

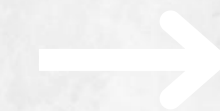
WTUC 2025



**WORLD TECHNOLOGY
UNIVERSITIES NETWORK**

*Driving Inclusive Sustainable Innovation in
Education and Research*

REVIVING HERITAGE, EMPOWERING COMMUNITIES: MUAY KORAT AS A CATALYST FOR GLOCAL SOCIAL INNOVATION'



Dr. Mullika Sungsanit (Suranaree University of Technology)



CONTEXT & CHALLENGE

- Korat's Muay KORAT: a living martial arts lineage facing fragmentation and ageing custodians.
- Weak pathways to youth engagement and markets limited cultural and economic value.
- Aim: convert safeguarding into regional value chains while protecting authenticity, equity and safety.



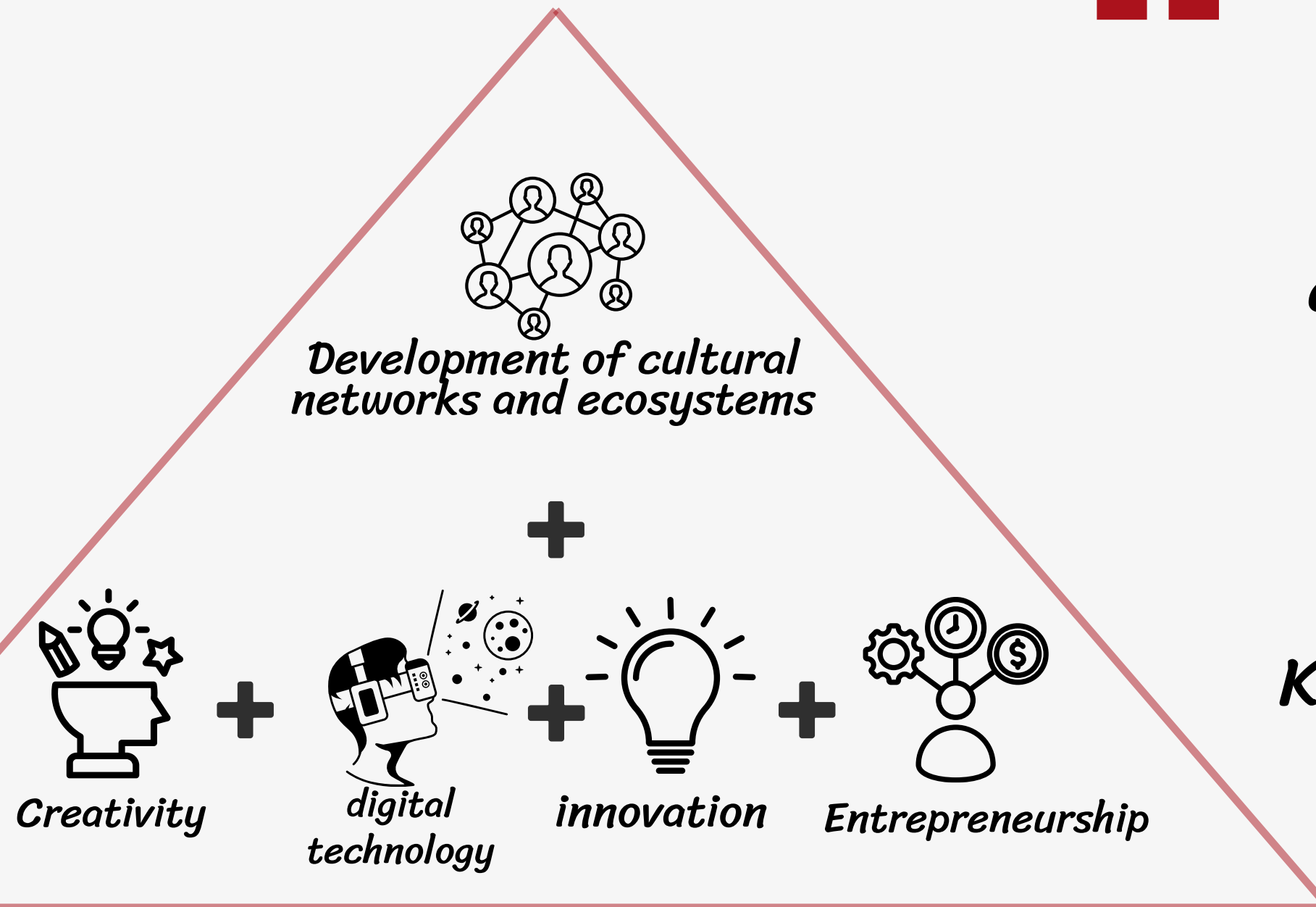


“

We believe that . . .

Developing a cultural network and ecosystem that combines creativity, digital technology, innovation, and entrepreneurship will enable Muay Korat to become a national soft power and foster local awareness.

”



Cultural Asset: Muay Korat

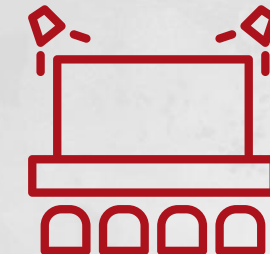




DESIGN PRINCIPLE



THE UNIVERSITY
SERVES AS AN
ORCHESTRATOR
ACROSS SECTORS.



CULTURAL SPACES
TRANSLATE VISIBILITY
INTO PARTNERSHIPS
AND INCOME.



YOUTH-FACING
FORMATS CREATE
DEMAND AND
RELEVANCE.



INFRASTRUCTURE-
FIRST REDUCES
COORDINATION
COSTS.



“From Living Heritage to Living Incomes”

Learn → Perform → Thrive.”

4

Showcase & Institutionalization

Purpose: Move from ad-hoc showcases to recognized, recurring institutions.

- **Signature performances**
Large-scale demonstrations (e.g., mass Wai Kru / choreography), public stages, and competitions.
- **Recognition mechanisms**
Standards, juried awards, certification, documentation, and broadcast to build legitimacy year on year.

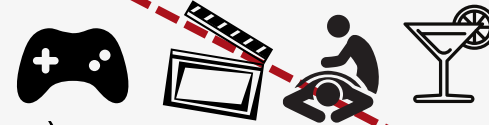


3

Re-creation & Diversification

Purpose: Turn culture into contemporary products, services, and skills.

- **Cultural innovation**
Reimagine heritage into modern formats (games, food & beverage, crafts, media, wellness).
- **New entrepreneurs**
Run MuayKorat GameHack and Business Model Canvas workshops so youth and community members can design viable ventures.



2

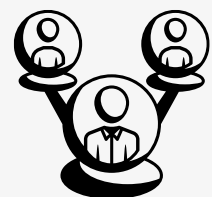
Build Foundations & Coalition

Purpose: Create a strong base of knowledge and community engagement.



Knowledge creation & curation

Document Muay Korat's history, techniques, and cultural value in accessible formats.



Community working groups

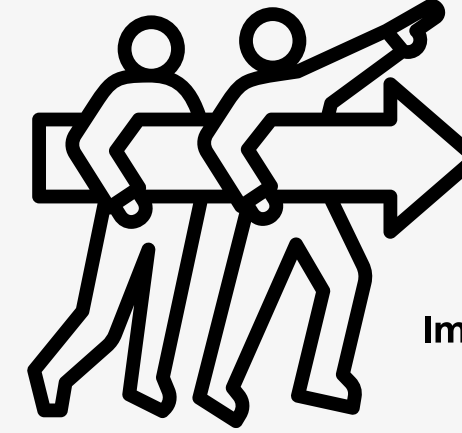
Form 12 multi-stakeholder teams (masters, teachers, youth, cultural groups, local government, private sector) to co-design activities and collect baseline data.

Early result: A shared evidence base and active local ownership.

5

Emergent system

Purpose: Shift from scattered, one-off activities to a living cultural innovation ecosystem where all actors connect and co-invest.



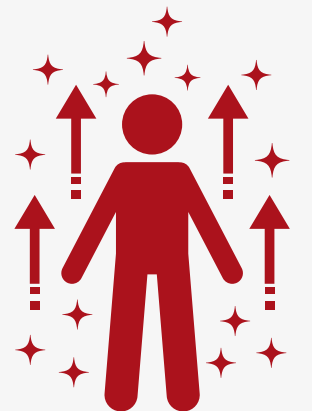
Impacts

- **Economic**
 - Teachers and culture carriers earn more; local income grows through events, services, and visitor spending.
- **Social**
 - Youth gain discipline, pride, health, and life skills; families and communities reconnect through shared practice.
- **Network**
 - Stronger partnerships among schools, communities, universities, creative sectors, tourism, and private sponsors.

Capacity & Education

Purpose: Put “people development” at the heart of the movement.

- **Cultural elevation**
 - Showcase 16 masters/lineages to build pride and public trust.
- **Curriculum uptake**
 - Integrate Muay Korat learning activities into schools (e.g., 253 classrooms in the pilot to foster “youth as culture carriers”).
- **Teaching tools**
 - Develop the “Muay Korat Curriculum & Practice Guide” for teachers; run practical trainings so schools can implement for real—not just as exhibitions.



Early result: Confident teachers and students; a living classroom pipeline.

Cultural Leader



3

Develop Master

An up-level workshop on Muay Korat to advance to the auspicious level of the Muay Korat master.



13

Develop teachers

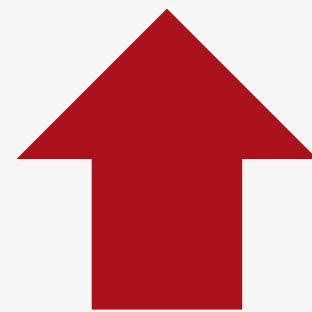
Training activities to develop, promote and preserve the art of Muay Korat for teachers in the Nakhon Ratchasima Primary Educational Service Area Office 1



253+

Muay Korat Keita Competition

27 teams
participated
January 14, 2025



9 teams
participated
August 21, 2024



Cultural inheritors

A group of 30 students from Ban Simum School (Thawatchai Rat Anusorn)



Keita performance



Nata performance

มวย
โคราช!
ประกาศศักดา!

21 ส.ค.2567 เวลา 10.00 - 20.00 น.
@Korat Hall 1 ชั้น 4 เซ็นทรัล โคราช

KNOCK
OUT!!
มวยโคราช MUAY KORAT

จำนวนผู้เข้าร่วมงาน

1,379
คน



"Muay Korat Performance in Honor of Ya Mo" March 24, 2025

2000+





หลักสูตร

มวยโคราช

พ.ศ. ๒๕๖๘



สำนักงานศึกษาธิการจังหวัดนครราชสีมา
สำนักงานปลัดกระทรวงศึกษาธิการ

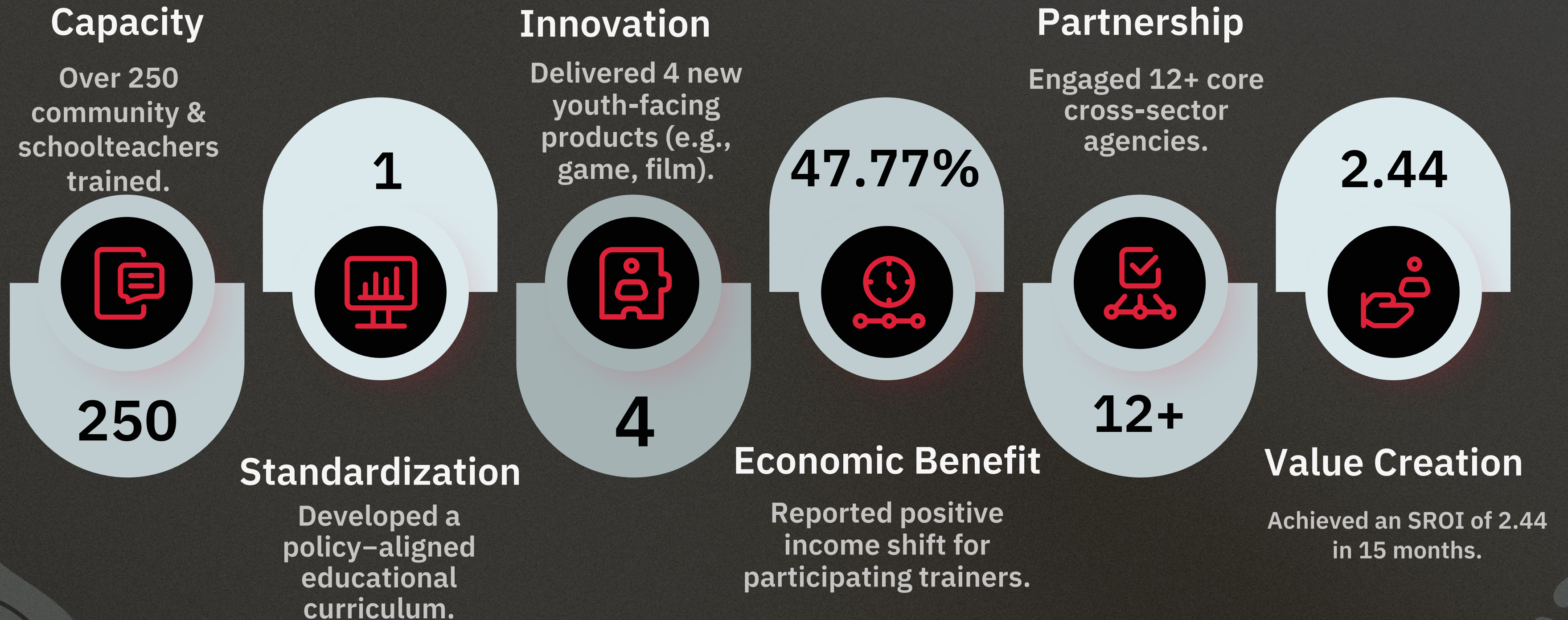


17 มิถุนายน 2025 เวลา 08:48 น.



Impact snapshot

The Muay Korat initiative has demonstrated early success in revitalizing the cultural practice and building a sustainable community ecosystem.



Huay Korat

A university-orchestrated, standards-first approach can revive living heritage and unlock inclusive regional growth—without compromising authenticity for market appeal.

