and Sociology, Guizhou Minzu University, Guizhou Province, China*

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### **<sup>1</sup>Correspondence:**

Siwath CHANHDALATH, Lao  
Language-Literature  
Department, Faculty of  
Languages, Souphanouvong  
University, Lao PDR.

[Tel: +856 20 2831 8344](tel:+8562028318344),

Email: [siwath888@gmail.com](mailto:siwath888@gmail.com).

<sup>2</sup>The center for ASEAN Ethnic  
Studies of Guizhou Minzu  
University, Guiyang, China,  
Email: 104296392@qq.com.

<sup>3</sup>National University of Laos,  
Lao PDR, Email:  
[dexanourath@nuol.edu.la](mailto:dexanourath@nuol.edu.la)

### **Article Info:**

Submitted: Jun 06, 2023

Revised: Nov 16, 2023

Accepted: No 30, 2023

### **Abstract**

This research examines the social and cultural adaptation of the villagers of Xiangthong-Kili, Luang Prabang, and Luang Prabang after Luang Prabang became a World Heritage City. The purpose of this research was to study the social and cultural adaptation of the villagers of Xiangthong-Kili Village. Luang Prabang District, Luang Prabang Province After Luang Prabang became a world heritage city, In this research, qualitative and quantitative research methods were used as the main guidelines. The main methods for finding truth and using two main methods of data collection were questionnaires, interviews, and observations. Data analysis was descriptive analysis, interpretation, and averaging in SPSS.

The results showed that social and cultural adaptation had improved the quality of life of the Xiangthong-Kili villagers. Due to higher incomes to meet the needs of the people themselves and other things that make quality, of a better life from the development of infrastructure from the government to the village, relationships between people in the community are getting better and more harmonious. In addition to having a good relationship with each other within the village, there is still a good relationship with people outside the village. Various traditional festivals of the local people are still cherished as ever; some traditions have been revived to accommodate tourism, and traditional festivals have become a tourist activity each season.

**Keywords:** *Adaptation, UNESCO World Heritage*

## **1. Introduction**

The Lao People's Democratic Republic is a country that is constantly changing and adapting. Society and culture are the same and must change all the time, so that the structure of society and the way of life or culture of human beings in society in each period and era must change as well. No society is truly silent. Humans are "pets" that live in groups. There are various activities together: enthusiasm, adaptation, and change all the time, according to the environment of the time. Their peaceful coexistence has created a pattern of human life and action that we will often refer to as "culture" in the future. Culture in this regard includes traditions, lifestyles, beliefs,

learnings, relationships, practices, and the system that everyone in society accepts and affects the behavior of people in society. Everyone has to learn. Understanding the behavioral patterns of the previous generations was created and required the new generation to practice the changing times.

However, Luang Prabang remains a city that retains its original form of innovation and harmony between outside and traditional cultures. As a result, Luang Prabang was named a World Heritage City according to Letter 479 on December 2, 1995, passing 3 out of 6 UNESCO assessment criteria. That is, Article 2 is the most influential in driving the development of

architecture, monuments, sculptures, gardens, and landscapes, as well as the development of related arts or the development of human settlements that occur at any time or in any area of the world where culture is still preserved; Article 4 is an outstanding example of a building type that represents the development of culture, society, art, science, technology, and industry in the history of mankind; and Article 5 is an outstanding example of human culture. Traditions of architecture, construction, methods, or settlements are linked to the effects of social and cultural change over time. After Luang Prabang became a world heritage city Recognized as the city with the best cultural preservation in the Southeast, Luang Prabang was awarded as the world's number one tourist city seven times in 2006, 2007, 2008, 2010, 2011, 2012, and 2015.

In 2009, it was ranked 7th, and in 2014, it was ranked 2nd by the World Heritage Office. Therefore, it can be concluded that during the past 35 years or since the announcement of the National Economic and Social Development Plan Our Lao society has faced dramatic economic and cultural changes, causing many changes, such as financing employment and production to meet market demands, which results in the use of natural resources, labor, and modern transportation systems. in increased distribution Laos is a country that has continued to develop in order to get Laos out of poverty according to the strategic plan of each era according to special issues within the region and internationally for a comprehensive new transformation by turning to a market economy, mechanism, Open the door to the outside world to invest in the Lao PDR without discrimination of political regimes and fulfill the promise of respecting each other's sovereignty. Do not interfere with each other's activities, and carry out comprehensive cooperation for mutual benefit. For the reasons mentioned above, the researcher was interested in studying the social and cultural adaptation of the Xiengthong-Kili villagers. Luang Prabang Luang Prabang After

Luang Prabang became a World Heritage City, the objectives of the research are: 1) to know the social-cultural adaptation of the village community. 2). It is useful to people in personalization. 3). It is information for various agencies and people interested in researching and planning in the same community.

## **2. Materials and Methods**

### **2.1 Research Methods**

The study was conducted in a qualitative and quantitative manner.

### **2.2 Target group**

70 people provided key information in this research study: 2 village committees of Xiengthong-Kili, Village, 1 former head of Xiengthong-Kili, Village, 1 village headman, 1 representative of the Village Women's Association, 1 representative from the Department of Information, Culture, and Tourism, 1 representative from the Office of Cultural and Tourism Information, one representative from the World Heritage Management Organization in Luang Prabang, one residing in the village, one representative for entrepreneurs, and one representative from each family were randomly selected for specific target groups.

### **2.3 Research tools**

The tools used in this research were questionnaires, observation forms, and interview forms.

### **2.4 Data collection**

Methods Interview forms and questionnaires were prepared and distributed to the target audience to collect data.

### **2.5 Analysis**

Qualitative data analysis and interpretation are based on methods of describing and analyzing the data. This ensures that the analysis and interpretation of the data go well. The researcher laid out the information obtained from the interview. Separate the data into a complete system. Organize the continuity of real data collected in order of date and time, take notes, copy recorded audio data, and save images to it. Conduct content analysis based on descriptions,

definitions, and summaries. The quantitative analysis uses the SPSS program to find the mean, frequency, and standard deviation.

### **3. Result**

After Luang Prabang became a World Heritage City, the quality of life of the people of Xiangthong-Kili village has improved gradually due to the higher income to meet the needs of the people themselves, and the other thing that improves the quality of life is the development of infrastructure from the public sector into the local area, which has an average income of 2.58. The performance of various traditional festivals by the local people is still preserved as before; some traditions have been revived to meet tourism, and traditional festivals have become tourism activities every season. The relationship between the people in the village is increasing due to the need for unity to make their own village outstanding, and there is also unity with each other in doing business with competitors from the outside, with an average value of 1.90. The relationships of people in the family are not very close to each other because everyone has their own duties to be responsible for. In addition to the main duties, there are also additional occupations with an average value of 1.77. As for the consumption of food and premiums, the people in the locality have changed to a great extent due to awareness of information, modernity, and tourism coming into the village, which has caused the village to change the pattern of premiums and consumption with an average value equal to 1.85. While dress and traditional beliefs are at the same moderate level with an average value of 2.56

### **4. Discussion**

The discussion should interpret the results clearly and concisely and integrate the results of the literature survey with the research findings to provide the reader with a broad base on which to accept or reject the hypotheses tested. Results and references to tables and figures already described in the Results section should not be repeated in the Discussion section.

It is a comparative analysis of theory and related research with a lot of reference documents and in accordance with the following objectives:

#### **4.1 The result of the analysis of opinion and adjustment of the quality of life**

More adjustment than before, with a mean value of 1.98, After becoming a World Heritage City, the average value is 2.58, which is the result of an adjustment in income: people have higher income from trade and services to meet the needs of living in society, according to the interview of Mr. Humphan Siliphone, 56 years old (interview on April 8th, 2015). Seniors in the village said that:

"After becoming a World Heritage City, it has brought many good things, such as increased income. The increase in income has had a positive effect on the quality of life, making life better. When sick, there is money for treatment"

#### **4.2 Adaptation in terms of the operation of traditional festivals**

Traditional festivals are something that is closely related to the society of the people of Luang Prabang from the beginning to the present day, but after entering the heritage city, the result of the change is still at the middle level of 1.90, which is the result of the control of the relevant organization to control and maintain it, according to the interview of Ms. Bouawan, 49 years old. (Interview on March 27th, 2015). "The operation of the traditional festival is still the same as before. No matter how we used to do it, we still do it the same way because Luang Prabang is a heritage city that includes traditional customs. Moreover, if we don't implement the traditional festival, we will be cut off from being a world heritage" According to the actual observation, the operation of the traditional festival is another task that the World Heritage Organization in Luang Prabang Province and the Bureau of Culture, Press, and Tourism of Luang Prabang must manage with attention. This is a very challenging task in the social era of development and modernity. Therefore, the heritage office must pay attention because cultural tradition is one of the sectors listed as world heritage by

UNESCO, which has made our people have to adapt to the regulations and requirements of the World Heritage Organization.

#### **4.3 The relationship between the people in the community**

Before, it was at the middle level of 1.77, but after entering the World Heritage City, the relationship between the people in the community has increased to 2.37. The adjustment of the relationship between the people in the community is loving and helping each other; there is unity with each other. As per the interview with Mr. Khattan (interviewed on March 23rd, 2015), the village head of Xiangthong-Kili village said that: "The relationship between the people in our village, compared to the past, has increased a lot because all tasks are dependent on each other, they help each other, they unite in all the tasks that have been assigned from the top, they promote unity in labor, and all the activities of the village are manifested, such as our village being awarded as a cultural village in 2008, a model health village in 2007, and a village with a solid party unit that knows how to lead comprehensively in 2010"

From the actual observation of the data collector, it will be seen that the relationship between the people in the audience is increasing more than before because people who do the same profession or the same business must depend on each other, love each other, and help each other. In addition to building relationships with people in the village, there are also connections with people outside the area.

#### **4.4 Relationship between family members**

Previously, the average value was 1.77, but after entering the World Heritage City, family relationships are at the same level. In the interview with Mr. Kham La, 49 years old (interviewed on March 30th, 2015), the head of the family said that:

"The relationship between family members from before became the same as now after becoming a World Heritage City, making family members have more jobs. The work of family members is not the same; for example, there are

families whose children are tour guides who have to go all the time, making it less likely to meet face-to-face."

#### **4.5 Food consumption**

People previously were at a moderate level, with an average value of 1.85. After entering the World Heritage City, people's food consumption has changed a lot, with an average value of 2.66. According to the interview, Mr. Bounchan, 43 years old, deputy head of the village, said that:

"In the past, people used to eat traditional food, such as sticky rice, fish, noodle soup, vegetable soup, eating pieces, eating fish... But after entering the heritage city, there is a change in food consumption to consume more ready-made food, such as canned noodles, canned fish, and ready-made food from other countries that have been finished and brought to the web, and there has been an influence on food consumption from European countries"

#### **4.6 Dress**

In the past and now, there is no change. From the interview of Mr. Humpham Silipon, 56 years old (interview on April 8th), seniors in the village said that:

"The change in the dress of the people in the village has not changed; it is still practiced as before. The women are still wearing skirts, and their hair is braided because our village is under the guidance of the higher organization, and the UNESCO organization in terms of culture and dress has followed the rules issued by them"

As well as the interview of Mr. Sengthong PHOTHIBOUPPHA, 57 years old (interviewed on March 25th, 2015), the head of the Culture, Press, and Tourism Office of Luang Prabang said that:

"The dress of the people in Xiangthong-Kili village is still the traditional dress, and the dress of the Luang Prabang people is clearly preserved"

From the actual observation of the researcher, the dress of the people in Xiangthong-Kili village has changed a little, especially the dress of young people who have learned from the arrival of tourists, television

communication, and others such as There are still some of the ladies who wear short-legged shoes walking in the village, entering the temple, and other places. The adjustment in dress is for the family unit to be the main part of preserving their culture, educating the family members to inherit our good traditions, and encouraging the relevant agencies to pay more attention to this aspect.

Value of the people: Previously, it was at a low level with an average value of 1.61, but after becoming a heritage city, the value of the people has changed a lot with a value of 2.56. According to an interview with Mr. Somok PHANTHAVONG, Deputy of Department of Press, cultural and Tourism of Luang Prabang Province, 56 years old (interviewed on 2018, March 8th) and senior in the Village said that:

"People's values have started to change since tourists came to the village and some people have changed their own values to accept the values of foreign countries. For example: the value of food is that we used to eat Lao food, but now we prefer to eat ready-made food imported from abroad, eating in the past was eaten in one's own home but now it is more convenient to eat at a restaurant. The dress code is influenced by tourists such as some of ladies and children who like to dress in short pants and dye their hair red. For example, my nephew is now making tapa bread for us to eat. Is it okay to eat and cry until has to eat pizza? In terms of adjustment, we want the family unit to pay attention to educating the family members to know the good values of our Lao nation that have been around for a long time and are unique to our nation."

#### **4.7 The traditional beliefs of the people**

Before and after, there is no change from the original. In the interview, Mr. Sengthong, Deputy Head of the World Heritage Office in Luang Prabang Province, 41 years old (interviewed on March 25th, 2015), said that: "The beliefs of the people of our village in the past and now are the same as before. They used to believe in Buddhism. Now, Buddhism is the same. In the past, they worshiped guardian angels and fathers and mothers (ancestors), but now

they are still the same. There is nothing to change"

#### **4.8 According to the results of the research, it was found that**

In terms of beliefs that the villagers of Xiangthong-Kili still practice, there are many things, such as: believing in things that are beyond nature: that the people of our village believe in witchcraft, The dragon has a speech that speaks: "That Nang dam is at Kok Tung, the Nang Done is at Kok huea, Nang Phom fuea is above Tha Chang, Aiy tong park kuang is at Pak Khan, Thao Han is at Pha diew, Thao Khampiew is at Pha suea, Thao Boun yu is at Kon kaiy fa, Thao Kham lar is at Pha bang, Thao Khambang is at Phou xang, Thao Bounkuang is at Phou xuang, Thao Boun yuang is at Mith een, Thao Kham ean is at Pha xua, Thao Tong lua is at Pha ya thao, Chao U su tha nard chao is at Sop dong, Thao Jai cham nong is at treat the disease, Si sat ta nark Chao is at Phusi, Kong khana buri is at Pha soung sao, U tu song kha Chao is at Sop u, Thao Xom Phou is at Hong tong, Wat si song hong is at Na pha".

But before traveling by water, it is necessary to worship, or when the boat in the Khan River is to be consumed by fire, and during the fire boat festival, it is necessary to consume eggs. But for the observation of the data collector, the number of those people who have faith in both ghosts, which are manifested in the house, there are also shrines to worship the ghosts, and inside the house there is also the worship of the Holy Spirit and Buddhist practices such as: they go to the temple to listen to the Dharma as well, and when they die, they take the Khuba to the ritual and then take the body to burn the ghost.

#### **5. Conclusion**

The socio-cultural adjustment of the people of Xiangthong-Kili Village, Luang Prabang District, Luang Prabang Province, after becoming a World Heritage City has improved their quality of life due to higher incomes and the development of infrastructure from the public sector. This adaptation is influenced by changes

in economics, research, values, beliefs, and behaviors. The relationship between the people in the village is increasing, as well as relationships with the surrounding area and related businesses.

However, the relationship between family members is not very close due to the need for unity and cooperation in doing business with competitors from outside. The value of the locality has changed significantly due to the introduction of information, modernity, and tourism, leading to a change in value and consumption. The study found that the social and cultural adaptation of the community due to displacement has changed in dependence on each other and decreased, and social and cultural traditions have decreased. Factors leading to adjustment include personal needs factors, economic factors, social factors, and state organizational factors.

Larsen Inthavong (2016) found that the change of Luang Prabang into a World Heritage City has three main factors controlling the changes now and in the future: factors from the authority of the responsible entity, the geography of the city, and the area of land use. Professional adaptation characteristics include self-adaptation, learning, and learning from nearby villages.

However, the results of this research may not align with concepts, theories, or related research, as different areas, social conditions, economies, and times may have caused different adjustments.

## 6. Conflict of Interest

We certify that there is no conflict of interest with any financial organization regarding the material discussed in the manuscript.

I, as a scientific researcher, swear that all the information in this technical article has no conflict of interest with any party and does not benefit any party. I am happy to be responsible for any violation.

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