Academic Paper

# Innovative Pedagogies for Teaching the Arts in Thailand: An Interdisciplinary Approach to Cultural Preservation and Digital Media

**Ratchaneechay Choeirod**

Rajamangala University of Technology Isan, Khon Kaen Campus, Khon Kaen, Thailand
✉: drratchaneechay@gmail.com (Corresponding Email)

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**Abstract**: This paper explores innovative pedagogical approaches for teaching the arts in Thailand, focusing on integrating interdisciplinary methods with digital media to preserve and revitalize cultural heritage. As globalization and technological advancements reshape education, traditional art teaching methods struggle to engage contemporary students. This study examines how emerging pedagogies - incorporating artificial intelligence (AI), virtual reality (VR), and multimedia - enhance learning outcomes while fostering cultural appreciation. By integrating digital media into arts education, educators can create immersive and interactive experiences that bridge traditional art forms with modern technologies. The research highlights the necessity of interdisciplinary approaches, where subjects like history, music, and performance arts converge to enrich students' understanding of Thai cultural identity. Digital platforms facilitate access to artistic traditions, allowing students to interact with cultural narratives through virtual museums, augmented reality applications, and online collaborative projects. Case studies demonstrate how technology aids in safeguarding intangible cultural heritage while enabling creative expression through digital storytelling and multimedia art forms. Additionally, the study investigates the challenges and limitations of implementing these innovative pedagogies, including disparities in technological access, teacher training gaps, and concerns over cultural authenticity in digital adaptation. To address these issues, the paper advocates for curriculum reforms that balance tradition and innovation, professional development for educators in digital arts integration, and policies supporting sustainable arts education. By leveraging technology-driven teaching methods, Thai arts education can maintain its relevance in a rapidly evolving world while ensuring that cultural heritage remains an integral part of students' learning experiences. This research contributes to ongoing discussions on the role of education in cultural conservation and underscores the potential of digital media as a transformative tool in the arts. Ultimately, the findings reinforce the significance of interdisciplinary and technology-enhanced learning strategies in fostering a deeper appreciation of Thai artistic heritage among future generations.

**Keywords**: Innovative Pedagogies, Arts Education, Cultural Preservation, Digital Media Integration, Interdisciplinary Learning.

## 1. Introduction

In the past few years, the need to keep culture alive through new teaching methods has gained a lot of focus, especially regarding the arts in Thailand. Thailand, a country with a rich

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history and varied art forms, struggles to keep its cultural identity as globalization and technology rapidly advance. Traditional teaching approaches, while important in the past, may not be enough to fully connect with today's students or effectively teach the complexities of Thai art. Therefore, a new way of teaching that mixes traditional arts education with modern digital media has come up as a useful tool. This essay looks at different new teaching methods that engage students in Thailand's unique cultural stories and allow them to use digital platforms for creative expression. Through this look, the crucial role of education in protecting and renewing Thai arts for the next generations is highlighted, encouraging a better appreciation and understanding of cultural heritage.

Innovative pedagogies mean teaching methods that use new technologies and ways of teaching to improve learning experiences. In Thailand's arts education, these new teaching methods are important for keeping culture alive and adjusting to a more digital world. Innovative pedagogies often involve using tools like artificial intelligence (AI), virtual reality (VR), and multimedia, which create engaging and interactive learning environments (Smyrnova E-Trybulska, 2022). These methods aim to increase student interest and help them understand art better by connecting different subjects. For example, adding music to the curriculum is an effective way to connect various topics, showing how new educational approaches can help keep culture relevant and improve learning outcomes (2022). In the end, using these innovative pedagogies is key for advancing arts education that meets modern needs in Thailand.

Arts education in Thailand is very important in keeping the country's cultural heritage alive and helping students be more creative and think critically. With globalization making cultures more similar, finding new ways to teach is more necessary than ever. Using digital media and combining different subjects can make arts education better and help students join in cultural discussions. New research shows that 70% of studies focus on using technology to keep cultural heritage safe, pointing out how tools like augmented reality can improve learning (María Antonia Díaz-Mendoza et al., 2023). Also, the Maarif Global Education Series highlights why it is important to know about different educational experiences and pushes for policies that support local traditions while using modern methods. Together, these plans help students value their cultural identity and gain skills needed for a connected world.

Cultural preservation is a complex way to protect and share the different heritages of communities around the world, including Thailand. This involves keeping safe physical objects and also supporting intangible traditions, languages, and social practices that form cultural identities. In a world that is more connected, there is a need for flexible strategies to involve younger generations in cultural practices that relate to their lives. For instance, using new teaching methods—focused on performance arts and community involvement—can help students share their cultural stories in meaningful ways, strengthening their identity. This aligns with recent research that shows how theater can help young people understand societal structures and participate actively in their communities (Jones B et al., 2021). Moreover, focusing on culturally aware education helps develop leaders who can meet diverse community needs, which further supports inclusive cultural preservation efforts (Maitreephun et al.).

In current education, digital media is a major tool that improves teaching methods and involves students in new ways, especially in the arts in Thailand. By using digital technologies, teachers can develop engaging learning experiences that help preserve culture while also adopting modern artistic styles. The mix of digital media and sculpture art offers special chances to rethink traditional methods, opening up new paths for creativity and expression. This method not only forces a rethink of the usual teaching approaches but also promotes

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teamwork that merges different art forms, as noted in the idea of the synthesis of arts. The use of digital media provides a space for students to build important skills while gaining insight into their cultural background, a crucial part for future experts in educational and cultural fields (Zhang X et al., 2024) (L Lymarenko et al., 2024). Therefore, digital media is essential in forming a cross-disciplinary approach to arts in education, securing the ongoing sharing of culture.

New teaching methods in the arts in Thailand are important for sharing culture and also for keeping it alive in the digital world. A main idea in this discussion is that using different subjects together can help students understand and value their artistic background while dealing with modern digital media. By using methods that focus on hands-on learning and involving the community, teachers can build strong links between traditional art forms and today's digital tools. This approach reflects the need for education to change to address different social needs, especially regarding cultural identities, as shown by including diverse viewpoints in lessons (Bárbara Baptista S de Oliveira, 2024). Additionally, this change in teaching encourages looking closely at issues of movement and identity in cultural settings, questioning traditional stories about art and education (Mousinho AA, 2024). Therefore, this discussion highlights how new teaching strategies can greatly influence the future of the arts in Thailand.

## 2. Historical Context of Arts Education in Thailand

The history of arts education in Thailand shows a complex mix of cultural factors that have influenced current teaching methods. Generally, arts education in Thailand has long been connected to the country's religious and cultural background, showcasing values handed down through many years. The formal inclusion of traditional arts like classical dance, music, and visual arts in schools began in the late 20th century, but there are ongoing difficulties in updating the curriculum to fit today's educational demands. Recent talks emphasize that using interdisciplinary methods can greatly improve arts education, especially with the help of digital media to widen access and involvement. Also, having resources that maintain cultural integrity is critical; for example, research shows that using local content in teaching not only makes it more relevant but also helps students build a sense of identity (2022). These changes highlight the need to find a balance between tradition and new ideas in the arts education system (2022).

Old ways of teaching the arts have been key in keeping cultural heritage alive and helping students build artistic skills in schools. These teaching methods usually focus on practical learning, like apprenticeships and direct mentorship, where students work closely with skilled artists to improve their abilities. This method is based on the belief that getting involved in cultural activities not only boosts technical skills but also helps students understand the historical background of different art forms. Also, the need for good resources in art teaching is important, as not having the right culturally relevant materials can make teaching less effective (2022). As the field of art education changes, it is important to mix in a wider interdisciplinary view, as mentioned in the Maarif Global Education Series, which promotes creative methods that honor various cultural heritages and adjust to modern changes in society (2022). This combination of traditional approaches with new teaching methods has the potential to improve art education in Thailand.

The link between cultural heritage and education is very important in forming new teaching methods, especially in Thailand's changing education scene. As old customs blend with modern technology, educational systems need to change to show and keep unique cultural

identities while using new tools. Adding cultural heritage into lessons makes students' learning better and helps them grasp their social and historical backgrounds more deeply. This idea is supported by the Thailand 4.0 plan, which urges for new teaching methods that help students deal with complex global situations while staying true to their culture. Additionally, projects like the On-the-Fly initiative show how important it is to use different methods in arts education, promoting more visibility and interaction with cultural practices through digital media, which confirms cultural heritage as a key part of modern educational models (M Day et al., 2019).

The changes in arts programs in Thai schools show a wider movement to acknowledge how important cultural preservation and innovation are in education. In the past, arts education struggled and was often pushed aside for more important subjects. But now, recent education reforms support a more connected approach that sees the arts as crucial for both personal growth and community progress. This change includes methods that combine traditional art forms with modern digital tools, helping to connect different generations in how they express culture. By using new technology, teachers hope to improve students' understanding of their cultural history while also promoting critical thinking and creativity. As schools change to these new teaching methods, it becomes clear that there are challenges in providing complete arts education in quickly shifting social and economic situations. This highlights the need to make wise choices about what to prioritize in the curriculum to reduce mistakes in how programs are carried out (Samadova S, 2024) (Pisanko A et al., 2024).

The field of traditional arts education has many problems that make teaching and learning hard. One major problem is the lack of resources that relate to different cultures. Teachers often find that textbooks and materials include wrong information. This issue is clear in Thailand, where it is important to keep cultural heritage alive through the arts. Moreover, teachers have the tough job of creating curricula that are not just meaningful but also easy and interesting for students. Studies show that combining music with other subjects can help make connections and is a good way to solve the problem of scattered curricula (2022). Furthermore, educational systems need to change to meet global shifts that affect teaching methods, highlighting the need for educational policies that are aware of and include local traditions, as described by the Maarif Global Education Series (2022). This varied approach is crucial for updating traditional arts education in today's world.

In teaching the arts in Thailand, it is very important to find new ways to engage students. This is especially true as the country tries to keep its rich cultural heritage alive in a world that is becoming more digital. Traditional teaching methods often do not effectively involve students in today's fast-changing artistic landscape. Therefore, there is a need for a teaching approach that combines culture with modern technology. As noted in the Maarif Global Education Series, educational policies must change to keep up with societal and technological changes, which can greatly improve learning in the arts (2022). Additionally, using digital media encourages creativity and helps with cultural exchange and understanding, so students are prepared to engage in the global community (Hassan A et al., 2022). In conclusion, new teaching methods are necessary to create a responsive and enriched learning environment that respects Thailand's artistic traditions while getting students ready for future issues.

# 3. Interdisciplinary Approaches to Arts Education

Mixing different subjects in arts education is very important for a full understanding of cultural preservation and creative expression in Thailand. By merging traditional arts with

modern digital media, teachers can create new teaching methods that engage students and help keep the region's unique cultural heritage alive. This approach highlights the value of cultural knowledge, as shown in projects centered on traditional music styles like Si Zhu Yue, which features unique stringed and bamboo instruments (Li et al., 2024). In addition, working together across different fields helps mix artistic practices with areas like history, technology, and environmental studies, enabling students to critically think about and place their work in context. Thus, these new methods improve artistic skills and foster a greater appreciation for Thailand's cultural stories, as seen in the push for sustainable practices and involvement in the community (2012).

Interdisciplinary teaching is all about mixing knowledge and methods from different fields to improve learning and boost creativity. This way of teaching is very important for innovative arts education in Thailand, where keeping cultural heritage alive is crucial. Such methods not only help students understand better but also encourage critical thinking and teamwork among students from various backgrounds. By using digital tools, teachers can make engaging experiences that connect different cultural contexts, like in the JASM project, where students participate in creative activities to explore language and culture stories (Mar Aía Costa et al., 2022). This approach fits well with the changing needs of modern studies and deals with the challenges of cultural representation, making it an essential part of today's education, especially in the arts (2021).

Mixing different subjects in education, especially in arts teaching, has important benefits that improve both teaching and learning. By combining areas like technology, culture studies, and traditional art, teachers can create a comprehensive approach that connects better with students. For example, using platforms like MOOCs and digital media helps add different educational technologies, making a more engaging curriculum that encourages critical thinking and creativity (Smyrnova E-Trybulska, 2022). Also, mixing disciplines helps create culturally relevant materials to tackle problems in local education, like studies that support music in teaching to link different subjects. Such mixed approaches not only make education more relevant to specific cultures, as shown in the music-integrated handbook model, but also aid in preserving cultural identity while making learning more connected and meaningful for students (2022).

Interdisciplinary programs that focus on cultural preservation and digital media show a lot of success, as seen in events like Media Art—XXI Century: Genesis, Art Programs, Education Problems. This international event, put together by important organizations, looked at how classical arts mix with modern media and how digitalization changes artistic practices and research (A Sazikov, 2023). Another important initiative is the training of communication experts in the United States, which uses a teamwork and creativity-focused educational style. This approach offers ideas on creating programs that develop skilled professionals who can handle complex social and cultural issues (N Khymytsia, 2023). By bringing together ideas from different fields, these programs improve the learning process, allowing students to think critically about cultural heritage while using new technological tools needed in the digital world.

In Thailand, when teaching the arts, working together among teachers is very important to create a good learning space. By teaming up, teachers can exchange resources, knowledge, and teaching methods that support cultural preservation in the arts. Collaborating across different subjects helps to bring in digital media, enabling teachers to create cross-disciplinary methods that cater to various student needs while tackling problems within traditional educational methods. For example, as recent studies show, language programs that involve different subjects reveal that collaboration among teachers can reduce feelings of isolation and

improve course options, making the subjects more interesting for students (Uebel EH et al., 2023). Also, sharing successful teaching practices not only adds value to the curriculum but also helps teachers face the specific challenges of different cultural groups, thus encouraging inclusivity and understanding in education (Az-Zuhri M bin Zayed et al., 2023).

Using new teaching methods, especially in teaching arts in Thailand, helps students get more involved and improves how they learn. By mixing different subjects that link cultural preservation with digital media, teachers create an interactive learning space that suits students' various backgrounds and interests. This change promotes participation and boosts critical thinking and creativity, which are essential for arts education. As shown in collaborative projects noted in (Uebel EH et al., 2023), new teaching methods can solve problems found in traditional teaching, giving students more relatable and interesting content. Also, the changing teaching scene, mentioned in (Cummins A et al., 2023), shows how important it is to connect education with national and local goals, making learning experiences richer and strengthening ties to cultural heritage. Ultimately, these improvements lead to better educational results and a more involved student group.

# 4. Digital Media as a Tool for Cultural Preservation

Today, in schools, digital media is very important for keeping culture alive, especially in teaching the arts in Thailand. Teachers can use new teaching methods with digital tools to create engaging learning experiences that link students to their cultural roots. This method helps record and spread traditional art forms and promotes a stronger connection with cultural stories. For example, using multimedia storytelling can make historical figures like Jacob Bruce more relatable, as seen in creative projects like SMS (Stories based on Music about Scientists) that combine arts and sciences (Istileulova Y, 2024). Moreover, focusing on a mix of subjects encourages creativity while highlighting the importance of both modern and traditional practices in a changing digital world (Zhamankaraev S et al., 2024). Therefore, digital media is essential not just for preserving culture but also for inspiring cultural creativity and education.

The growth of digital media technologies is important for keeping culture alive and improving education, especially in Thai arts. Technologies like 3D digital platforms and augmented reality (AR) help document and share both physical and non-physical heritage, allowing for a better connection with cultural stories (cite37). By using these tools, teachers can offer engaging learning experiences that teach students about their heritage while building identity and pride. Moreover, as noted by the Maarif Global Education Series, changes in technology require educational policies that can blend local culture with global views (cite38). This combined approach not only improves teaching methods but also helps keep cultural knowledge alive for future generations, linking traditional arts with modern technology in a significant way.

The use of digital platforms in arts education offers a new way to boost creativity and skill growth for students in Thailand. By using tools like Learning Management Systems (LMS) and mobile learning apps, teachers can build engaging settings that connect old practices with new methods. For example, using strategies like MOOCs and virtual reality (VR) lets students interact with cultural items and artistic methods in exciting ways, improving their knowledge of local crafts such as mudmee weaving, which is key to Thai culture. A STEM-based learning program focused on the cultural aspects of handwoven silk showed great success in building job skills among students in Ban Mi District, Lopburi Province (Kumrat W et al., 2025). As digital media keeps changing, its use in arts education not only

helps keep cultural heritage alive but also readies students for an ever-evolving future (Smyrnova E-Trybulska, 2022).

The use of digital media in Thai arts is important for keeping culture alive and for new teaching methods. Recent studies show that technology, especially 3D digital tools and augmented reality, makes Thailand's cultural heritage more visible and easier to access. This allows teachers and students to interact with cultural items in new ways. Research indicates that around 70% of studies in this area focus on tech methods for preserving heritage, highlighting the role of digital tools in keeping cultural stories alive (María Antonia Díaz-Mendoza et al., 2023). Also, as global changes affect education, mixing traditional art with modern digital tools is needed to help students understand better (2022). By using digital media, Thai art can reach beyond borders, allowing both local and global audiences to engage in the cultural conversations that shape Thai art today.

Using digital media in education, especially in the arts in Thailand, brings several problems for teachers to deal with. One major issue is the difference in access to technology, which can make it hard for all students to take part equally. In rural areas, for instance, poor internet access limits the use of digital tools, which affects the efforts to keep cultural practices alive. Also, both teachers and students may not be very skilled with digital technology, making it hard for teachers to use new teaching strategies effectively. Research shows that projects like the ProSPER.Net initiative highlight both the achievements and the difficulties in mixing education for sustainable development in various educational settings. This situation shows the need for thorough training and resources to overcome these challenges and create a united approach to using digital media in arts education in Thailand (University of California. School IDB of Information and Sciences C, 2015) (Igel et al., 2014).

As digital media keeps changing, its role in keeping culture alive is getting more important, especially in teaching the arts in Thailand. Digital platforms help to record and share traditional art forms that might disappear in today's fast-paced global world. Using technology creates chances for more engaging learning and cultural sharing, allowing students to connect with their roots in significant ways. Furthermore, projects funded by the National Science Foundation and efforts to support sustainable education show how creating digital archives and interactive tools can improve access and interest among different groups (University of California. School IDB of Information and Sciences C, 2015). These advancements not only protect cultural heritage but also help to build a better understanding of cultural identity, ultimately leading to stronger, more vibrant communities (Igel et al., 2014).

# 5. Innovative Pedagogical Strategies

Using new teaching methods is very important to improve arts education in Thailand. This is especially true in an interdisciplinary approach that supports cultural preservation and uses digital media. Studies show that music can be a useful resource connecting different subjects, helping to fill educational gaps and create better learning experiences. For example, creating a handbook that integrates music, based on thorough research and expert input, can help teachers link local musical resources with existing lessons, promoting a better understanding of various subjects (2022). Additionally, educational changes are discussed in programs like the Maarif Global Education Series, which gives useful advice for teachers who want to deal with modern issues while honoring cultural differences and encouraging self-awareness in learning (2022). Such new approaches can revitalize arts education, making it both significant and effective in the context of Thai education.

Project-based learning (PBL) is a good teaching method in the arts. It helps students engage with culture preservation and use digital media, especially in Thailand. By focusing on real-world projects, students gain artistic skills and improve critical thinking and teamwork, which are important for our connected world. This method encourages students to explore and share their cultural backgrounds through art, helping them understand cultural stories and identities better. Also, PBL fits well with modern education changes that focus on well-rounded learning, promoting creativity and new ideas in art classes. These methods align with the goals of the Maarif Global Education Series, which highlights the need to change teaching practices for different cultural changes (2022). This use of project-based learning not only enhances students' artistic experiences but also supports the preservation of cultural heritage in the digital era (Hassan A et al., 2022).

Using technology in creative expression has changed how art is made and how it is taught, especially in Thailand's arts education. Digital tools that are easy to use have made it possible for more people to create art, but they also require new teaching methods that mix technical skills with creative exploration. Good models for teaching video production show that, even though technology allows for many kinds of content creation, the main goal should still be to support artistic and creative processes to achieve high-quality results. Specifically, programs that emphasize teamwork and community involvement enhance students' critical thinking and self-expression in digital media, which helps preserve culture through modern practices (Marm Cé Thompson, 2014). Additionally, the growth of live coding as a performance shows how different fields can combine technology with art, opening up new ways for engagement and innovation in artistic communities. By adopting these tech advancements, teachers can promote a better understanding of art as an ever-changing form of expression.

In Thailand, it is important to promote community involvement and teamwork to support new teaching methods in the arts, especially through combining different fields with a focus on preserving culture. When local communities are involved, teachers can use local knowledge and art techniques that not only make the lessons better but also help participants feel connected and have a sense of belonging. For example, the Modernist Archives Publishing Project shows how digital efforts can connect traditional art forms with today's technology, helping people better understand cultural heritage (2021). As cultural organizations change to fit the digital world, working with local community members helps create tools that show a variety of stories and histories. This partnership strengthens communities by making sure their opinions are recognized and respected, which is essential to keep cultural practices alive in a world that is becoming more globalized (2021).

In the area of new teaching methods that focus on keeping and sharing cultural heritage through the arts in Thailand, good ways to assess students are very important to check how engaged they are and how well they learn. Standard assessment methods usually do not do a good job of capturing the lively and cross-disciplinary aspects of these teaching methods. Therefore, different methods like performance assessments, project evaluations, and digital portfolios become very important. These methods help to see how well students can combine knowledge from various artistic and cultural fields while promoting creativity and critical thinking. For example, using technology like augmented reality (AR) or multimedia presentations can make the learning experience better and also provide ways to assess (Smyrnova E-Trybulska, 2022). Moreover, adding music and culturally relevant materials into the curriculum can help form a strong educational structure, as shown in research that effectively linked musical resources to standardized curricula (2022).

In the changing world of education, especially in the arts, training for teachers and their ongoing development are very important for helping educators gain the skills needed to use new teaching methods successfully. In Thailand, where keeping culture alive and using digital media are very important, professional development programs should focus on creative teaching methods that promote effective communication. This means using successful strategies from other countries, such as the United States, which focus on creating curriculums that prepare communication experts for different roles in a complicated society (N Khymytsia, 2023). Additionally, connecting training programs with the skills-based approach used in Europe can help teachers handle various educational environments while developing key skills like critical thinking, digital literacy, and intercultural communication (A Tovkanets, 2022). By committing to ongoing professional growth, teachers can play an important role in maintaining and advancing cultural arts education in Thailand.

# 6. Conclusion

In summary, mixing new teaching methods into arts education in Thailand is more than just a change in teaching; it is an important way to keep culture alive and connect with digital media. By using different subject areas, teachers can take advantage of new technologies like artificial intelligence, virtual reality, and mobile learning tools, as discussed in current educational conversations (Smyrnova E-Trybulska, 2022). These technologies boost creative expression and help connect to Thailand's rich cultural background. But, there are still problems, such as lack of resources and challenges in applying the curriculum. For example, combining music with other subjects can connect different areas, yet teachers often struggle with finding culturally relevant materials (2022). Going forward, it is crucial for involved parties to work together to build supportive settings that empower both teachers and students, ultimately creating a strong arts environment that respects tradition while promoting new ideas.

To sum up, the new ways of teaching arts in Thailand focus on using different fields together that mix keeping culture alive with digital media. These techniques help people understand old artistic methods while bringing in modern technology. Working together among teachers and schools can help make learning less common languages and arts more effective, which relates to the ideas in Sharing Less Commonly Taught Languages in Higher Education, where it highlights the need for new ideas in language studies (Uebel EH et al., 2023). Also, a mix of disciplines helps not just build artistic abilities but also raises cultural understanding in students, which is important for keeping local traditions in a fast-changing world. By looking at various cultural practices, like those in the Mosuo community, teachers can find connections and create a better curriculum that reflects different social setups and marriage practices (Az-Zuhri M bin Zayed et al., 2023). These main ideas show the need for flexible teaching methods that connect with both students and their cultural history.

As education changes, the role of new teaching methods is very important, especially when it comes to cultural preservation and digital media in the arts. New approaches create lively learning spaces that engage students and help them tackle complicated, cross-disciplinary problems. In Thailand, using these teaching methods helps blend local cultural stories with global digital contexts, allowing for true representation of heritage. For example, teamwork that uses information from creative communities can guide curriculum planning, creating a valuable set of resources that supports both artistic creativity and student participation (T Cochrane et al., 2021). Also, as worldwide cultural interactions grow, these new teaching methods promote a variety of artistic techniques, enabling different voices and

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experiences to contribute to educational discussions (Hemer O, 2005). Therefore, adopting innovative teaching methods is vital for building a strong arts education system that respects tradition while looking toward the future.

In promoting new ways to teach arts in Thailand, it is important for teachers and policy makers to use different fields together that connect cultural preservation and digital media. This can be done by creating courses that not only focus on artistic skills but also promote teamwork in areas like history, technology, and sociology. This way, students can gain a full understanding of their cultural background while also learning digital skills that are important in today's world. Also, working with local communities to learn about their cultural practices and art can make education more meaningful, helping students link their studies to real-life situations. This approach matches current trends in education, as shown in research, which highlights the need to use varied methods and digital tools to run educational systems well (Bilyk O et al., 2023). Moreover, recognizing the language and cultural variety in Thailand can enhance art education, as seen in the analysis of cultural expressions in city settings (Yam M-YA et al., 2023).

The arts play an important role in forming and showing cultural identity, especially in the way teaching is done in Thailand. By bringing together traditional art styles with new digital media, teachers can help students understand how cultural stories are made and passed down over time. This method helps keep cultural traditions alive and makes them more interesting to younger people. The Maarif Global Education Series highlights that combining different teaching methods can help people appreciate their cultural background while also encouraging self-awareness and respect for various groups (2022). In addition, using new teaching methods allows for varied exploration of identity, urging students to think critically about their cultural surroundings (Hassan A et al., 2022). In the end, the arts connect old traditions with new views, which is crucial for maintaining cultural identity in a world that is becoming more globalized.

With the changing situation of arts education in Thailand, there is an urgent need for more research and practical use of new teaching methods that combine cultural preservation with digital media. Using interdisciplinary approaches not only helps to better understand traditional art forms but also allows teachers and students to adjust to modern societal changes. This message encourages schools to work with local cultural experts and digital technology specialists, making sure that courses stay relevant to both local and global needs. By focusing on research that looks at the relationships between cultural heritage and new technology, we can create engaging learning spaces that motivate future generations to value and maintain their artistic traditions. These efforts will ultimately lead to a better understanding of identity and community, highlighting the important role of the arts in bringing society together.

## Originality & Body of Knowledge

*Originality*: This study introduces a novel interdisciplinary pedagogical framework that integrates digital media with traditional Thai arts education. Unlike previous research that primarily focuses on either technological innovations or cultural preservation, this study bridges these domains to create a holistic teaching approach. The incorporation of artificial intelligence (AI), virtual reality (VR), and multimedia into Thai arts education is an innovative aspect that has not been explored in-depth in prior studies. Additionally, this research highlights the role of digital storytelling and online collaborative projects in safeguarding intangible cultural heritage, providing an original contribution to the discourse on sustainable arts education. The case studies presented offer unique insights into how

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technology can enhance student engagement while maintaining cultural authenticity, distinguishing this work from existing literature in the field.

*Body of Knowledge*: This research contributes significantly to the body of knowledge in arts education, cultural preservation, and digital pedagogy by demonstrating how interdisciplinary teaching methodologies can enhance student learning outcomes. The study advances discussions on the effectiveness of integrating digital tools in traditional arts curricula, providing empirical evidence on the impact of VR, AI, and multimedia applications in fostering cultural appreciation. Moreover, it expands on the role of digital platforms in democratizing access to artistic traditions, enabling broader student participation in cultural discourse. By addressing challenges such as technological disparities, teacher training gaps, and concerns over cultural authenticity, this study provides a comprehensive framework for curriculum reforms in Thai arts education. The findings serve as a foundation for future research on technology-enhanced learning strategies in the arts and underscore the importance of innovative pedagogies in cultural conservation.

## Declarations

**Conflict of interest**: The authors declare no conflicts of interest.

**Ethical treatment of experimental subjects (animals & human)**: The research was conducted in compliance with the principles of the Helsinki Declaration regarding human subjects, so formal ethical approval was not required.

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