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Book Review:

อนุทินланแร่ทองคำแห่งสยามของ ยี. อี. เยรินี: มรดก
เอกสารที่บันทึกเป็นลายลักษณ์อักษรแบบดิจิทัล
เกี่ยวกับอาเภอบางตะพาน, ค.ศ. 1885-1889

*G.E. Gerini's diaries of Gold Fields of Siam:
A digital landscape of Bang Tap'hān's
documentary heritage, 1885-1889*

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In the digital age, digital information has economic value as a cultural product and as a source of knowledge. It is this knowledge economy that contributes to the emergence of creative economy. Today, cultural and creative sectors such as tourism and information technology are driving factors of economic growth and local development. Conventional models of cultural tourism shift to new models of creative tourism based on intangible culture and creative digital media. (Gerini 2017: iii)

I. Translating concept into implementation: From G.E. Gerini's *Gold Fields of Siam* diaries towards an interactive multimedia book for tourism industry in the value-based economy

Gold Fields of Siam, an interactive multimedia book project to test the recommendations of UNESCO on protecting of documentary heritage and providing universal access to it, has been inspired by Kanokwan Gerini's literary genetic research

entitled *The genetic study of G.E. Gerini's literary multilingual writing about Siam and the Orient*. This innovative project represents a paradigm shift in cultural resource management. It uses an innovative approach which integrates the disciplines of manuscript genetic study, the preservation and conservation of archival materials of G.E. Gerini's manuscripts and autographed diaries with the digital technologies and digital arts to implement the book innovation for tourism industry, one of the First S-Curve focused industries in Thailand 4.0, with the aim to support and steer the tourism industry in the community towards the value-based and innovation-driven economy. In line with Thailand 20-year strategy (2017-2036), this book can be considered a model to enhance competitiveness in the digital economy and real-time economy through the development of innovation, data, human capital, and other digital resources and the use of digital technologies in all socio-economic activities that will ultimately strengthen Thailand's economy and drive the country towards prosperity, stability, and sustainability.

II. Gold Fields of Siam: A new digital landscape of Bang Tap'han's documentary heritage, 1885-1889

The focus of the manuscript genetic research of the manuscript collection of G.E. Gerini (Phra Sarasasana Balakhandh) in Siam for this book is on his multilingual diaries, a newspaper article, maps and old documents relating to his memories at the *Gold Fields of Siam* Co. Ltd. in Bang Tap'han, a district of 'the best gold in the world' (Gerini 1885: 2) on the west coast of the Gulf of Siam, from 1885 to 1889. The first of three sets of genetic evidence of the Bang Tap'han's documentary heritage is his full-page English article entitled "The Bang Tap'han Gold Mine Concession" published in *The Siam Weekly Advertiser* newspaper in Siam in October 1885, four years after his permanent residence in Siam. It is the end result of his official trip on the Eastern coast of the Siamo-Malay Peninsula with Mr. Angelo Luzzatti, an Italian civil engineer from Asti, to explore the tin mines and gold mines in several of the most important provinces situated between Lakohn (Ligor) and Phetchaburi provinces in 1885. In this documentary heritage, Gerini reveals the economy, geography, typography, stratigraphy, minerals and local mining intelligence, woods and timber, means of local transport, history of places, toponym, population census, price of Bang Tap'han gold, Siamese 'subhasit' poetry, tales, spirits and superstitious beliefs relating to the Bang Tap'han gold mine. The next extant genetic evidence is a series of forty-six diary entries scribbled in the English language in a standard Letts's No. 32 *Rough Diary or Scribbling Journal for 1886*, printed by Letts,

Son & Co. Limited, London Bridge (22cm x33 cm), now preserved by Il Fondo librario Gerini dell' Università degli Studi di Napoli L'Orientale (Unior., FLG.) in Italy. In this documentary heritage, Gerini records in detail the daily activities during the course of his travelling for work as an accountant and interpreter for the Gold Field of Siam, Limited, based in Pa Ron and Bang Tap'han from January 1 to February 17, 1886. His diary reveals his daily itineraries of travelling for work at Bang Tap'han Gold Fields of Siam and direct contacts with the local and foreign characters in various settings, which can be classified into seven categories, namely, geographic, topographic, weather data; construction works in progress; gold mining operations; multicultural labor; management and directions; sickness, symptoms and treatment; steamers to Bang Tap'han. The last genetic evidence is his 44-page diary of *The Singapore and Straits Rough Diary for 1889* printed by The Singapore and Straits Printing Office, Singapore (22cm x 33 cm), now preserved by GISSAD in Bangkok, in which he scribbles his voyage from Bangkok to Bang Tap'han, many explorations to mineral and gold deposits at Noen Sai, Pa Ron, Bang Tap'han, surveys of Khlong Mae Ramphueng, Khlong Nae to Ban Tha Manao village, visits to villages in Hin Kong and Bang Tap'han Noi, a trip to Ma Rong stalactite cave, Mae Lam Phueng Bay, a survey to Tab Sakae, Khlong Wan, from November 6, 1888 to April 26, 1889 when he starts another trip to Phetchaburi to recruit Laotian people, Lao Wieng, Lao Phuen and Lao Song Dam to work in Bang Tap'han *Gold Fields of Siam* until May 23, 1889 and towards the end of 1890. In his exploration into Bang

Tap'han Noi, Gerini records in his diary entry dated April 18, 1889 the tangible and intangible cultural heritage comprising the local road on foot and on horseback, topography, toponymy, minerals, mangrove, wildlife, herbs, plants, islands, villages, income, jurisdiction administration, the river, fresh-water wells, branches of the river, veins of tin and gold, cultivation, Chinese fishermen, shrimp paste production, forest products, birds, shrimp taxation, selling price, shrimp fisheries, shrimp catching net, Malay and Chinese populations, torch production, Malay kris, birds, etc. In short, these manuscripts are of great scientific value, containing natural, cultural memory of gold-mining history, discourses and strata of local intelligence and thoughts, and constituting one of the most significant body of records about Gold Fields of Siam between 1885-1889, a true legacy of Bang Tap'han. They are all valuable documentary heritages of Siam that we should protect, preserve and promote worldwide.

Based on the genetic research results, the book, first, presents in Episode one - En Route the three important geographic and biographical routes, 1860-1911, of G.E. Gerini, the author and the diarist, entitled 'Rising in the Occident, 1860-1881', 'Shining in Siam and the Orient, 1881-1906', 'Marching on in the Occident, 1907-1911' respectively. Episode two - The Golden Chersoneses presents Gerini's three Gold Fields of Siam itineraries in 1885, 1886 and 1888-1889. They are precisely reconstructed from the three sets of manuscripts and entitled 'GI1 Siamo-Malay Peninsula and its islands, May-June 1885', 'GI2 Bang Tap'han-Pa Ron, January-February, 1889,' and 'GI3

Bang Tap'han and etc., November 1888-April 1889,' respectively. Episode three - *Records* presents the lists of the intangible properties of documentary heritage, as recorded from the point of view of G.E Gerini, the *flâneur*, in three parts which are entitled MS1 'The Bang Tap'han Gold Mine Concession, *The Siam Weekly Advertiser*, October 1885', MS2 'The Letts's No. 32 Rough Diary, Bang Tap'han 1886,' and MS3 'The Singapore and Straits Rough Diary for 1889,' respectively. In each part, the manuscripts have been transcribed by using manuscript transcription conventions initiated by Pierre-Marc de Biasi and translated in the English, Italian and Thai languages. The multilingual translations have been highlighted in different colors, the color of ocean for English, the color of clover for Italian and the color of plum for Thai. On each page of the manuscripts, a colorful digital QR code, in eight or more colors, is provided, allowing the user to access the high-quality digitized edition of the manuscript instantly.

In addition, in this interactive multimedia book, many archival documents have been included as references in a form of photos, digital media, all of which are with the QR codes so that they can be examined in detail. They comprise digitized research and report on gold in Siam and the *Gold Fields of Siam, Limited*, the digitized share warrants of the *Gold Fields of Siam, Limited*, Gerini's digitized maps of the Kingdom of Siam, his working map of the Gulf of Siam and the 'Souvenir Album of Siam at the Turin International Exhibition in 1911,' a very beautiful and rare collection of the documentary heritage of Siam in the early twentieth century. Many new videos have been

produced from Gerini's own words in his records about *Gold Fields of Siam*. They are the best results of several surveys. The colorful QR codes have also been used here to make universally access to all videos in the interactive multimedia book.

With the pleasant integration of the manuscript genetic research with the smart technology of IoTs, a new digital landscape of the documentary heritage of the Bang Tap'han gold fields of Siam has been generated and shared.

III. Gold Fields of Siam: An innovative Italian -Thai collaborative partnership

This digital publication can be considered the innovative product that “uses innovation, highly-skilled human capital, and smart technology to further the potential of the existing production and service bases and develop new ones to drive Thailand to be a country of smart economy, society, and citizens” (Office of the National Economic and Social Development Board 2017: 6). In addition to this, embedded within the research and production processes of this *Gold Fields of Siam* interactive multimedia book are not only the creativity, the innovation and the new digital landscape of Bang Tap'han's manuscript documentary heritage but, more importantly, the innovative Italian -Thai collaborative partnership.

The tasks in the digitization process of Gerini's multilingual manuscripts, the manuscript analysis process, the transcription, transliteration and translation process as well as the editing process have been implemented by Thai and Italian research

stakeholders because the archival materials are all multilingual and are preserved in Italy and Thailand. This internationalized working pattern has been used during the surveys, the interviews, and video production at Bang Tap'han Gold Mines. The creative works of the QR codes and the online-publishing process are the collaboration between the international research team and the LoKoDuoEnsemble Italian-Thai digital art team.

The value-based innovative product that is the ultimate digital outcome of this Italian-Thai collaborative research is the multi-colored QR code - ISBN 978-974-641-679-5 (Figure 1) which grants anytime/anywhere access, through a QR-code app or a smartphone with a built-in QR code reader or scanner, to a four-colored, hardcover, A5-size, 250-page, trilingual travel guidebook of *Gold Fields of Siam*. Written in the English, Italian and Thai languages, with 45 digital photos, the book also contains 84 multi-colored QR codes which allow the user to access and



Figure 1 QR code - ISBN 978-974-641-679-5, Bang Tap'han's documentary heritage Gold Fields of Siam.

view the original manuscripts and the diary-based videos.

The *Gold Fields of Siam* interactive multimedia books have been disseminated to 100 members of universities, 137 local administrations in Chumphon and Prachuap Khiri Khan provinces, which are in Gerini's historic Gold Fields of Siam itineraries, regional administrations, non-government cultural organizations, state-owned enterprise, embassies in Thailand and 118 cultural offices of local government-communes, provinces and regions and Assessors of Culture, universities, libraries and museums in Italy, libraries of high school in Liguria Region, Italy, tourism institutions, embassies and consulates in Italy, cultural centers, universities and museums in AEC (ASEAN Economic Community)

The number of QR codes that can be accessed universally via Internet of Things (IoTs) consists of 48 QR codes for digitized archival materials, 9 QR codes for, 20 digital posters with QR codes, 7 QR code or related references. The number of viewers is very satisfactory. The QR analytics data show that the viewers live in United States, Canada, France, Spain, United Kingdom, Italy, Sweden, Japan, Thailand, etc. The platforms are iPhone, Windows and Macintosh.

The indicators that have been set to monitor and evaluate the outcomes and achievements of this *Gold Fields of Siam* interactive multimedia book show that the embedding of the creativity, digital innovation and internationalized collaborative partnership in this existing cultural resource management material can significantly enhance competitiveness for people in tourism industries in the global market and lay a good foundation

for the innovation-driven economy in the globe.

From the point of view of all research stakeholders of *Gold Fields of Siam* project, this innovative book has created not only the relationships with global institutions but also the ability to expand their access to new sources of knowledge. Besides, all stakeholders consider the Internet of Things (IoTs) an effective strategy for *Gold Fields of Siam* to enhance the competitiveness in global tourism market. Finally, through this *Gold Fields of Siam* project, this Italian-Thai collaborative knowledge-driven digital society has been strengthened and it looks forward to creating the next G.E.Gerini's manuscript research-based interactive multimedia book for creative tourism in the near future.



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