

The Local Economic Promotion through the Creative Tourism Travelling Route: the Practical Application for Chiangrai Province, Thailand

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Abstract— “The Local Economic Promotion through the Creative Tourism Travelling Route: the practical application for Chiangrai Province, Thailand” was a qualitative research that had the following objectives: 1) To study the potentiality of the cultural tourism for Chiangrai Province, Thailand 2) To study the creative tourism travelling routes in order to increase the economic value for Chiangrai Province, Thailand. Owing to the research, it was found that 1) culture was a social heritage that revealed the prosperity of the society which could be shown in various ways, for example, the cultural arts, the tradition, folklore, architecture, ancient sites and antique artifacts. All of these could be called “cultural tourism attraction” or the practical tourism application for Chiangrai Province, Thailand. As the matter of fact, Chiangrai province was considered to be the upper most province of Thailand that had long legendary history for more than 750 years. Thus, Chiangrai Province had possessed a variety of cultural tourism attractions that could be revealed through the practical ways of life of the local residents. Actually, the “cultural tourism attraction” was based on the traditional festivals and the domestic handicrafts that had the potentiality to catch the attention of the tourists and the travelers who visited Chiangrai Province. The only missing link was the transportation networking of roads and highways to promote the tourism industry. 2) The cultural travelling routes would be creative to the promotion of tourism industry in Chiangrai Province which could be divided into 2 categories. Firstly, the creative or cultural travelling routes in Chiangrai province; and secondly, the creative or cultural travelling routes with relative province and neighbor country. In summary, the creative or cultural travelling routes would support the ASEAN community market as well as would hold up the cultural tourism attraction amongst the ASEAN community nations.

Keywords- *Creative tourism, Cultural attraction, routes, Cultural Tourism Potential site, Cultural management, Tourism logistics management, Chiangrai, Thailand*

I. INTRODUCTION

Presently, the tourism industry has created the economic growth for Thailand as it did in the past. The reason was Thailand had always possessed a great number of tourism resources both the natural resources and the cultural resources, including the human artifacts and the way of life of the citizens of the country. In fact, the cultural tourism attraction was the identity of Thailand that the local tourism attractions were full of the cultural arts, the tradition, folklore, architecture, ancient sites and antique artifacts as well as the dressing style and the human tools and machinery, foods and drinks, and the traditional festivals. Additionally, Thailand had preserved the local and the domestic wisdoms which helped Thai people to

survive up to the present time. (The Environmental Research Institute, Chulalongkorn University; 2006) Actually, the requirement for travelers and tourists at the present time has been changed from mass tourism to be the Niche market and the cultural tourism attraction which would be more interesting and attractive.

In actual fact, Chiangrai Province, Thailand, is situated at the top North most of the country. Its border region is connected to the neighboring countries such as Myanmar and Laos with readiness to be the center point for the economic transporting routes, for example, the development of the constructing highway in order to connect with the R3A super highway from China; and the preparation to make an establishment of Chiangrai Special Economic Zone project in Chiangrai province. Actually, Chiangrai province is the front position for welcoming the tourists and the travelers from China whose tendency would follow the famous movies called “Lost in Thailand”.

According to the TAT tourism information revealed by the office of tourism in Chiangrai province, it stated that in the second quarterly report (April-June, 2012), there were 28% increase in the number of tourists and travelers from the previous year, 2011, for instance, in June 2012, there were 68% of tourists and travelers increased from the previous year 2011, particularly, in the month of June. Thus, it would be concluded that Chiangrai province was the destination for both Thai and foreigner travelers. Therefore, it would be appropriate to promote Chiangrai province to be the tourism province of Thailand.

The creative tourism is considered to be a new and the modern tourism industry aiming at the sustainability of the industry. The tourists would be able to absorb to understand the Thai culture and the way of life of Thai people. As a result, the tourists would remember Thai life style and would come back to visit Thailand again in the future because of the creative tourism that possessed the domestic wisdom and the local craftsmanship.

In short, the creative tourism or the cultural tourism for Chiangrai Province, Thailand, has possessed a long legendary history for over 750 years in conjunction with the local ethnic origins of more than 30 tribes of ethnic groups. Furthermore, Chiangrai Province, Thailand, has a vast quantity of land and natural resources that should be developed to be tourism attractions for the tourism destination of all the travelers and the tourists. This research wanted to reveal the Chiangrai Province potentiality for tourism industry, including

the cultural travelling routes for promotion of ASEAN tourism market and for the goal of sustainable tourism industry for Thailand in order to increase the tourism industry income locally and internationally.

II. OBJECTIVES

The objectives of this qualitative research were as the following: -

- 1) To study the potentiality of the cultural tourism for Chiangrai Province, Thailand
- 2) To study the creative tourism travelling routes in order to increase the economic value for Chiangrai Province, Thailand

III. THEORY AND CONCEPTUAL FRAMEWORK

“The Local Economic Promotion through the Creative Tourism travelling Route: the practical application for Chiangrai Province, Thailand” was considered to be the qualitative research whereby the concept and goal of the researchers’ followed the following theories and ideas: -

Cultural Tourism Concept

The Cultural Tourism Concept was based on the niche market which was the aim for a specific group of tourists emphasizing education and knowledge in cultural and historic experience, for example, the architecture, and the social values and the natural resource that would reflect the way of life of the local people, including their traditional folklore and festivals.

Creative Tourism Concept

The Creative Tourism Concept had been supported by the UNESCO organization emphasized the building and the development of networking creative tourism so that cultures and tradition would be assimilated and understood through the identity of the way of life of the local people interaction in term of cultural heritage.

The Standard of Cultural Tourism Concept

The Standard of Cultural Tourism Concept had been designed from the department of tourism with three indicators, for instance, (1) the potentiality to attract tourists and travelers, (2) the potentiality to welcome tourists and travelers and (3) the potentiality to manage and to administer tourism industry.

PEST analysis

The PEST analysis is a kind of analysis being made outside the tourism industry, for instance, it was consisted of political, social and economic as well as technological aspects as called “PEST”; it has to be working with the SWOT technique and in conjunction with the tourism strategy.

Conceptual Framework

The cultural tourism attraction normally possessed many kinds of attraction which could be divided into the material culture and the spiritual culture in term of beliefs, tradition, the

way of life and so on. The cultural attraction had to be transported and transmitted through many generations within the community, particularly, the Hill Tribe community whose cultural heritage had been carried out for such a long time; then, it transformed into traditional festivals that persuaded tourists and travelers to come and to visit their communities in order to see the rituals and the rites of the ceremonies. It was the identity that attracted tourists the most and became the tourist attraction sites. Thus, it required cultural management and the planning to fit to the normal life of the local people. It was called “Tourism Infrastructure” where tourists and travelers could find way to visit the festivals. Therefore, the tourism logistics management and creative tourism should play the role hand in hand in order to assimilate the tourism industry with the local way of life of the local residents. Chiangrai Province, Thailand, was considered to be the most suitable for cultural tourism industry.

IV. METHOD

This research had been carried out in term of qualitative research. The researchers tried to make the content analysis so that the assessment of the cultural tourism attraction could be made in Chiangrai province through the three-aspect assessment, (1) the potentiality to attract tourists and travelers, (2) the potentiality to welcome tourists and travelers and (3) the potentiality to manage and to administer tourism industry.

According to the assessment made by the governmental department, the persons who made the quantitative assessment were the tourists and the travelers and the entrepreneurs who lived in the tourism attraction area and the educators as well as the tourism developers both the governmental and the private sectors. Owing to the assessment, it was found that the PEST Analysis method had revealed the tourism transportation routes in creative tourism based on the locally cultural evaluation to find the tourism potentiality in the region of Chiangrai Province, Thailand; “The Local Economic Promotion through the Creative Tourism Travelling Routes: the practical application for Chiangrai Province, Thailand”

V. RESULTS:

1. Chiang Rai province is located in the top north most region of Thailand. The general geographic terrain was a complex mountainous topography where the Mekhong River reached Thailand in the surrounding area of the Golden Triangle of the Chiangsaen district, Chiangrai province. The golden triangle was considered to be the tourism point for three countries came to join together at the Mekhong River joining point of Thailand, Laos and Myanmar. Shown on figure 1.



Figure 1 The Golden Triangle in Chiang Rai province that the Mekong river pass 3 countries

The domestic cultural tourism attractions were consisted of the way of life destinations or the community-based tourism such as the Bann Saen Jai Phatthana village, Mae Fa Luang district, which is a Phu Thai ethnic group of the Akha people, the Bann Fa Thai community village, Thoeng district, Chiangrai province, which is a Hmong ethnic group. Next, Bann Ya Fu community, Muang district, Chiangrai province, which is a Lahu ethnic group; and Bann Huai Khilek, Mae Suai district, Chaingrai province, which is the Akha group; and Bann Chabusi village in Fa Luang district, which is a Red Lahu village. Each of the ethnic origin had its own identity and characteristics, for example, the way of dressing, garment, clothing, and cooking foods and occupations, including the festivals and traditional ceremonies in each time frame of the month. This was the origin of variety and diversity of cultures and traditions which could be utilized as tourism attractions.

For instance, the traditional ceremonies and celebration could be learnt from their ways of life such as community folklore and occupation, for example, the harvest and the cultivation methods of growing rice, corn, maize, tea, herbal plants and bamboo products, the collection of forest and jungle items for a living, waterfalls, community forest, and the construction style of the houses and shelters that were made from bamboo and grass. These are considered to be the local or the domestic wisdom of the villagers who could make brooms and mats from bamboo and could cook foods in different styles as well as making medicine from herbal plants, ironing to make knife and weapon, and musical instruments as shown in Figure. 2-5



Figure 2 Bann Karen Rummit located next to Kok river. The activity for tourists is elephant riding ,boat trip and bamboo rafting.



Figure 3 The villager sold the products of the village to the tourists at Bann Maesalong



Figure 4 The local food in Bann Long Plai na that the tourists can cooked together with the host.



Figure 5 The local herbs farm in the village that the tourist can learns and buy the products.

Subsequently, there were traditional tourist attractions and local handicrafts as tourist magnetism. This type of tourist attract would have to deal with local festivals and traditional affairs which had diversified activities according to the ethnic origins of the peoples when they set up their ceremonies in certain months that were different. Currently, the Chiangrai province authority had made a tourism calendar for the promotion of the tourism in Chiangrai province. Furthermore, tourists could have a chance to learn how to make domestic items and handicrafts of each community, for example, the making of knife and the pottery, the coffee production, and the tea production, including the bamboo handicrafts, all the knowledge had been demonstrated in Figure 6



Figure 6 The new year celebrate at Lahu village

In brief, the travelling and the tourism of Chiangrai province were full of knowledge and experience in diversified ways.

2. The study on the tourism potentiality which was divided into 2 parts. First, the researcher assessed the potentially indicators of cultural attraction form by qualitative method. The researcher asked for stakeholder who concerned with tourism in this area such as the villagers , government officers, NGO's officers and academics to evaluate the the potentially indicators of cultural attractions , the second the researchers analyzed and synthesized by PEST analysis

2.1. The study on the tourism potentiality was divided into 3 components; and the 3 components had been assessed by the Tourism-Sport Development Authority of the Ministry of Sport and Tourism such as the potentialities in tourism attractions, the potentiality in tourism support, and the potentiality in administration and management. The indicators of each components had been displayed and shown in Table 1.

Table 1 : The potentially indicators of cultural attractions

The potentially indicators of Cultural attractions
Potentialities in tourism attractions
1.Value of cultural in site
2. Continuity of Tradition
3. Cultural Growth
4.Continuity in Local Wisdom
5. Historic background
6. Domestic relationship
7. Identity preservation
8. Access to tourism attracts
9. Tourism security & Safety
10. Diversity of Tourism Activities
Potentialities in tourism Support
11.Basic Convenience Development
12. External Tourism Development
Administration Potentiality
13.Preservation and restoration of tourism attractions
14.Utilization management
15.Follow up and assessment on tourism change
16 Infrastructure and service for tourists
17.Tourism activities arrangement
18.Knowledge information and insight recognition
19.Community participation in the management
20.Income for the community from tourism

* Credit : Tourism-Sport Development Authority of the Ministry of Sport and Tourism

The results found that the cultural attractions that had a highly potential were Bann Lor Cha ,Bann Karen Ruammit ,Bann Ja Bu Sri ,Bann Santikeree. It means that the hill tribes village very popular for the tourists to learning the life of living , the cultural and have an activities with the villager.

The cultural festivals that had a highly potential were Flower Festival ,Cherry Blossom Festival on Doi Mae Salong ,

Blooming Dok Siew at Phu Chi Fah , Mae Khong Fish Preservation , Tea and Fresh Coffee-Tasting and Tribal Culture Promotion ,Tea, Sakura and Tribal Food of Doi Mae Salong

The tourism village that have their own product that called “OTOP” (one village one product) and had a highly potential were Bann doichaang ,Bann Long Plai na ,Bann Mae Salong and Bann Vieng Ka long.

2.2. PEST Analysis Study Results:

Owing to the PEST Analysis in Chiangrai province, it was found that there were 4 external aspects on the cultural attractions which were consisted of political aspect, economic aspect, social aspect, and technological aspect. The political aspect was composed of policy analysis, strategy, and planning of the government sector in term of provincial group, province, and municipality. Though, the Chiangrai tourism management was focused on the analysis of the tourism conflicts.

Next, the economic aspect, the analysis was made on the tourism business growth and the income from tourism industry, including the analysis on tourism marketing on cultural attraction and the usage of land for commercial purposes as well as the tourism employment. While, the social aspect was consisted of the analysis on the entrepreneur growth and the increasing number of community unity, the increasing number of tourism enterprises. Lastly, it was the technological aspect which dealt with the analysis on tourism business utilizing the technology. In summary, the researcher had brought all the information to make an analysis on the travelling routes of the tourists and the travelers who visited Chiagnrai province for the purpose of tourism development.

4. Tourism Travelling Route Study Result:

According to the Tourism Traveling Route Study Result, it was found that the Tourism Traveling Route in Chiangrai province could be divided into 2 major Category.

The traveling routes within the city:

Theme: The Harmonies Blended of Chinese-Yunnan communities

Most of the tourists traveled from the Chiangrai city area to the mountain side of Mae Fa Luang district for they could learn the culture and the tradition in a mixture of Thai-Chinese tradition in four villages such as Bann Lor Cha ,Bann Maesalong, Bann Santikeree and Bann Japusri. The tourism activities would involve picking up tea young leaves, and would have the opportunity to live in the Home Stay private reports during the holidays in January month. Additionally, the tourists could enjoy their lives in the participation of the festivals such as the Cherry Blossom Festival on Doi Mae Salong and the Tea, Sakura and Tribal Food of Doi Mae Salong for a period of 3 days and 2 nights. As shown on figure 7



Figure 7 The activities that the tourists can enjoy in this theme trip

Figure 10 “Blooming Dok Siew (the local white flower) at Phu Chi Fah (National park)

Figure 11 The villager along Mekong river fishing in every life and also in the Mekong Fish Preservation festival

Theme: Feels the nature and paddy field

The traveling route for this type of tourism was in the nearby vicinity. The trip began at Bann Karen Rummit where tourists could touch the life style of the Karen people who allowed the tourists to ride on the elephants as showed on figure 8 and to make a rafting trip along the Mae Kok River and ending the trip with a short distance hiking or trekking so that the tourists could see the self-sufficient life style of the Karen people in the Bann Longplaina village. This village, villagers allowed the tourists to have a home stay in order that they could touch and feel the self-sufficient life style of the Karenni people. The suitable time for the trip would be around January and February months of the year. Additionally, the tourists could join the King Mengrai Festival, Flower Festival (the big festival that the government promote to be the festival of GMS(greater Mekong sub region) community) As shown on figure 9., Greater Mekong Subregion Culture Trade and the Tourism for a period of two days and one night.



Figure 8 the elephants riding that is the popular activities in Bann Karen rummit

Figure 9 the flower festival : the well-known festival that the government driving to be the big festival in GMS ‘s community

Theme: Coffee , Tea or Shopping

This traveling route would connect Chiangrai province and Chiangmai province. At Mae Suai district, tourists could be able to see high mountain range and the tourist attraction was at Bann Doichaang village where the most famous coffee cultivation was made there. The Akha life style was the tourist attraction on the route. Next, there was another village called “Bann Huaykeeleak” village which was recommended by the Chiangrai provincial authority for during the time frame of December to January of every year, there was an annual festival called “Tea and Fresh Coffee-Tasting and Tribal Culture Promotion”. And when the tourist came down from the high hill village, they could stop at a pottery village namely, “Bann Vieng ka long” And the total time for the trip was two days and one night. As shown on figure 12-13.



Figure 12 The scenery of Bann doi chaang the coffee village in Mae Suai district

Figure 13 The old pottery that the villager imitated and make it be the excellence product of the community

Theme: Blooming Flower, Delicious Mekong fish

Tourists usually traveled from Chiangrai city to Thoeng district for the purpose of learning the villagers’ way of life of the Hmong people at Bann Fah Thai village. The appropriate times for traveling were 2 periods; during the January month, there was a festival called “Blooming Dok Siew (the local white flower) at Phu Chi Fah (National park)” Next period was in April when they could join the Mekong Fish Preservation and Songkran festival and boat racing in the Chiang Khong district which was not far away from the Thoeng district. Moreover, the tourists could see the refugee’s life in the village of Bann Tha Khun Thong and the trip would take 3 days and 2 nights. As shown on figure 10 and 11

The traveling route between cities or between countries:

Since Chiangrai was considered to be the center for traveling and transportation in the Northern part of Thailand, especially, the cultural tourism route, which connected the following provinces such as Phayao, Phrae, Nan. Additionally, these provinces had the same or similar cultural characteristics. Moreover, Chiangrai province could be a frontier province to go over to Laos and Myanmar, for example, to go to Luangprabang in Laos and to the town of Jinghong in Southern China. As shown on figure 14.



Figure 14 The map of GMS (Greater Mekong sub region) that can make the cultural attractions routes

VI. CONCLUSION

“The Local Economic Promotion through the Creative Tourism Route: the practical application for Chiangrai Province, Thailand” was a qualitative research that had the following objectives: -

To study the potentiality of the cultural tourism for Chiangrai Province, Thailand

To study the creative tourism transporting routes in order to increase the economic value for Chiangrai Province, Thailand

According to the research, it was found that the cultural tourism attraction in Chiangrai Province, Thailand had the potentiality for the development; but it was lack of tourism traveling routes and good roads and the transportation logistics was in shortage. Therefore, this research introduced the recommendation for creative tourism and the logistics management as the main conceptual idea for promoting tourism in Chiangrai Province, Thailand; as the practical application for Chiangrai Province, Thailand.

The cultural tourism traveling routes could be divided into two groups ; the cultural tourism traveling routes within the Chiangrai Province, Thailand, and the cultural tourism traveling routes amongst the neighboring provinces and country of Chiangrai Province, Thailand. The creative or cultural travelling routes would support the ASEAN community market as well as would hold up the cultural tourism attraction amongst the ASEAN community nations.

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