

บทสรุปแนวทางการขับเคลื่อนนวัตกรรมทางพุทธศาสตร์ล้านนาสู่สากล ด้วยยุทธศาสตร์ SOFT POWER ของมหาวิทยาลัยมหาจุฬารามราชวิทยาลัย วิทยาเขตล้านนา

A Review of Driving Lanna Buddhist Ways and Innovations to the
International Level with the SOFT POWER Strategy
of Mahamakut Buddhist University, Lanna Campus

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บทคัดย่อ

บทความวิชาการนี้สรุปแนวทางการขับเคลื่อนนวัตกรรมทางพุทธศาสตร์ล้านนาสู่สากลด้วยยุทธศาสตร์ SOFT POWER นั้นเกี่ยวข้องกับกำกับการดำเนินการหลายประการของมหาวิทยาลัยมหาจุฬารามราชวิทยาลัย วิทยาเขตล้านนา ได้แก่ การจัดงานประชุมและการประชุมเชิงปฏิบัติการระดับนานาชาติ เพื่อแลกเปลี่ยนความรู้และแนวคิดเกี่ยวกับพุทธศาสตร์ล้านนา การสนับสนุนการวิจัยและการพัฒนา เพื่อสร้างนวัตกรรมทางพุทธศาสตร์ล้านนาใหม่ๆ การส่งเสริมการท่องเที่ยวเชิงพุทธศาสนา เพื่อดึงดูดผู้แสวงหาจิตวิญญาณจากทั่วโลก การสร้างความร่วมมือกับองค์กรระหว่างประเทศ เพื่อเผยแพร่พุทธศาสตร์ล้านนาในระดับสากล การนำสิ่งของเหลือใช้จากในวัดมาประดิษฐ์และประยุกต์ใช้เพื่อให้เกิดประโยชน์แก่การศึกษาในด้านอื่นๆ เช่น พุทธเกษตรเพื่อการดำรงชีพ พุทธเกษตรเพื่อศึกษาพีชที่ใช้ทำยาสมุนไพร เป็นต้น

โดยการขับเคลื่อนนวัตกรรมทางพุทธศาสตร์ล้านนาสู่สากลด้วยยุทธศาสตร์ SOFT POWER นำมาซึ่งประโยชน์มากมาย ได้แก่ การส่งเสริมความเข้าใจในวัฒนธรรมไทย และสร้างภาพลักษณ์เชิงบวกของประเทศไทยในสายตาชาวโลก การสร้างความร่วมมือระหว่างประเทศ และเสริมสร้างความสัมพันธ์ทางการทูต การพัฒนาเศรษฐกิจ ผ่านการท่องเที่ยวเชิงพุทธศาสนาและการส่งออกนวัตกรรมทางพุทธศาสตร์ล้านนา การส่งเสริมสันติภาพและความสามัคคี โดยการเผยแพร่หลักธรรมทางพุทธศาสนาที่เน้นความเมตตาและความเข้าใจ การประดิษฐ์และประยุกต์ สร้างนวัตกรรมใช้ เพื่อให้เกิดประโยชน์แก่การศึกษาในด้านต่างๆ

โดยสรุป นวัตกรรมที่ขับเคลื่อนด้วยเทคโนโลยีสามารถใช้เพื่อทำให้การปฏิบัติทางพุทธศาสนาเข้าถึงได้ง่ายขึ้นและมีส่วนร่วมมากขึ้น พร้อมการวิจัยสามารถนำไปสู่การพัฒนาเทคนิคการปฏิบัติใหม่ๆ และการประยุกต์ใช้หลักธรรมทางพุทธศาสนาในบริบทสมัยใหม่ ความร่วมมือระหว่างวัด ศูนย์ปฏิบัติธรรม และสถาบันการศึกษาสามารถส่งเสริมการแลกเปลี่ยนความรู้และการพัฒนานวัตกรรม ด้วยประการดังกล่าวจึงสามารถแนะนำเครื่องมือหรือแนวทางที่จะนำไปสู่ความสำเร็จได้แก่ *บทความและบล็อกโพสต์* โดยแสดงเนื้อหาประโยชน์ของการปฏิบัติทางพุทธศาสนา หลักธรรมทางพุทธศาสนาที่สามารถนำไปใช้ในชีวิตประจำวัน และแสดงนวัตกรรมทางพุทธศาสตร์ล้านนาและศักยภาพในการเปลี่ยนแปลงโลก *วิดีโอและ*

พอดแคสต์ โดยการสัมภาษณ์กับพระสงฆ์และผู้ปฏิบัติธรรมเกี่ยวกับพุทธศาสตร์ล้านนา การสอนการปฏิบัติทางพุทธศาสนาแบบง่ายๆ การสำรวจวัดและศูนย์ปฏิบัติธรรมในล้านนา อินโฟกราฟิกและภาพ โดยข้อมูลเกี่ยวกับการเติบโตของพุทธศาสนาในระดับโลก ประโยชน์ของการปฏิบัติทางพุทธศาสนาที่ได้รับการสนับสนุนจากการวิจัย ภาพที่สวยงามของวัดและสถานที่สำคัญทางพุทธศาสนาในล้านนา

คำสำคัญ: 1. การขับเคลื่อนนวัตกรรม; 2. พุทธศาสตร์ล้านนาสู่สากล; 3. ยุทธศาสตร์ SOFT POWER

Abstract

This academic article summarized the driving ways of Lanna Buddhist innovation to the international level with the SOFT POWER strategy, which involves several operations of Mahamakut Buddhist University: Lanna Campus. The operations are; 1) the organization for international conferences and workshops which is to exchange knowledge and ideas about Lanna Buddhism Research and development supporting, 2) to create new innovations in Lanna Buddhism which encourage the promotion of Buddhist tourism, 3) to attract spiritual seekers from around the world. One of the operation is also creating cooperation with international organizations. 4) to spread Lanna Buddhism internationally using leftover items from temples to create and apply them to benefit education in other areas, such as Buddhist agriculture for living, Buddhist Agriculture to study plants used to make herbal medicine, etc.

By driving Lanna Buddhist innovation to the international level with the SOFT POWER strategy, it brings many benefits, including promoting understanding of Thai culture. The program creates a positive image of Thailand in the eyes of the world. It builds many international cooperations. Moreover, economic development through Buddhist tourism and the export of Lanna Buddhist innovations, it is also promoting peace and unity by spreading Buddhist principles that emphasize kindness and understanding. The Inventions and applications create innovations to use for benefiting education in various fields.

In Summary, Technology-driven innovation can be used to make Buddhist practice more accessible and engaging along with research, it can lead to the development of new practice techniques. and the application of Buddhist principles in the modern context. Then, the cooperation between temples for Dhamma practice center and educational institutions can promote knowledge exchange and innovation development. With that said, tools or guidelines that will lead to success can be recommended as follows; *Articles and blog posts, Videos and Podcasts, and Infographics and images.*

Keywords: 1. Driving innovation; 2. Lanna Buddhism to the world; 3. SOFT POWER strategy

In an era where technology and communication have developed at a rapid pace, soft power has become a powerful tool in shaping the way of modern human beings. If you study what soft power is? Many educators define soft power as the ability to influence and attract others without force or intimidation, but through charm, trustworthiness, and culture, with a wide range of relationships and the ability to develop boundaries. The concept has many

benefits. The role of Soft Power in modern human life is therefore the main tool of governments and organizations. Around the world, this concept will be used to create a national image, such as Soft Power, helping to create a positive image of the country in the eyes of the international community. With emphasis on culture history and national success, for example, “The elephant-printed pants” until it was developed into pants with patterns for various provinces. It creates quite a bit of economic value for the country.

However, when it comes to promoting intercultural understanding, for example, Soft Power helps bridge cultural gaps and promotes mutual understanding and respect between people from different backgrounds. For example, using film to communicate reduces violence in family. It adjusts the attitude of people’s in the nation to have behaviors that love and care for family. It is indirectly cherish his wife and doesn't hit her in Korea. This is an example of using soft power that is very powerful.

In terms of promoting tourism and trade, such as using soft power to attract tourists and investors to the country by presenting a unique culture, appetizing food and interesting tourist attractions. It appears in Thailand when any food or drink that become viral, marketing and promoters can develop their marketing and uniqueness in just overnight.

In terms of building international relations, for example, Soft Power helps build strong diplomatic relations between countries. By building trust, respect and cooperation by Thailand and various Western nations. This brings respect for each other as well because policy implementation is done with cooperation and trust each other as the same as in promoting sustainable development, for example, soft power can be used to promote awareness and action on important issues such as climate change, sustainable development and human rights The Thai government is trying to establish Soft Power policy as a main policy to create and emphasize sustainable development of the country in the next 5 years.

Phesatcha, T., Junkrapor, M., & Chienwattanasook, K. (2023). stated that the effective use of soft power requires careful strategies and continuous action. The Successful strategies may include: Investing in culture and education, such as supporting the arts, education, and research, helps build a strong foundation for soft power.

For building a strong brand, Ing-on Netanon. (2021). said that developing a clear and memorable brand for the country, helps create emotional connections with audiences around the world. Lakra, V., Kohli, M., and Budhlani, G. (2016). said that using technology to consider the use of social media and online platforms helps expand the scope of Soft Power and reaching the masses and Nye, J. (2017). suggested building partnerships by working with international organizations and other sectors. It helps increase the impact of soft power and build strong partnerships. By effectively using soft power, countries can shape the course of modern humanity. It creates understanding between cultures Promote sustainable development and create a more connected and peaceful world.

Nitirat Bunyo. (2022). has introduced the types of Soft Power to make it easier to study as follows:

1. Political Soft Power by convincing other countries Follow their policies or views without using military force.

Example: United States Public Diplomacy Using movies, music, and television to promote American values Supporting student exchange programs and training to build international relations China's use of economic aid Providing financial assistance and development projects to African and Asian countries.

2. Economic Soft Power by attracting investment and trade by creating an attractive image of the country.

Example: French brand name products Japanese technology building strong economic and political ties;

3. Cultural Soft Power by promoting one's culture and values through movies, songs, and art

Example: South Korean K-Pop Promoting Korean culture through music and creating a large global fan base and increasing interest in South Korea. Indian Bollywood Dancing

4. Soft Power in education by attracting international students and building relationships with other educational institutions

Example: Top UK universities Attracting international students with its academic reputation and research opportunities United States Student Exchange Program Creating a network of academics and businesspeople around the world

5. Technological Soft Power by developing and exporting cutting-edge technology and innovation.

Example: Silicon Valley of the United States Aiming to be a center of technological innovation and promoting the development and use of new technologies. Attracting global talent, China's 5G technology

In an era of rapid change and intensifying competition, Lanna Buddhism, which is a valuable cultural heritage of Thailand It is widely recognized for its spiritual depth and universal principles. For this reason, Thailand has initiated the Soft Power Strategy to drive Lanna Buddhist innovation to the international level.

Lanna Buddhist innovation means Applying Lanna Buddhist principles and concepts in a modern context to solve problems and create new things. Examples of such innovations include: Developing applications for mindfulness and meditation Establishment of a Vipassana center as well as to promote Dhamma practicing. It can be combining Buddhist principles with modern education Innovating waste products for sustainable development using the principles of Soft Power (Tanongsak Saengsaengwattana, Nichanan Sirisayat and Chotiboderath, 2020).

If studying the SOFT POWER strategy, which is a foreign affairs approach that emphasizes using cultural attractiveness and values to create influence and cooperation with other countries. Thongchai Klaisaeng, Bunthan Dokthaisong and Naiyana Kerdwichai. (2019) stated that this strategy aims to make Thailand the center from Lanna Buddhism and promote understanding of Thai culture at the international level. Therefore, there should be brainstorming and consideration for moving forward with the SOFT POWER strategy. What can be done?

The possibility of driving Lanna Buddhist innovation to the international level with the SOFT POWER strategy involves several actions, including, organizing international conferences and workshops, exchanging knowledge and ideas about Lanna Buddhism, doing research and development support, creating new innovations in Lanna Buddhism Promotion of Buddhist tourism, making attracted spiritual seekers from around the world, creating cooperation with international organizations, spreading Lanna Buddhism internationally using remained items from the temple creatively and making use of them and creating benefit education in other areas, such as Buddhist agriculture for livelihood, Buddhist Agriculture to study plants used to make herbal medicine, etc.

Picture 1: Organization of international conferences and workshops
 It is to exchange knowledge and ideas about Lanna Buddhism.



Picture 2. Promotion of Buddhist tourism. It can answer and attract spiritual seekers from around the world.



Picture 3: Lanna Campus reach out to Sib Song Punna for creating cooperation with international organizations. The visiting is for spreading Lanna Buddhism internationally.



Picture 4: Buddhist Agriculture for Living Buddhist Agriculture to study plants used to make herbal medicine



Picture 5: Responding to the work of spreading Lanna Buddhism at the international level.

Driving Lanna Buddhist innovation to the international level with the SOFT POWER strategy brings many benefits, including promoting understanding of Thai culture and create a positive image of Thailand in the eyes of the world. Starting international cooperation and strengthen diplomatic relations economic development through Buddhist tourism and the

export of Lanna Buddhist innovations, promoting peace and unity by spreading Buddhist principles that emphasize kindness and understanding such as inventions and applications. Or creating innovations to use for the benefit education in various fields.

This is because the number of Buddhists around the world is expected to increase from 535 million in 2020 to 683 million in 2050. The growth trend of Buddhism on a global scale Asia remains the region with the most Buddhist populations. But there has been significant growth in other regions such as North America and Europe. It shows increasing interest in Buddhism. Therefore, it is said that Lanna Buddhism is known for its emphasis on concrete practices and community participation. Temples and meditation centers in Lanna are increasingly popular with spiritual seekers from around the world.

Summary

Technology-driven innovation can be used to make Buddhist practice more accessible and engaging. Along with research, it can lead to the development of new practice techniques. and the application of Buddhist principles in the modern context. Then, the cooperation between temples for Dhamma practice center and educational institutions can promote knowledge exchange and innovation development. With that said, tools or guidelines that will lead to success can be recommended as follows;

Articles and blog posts, it can be showing the content of the benefits of Buddhist practice, Buddhist principles that can be applied in everyday life and showcase the innovations of Lanna Buddhism and its potential to change the world.

Videos and Podcasts, Through interviews with monks and meditation practitioners about Lanna Buddhism, Teaching simple Buddhist practices, Exploring temples and meditation centers in Lanna.

Infographics and images, with information about the growth of Buddhism on a global scale, Research-backed benefits of Buddhist practice, show off beautiful images of important Buddhist temples and places in Lanna.

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