

## **THE IDENTITY OF ISAN MUD MEE SILK TO CULTURAL HERITAGE TOURISM IN THAILAND**

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### **ABSTRACT**

As a result of the Eleventh National Economic and Social Development Plan (2012-2016) of Thailand currently set guidelines to develop the country by differentiating of products and services, applying social and cultural cost to be an integrated national strength and potential, these lead to national development in accordance with Thai good cultural heritage that concentrated on the development of cultural cost in commercial ways and the development of national economics by connecting with other types of cost. The utilization of ISAN Mud Mee silk textile woven identity for promoting and developing cultural tourism, therefore, is regarded as a concrete support on the national development guidelines. The important things should be considered are: to let all stakeholders participate cultural tourism management, to make communities who own those resources have awareness on the value and importance of their own cultural heritage and to encourage consciousness to be proud on their cultural heritages. As mentioned above, these are affected to ISAN Mud Mee silk textile woven, an indigenous cultural heritage on traditional fine arts, for conserving their significant value to use as Thailand cultural tourism cost for further attracting tourists.

**Key word:** Cultural, Cultural Heritage Tourism, Cultural Heritage Significant, ISAN Mud Mee silk

### **Introduction**

ASEAN countries currently realize that tourism industry has its strategic role on the growth of national economics; variety of physical, social and cultural identity including abundant natural resources of tourist locations in each member that are attracted to tourists for their continuous visits. It's the same as Thailand, the country with several of tourist resources, whether natural or arts and cultural tourism of people.

Thai silk is regarded as the most important cultural heritage on handicraft of Thailand with long historical background. This indicates local identity related to cultural way of living, especially E-san Thai silk in "Mud Mee or Ikat" patterns caused by applying traditional knowledge with living conditions in surrounding social of people in E-san area to maintain and inherit from generation to generation. There are many producers and retailers of Thai silk, which can make good income for Thailand. The official information in 1988 showed that Thai silks were exported at 1.5 million meters and sold for tourists at 12 million meters (The Thai silk association, 2011). A special Thai silk so-called "Mud Mee" is promoted by Her Majesty the Queen's Project on the promotion of Thai silk weaving that makes it be popular among consumers. Due to