



SUSTAINABLE TOURISM DEVELOPMENT PLAN FOR THE CITY OF NAN

มหาวิทยาลัยศิลปากร **By** สงวนลิขสิทธิ์
Donruetai Kovathanakul

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree

DOCTOR OF PHILOSOPHY

Program of Architectural Heritage Management and Tourism

(International Program)

Graduate School

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The Graduate School, Silpakorn University has approved and accredited the Thesis title of “ Sustainable Tourism Development Plan for the City of Nan ” submitted by Ms.Donruetai Kovathanakul as a partial fulfillment of the requirements for the degree of Doctor of Philosophy in Architectural Heritage Management and Tourism.

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This dissertation aims to propose a sustainable tourism development plan for the City of Nan. Since the year 2000, Nan civil society leaders, national and international stakeholders have tried to develop Nan into a world heritage destination. In 2003, Nan also received the first rank of national community participation from the United Nations Development Program (UNDP).

The scope of this study is the Old City of Nan (0.18 square kilometres = 112.5 Rais), and the area of Phrathat Chae Haeng (0.13 square kilometres = 81.25 Rais). The research methodology used is primary, secondary, and archives documentation. The field survey is for cultural heritages and tourism development of the Old City of Nan for qualitative research. The data analyses the comparison of the cultural heritage development of Luang Prabang's world heritage area and the Old City of Nan. The beginning of Thailand tourism development is the background necessary for the reader to understand the situation clearly. Many problems arise from tourism, but at the same time, tourism is a tool for industry development.

The complexity of Thailand's organizations relating to tourism and governmental policies along with the main tourism authorities, indirect tourism organizations, and the local authorities are reviewed and elucidated clearly not only for the City of Nan, but also the Thailand tourism system.

Conclusively, the author proposes a sustainable tourism development plan to enhance the heritage preservation and community delight of the City of Nan. A sustainable tourism development center for coordinating tourism's stakeholders, heritage registration, infrastructure development, product strengths, interpretation (signage, information and communication technology, heritage trails, event management, and heritage education in young hands), and professional development, is suggested.

Program of Architectural Heritage Management and Tourism Graduate School, Silpakorn University Academic Year 2008

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Chapter 1

Introduction

Statements of the Problem

Growing discernment the outstanding universal value of ancient cities heritage in the value of the individual buildings, has created a pressing need for internationally accepted guidelines and criteria for the preservation of historic city centers and their surroundings.¹

To create a perceptive of tourism that takes account of other people's cultures, it is a well-known fact that tourism can be a deadly foe as much as a concrete companion in the scope of development.

Considering the economic strength in the tourist industry, the attention should be paid carefully to this many-sided phenomenon as well as its global repercussions. The tourism impacts are vitally needed to be adjusted to the progressive strategies, in order to establish the genuinely progressive in international, regional, and local strategies.²

In Asia Pacific, the destinations are amazing by their diversity and intriguingly, which are different from other destinations. The region is so enormous and varied that one could spend a lifetime exploring it. The culture and heritage of millennia live on. The big cities of the region are dynamic and ultra-modern. Comparing to the world stage, they also race on the different spheres such as finance, fashion, cuisines and the arts³.

Whereas all rural communities have gradually developed over the time or have been created on purpose, these are the expressions of the civilized diversity throughout history. The needed values to be preserved are the historic characters of the town inside the rural areas. Also those substances and spiritual elements, which demonstrate the rural community character, will need to be preserved too.⁴

For Thailand, there are cultural, traditional and architectural diversities that can be divided into four parts regarding to geographic criteria. The northern is one of the outstanding regions for culture and tourism. This can be proved from the Tourism

¹ Adapted from UNESCO, [Online], accessed on 22 June 2005. Available from <http://whc.unesco.org/en/news/126>

² UNESCO. Cultural Tourism, [Online], accessed 21 June, 2005. Available from http://portal.unesco.org/culture/admin/ev.php?URL_ID=11408&URL_DO=DO_TOPIC

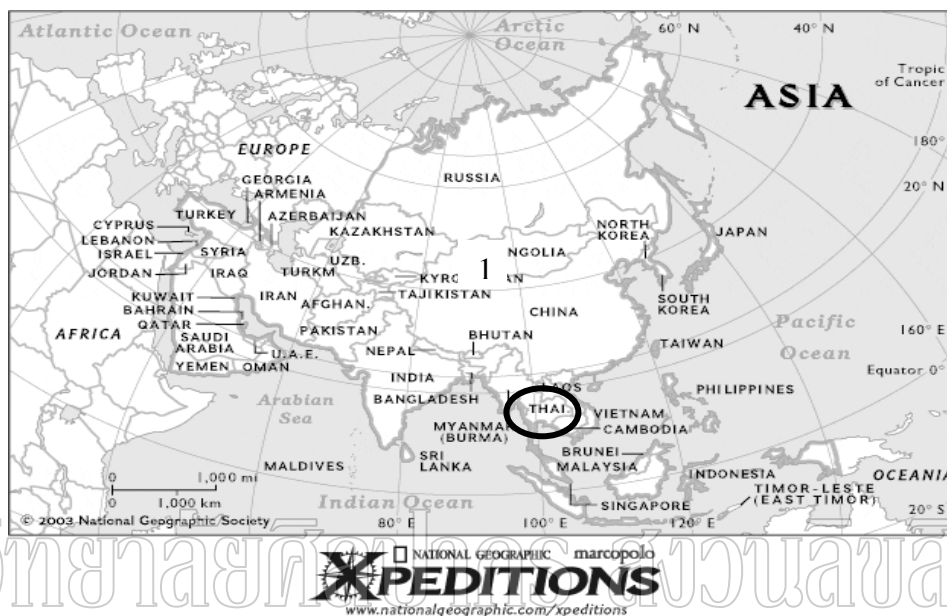
³ PATA. PATA Site, [Online], accessed 22 July 2005 Available from <http://www.pata.org/patasite/index.php?id=121>

⁴ Thai ICOMOS, Washington Charter, [Online], accessed 22 July, 2005. Available from http://www.icomosthai.org/charters/Washington_e.pdf

Authority of Thailand's statistic. The data obtained from tourists who have visited the following provinces: Lamphun, Lampang, Chiang Rai, Chiang Mai and others.

In additional, it is worthy note that most of the surveyed cities are full of the long histories and the cultural backgrounds.

Nan is one of the most isolated provinces in Thailand, which covered with thick-forested mountains and endowed with rich river valleys. The province itself borders between Chiang Rai and Phrae Provinces to the west and Laos to the east.



Map 1 Asia, indicated Thailand

Source : National Geographic, [Asia Map](#) [Online], accessed 20 March 2007.

Available from [http://www.nationalgeographic.com/xpeditions/atlas/index.html?](http://www.nationalgeographic.com/xpeditions/atlas/index.html?Parent=asia&Rootmap=&Mode=d)

Parent=asia&Rootmap=&Mode=d



Map 2 Northern Region of Thailand

Source: CRW Flags, [Map of Thailand](#) [Online], accessed 4 September 2006.

Available from <http://www.crwflags.com/fotw/flags/th>



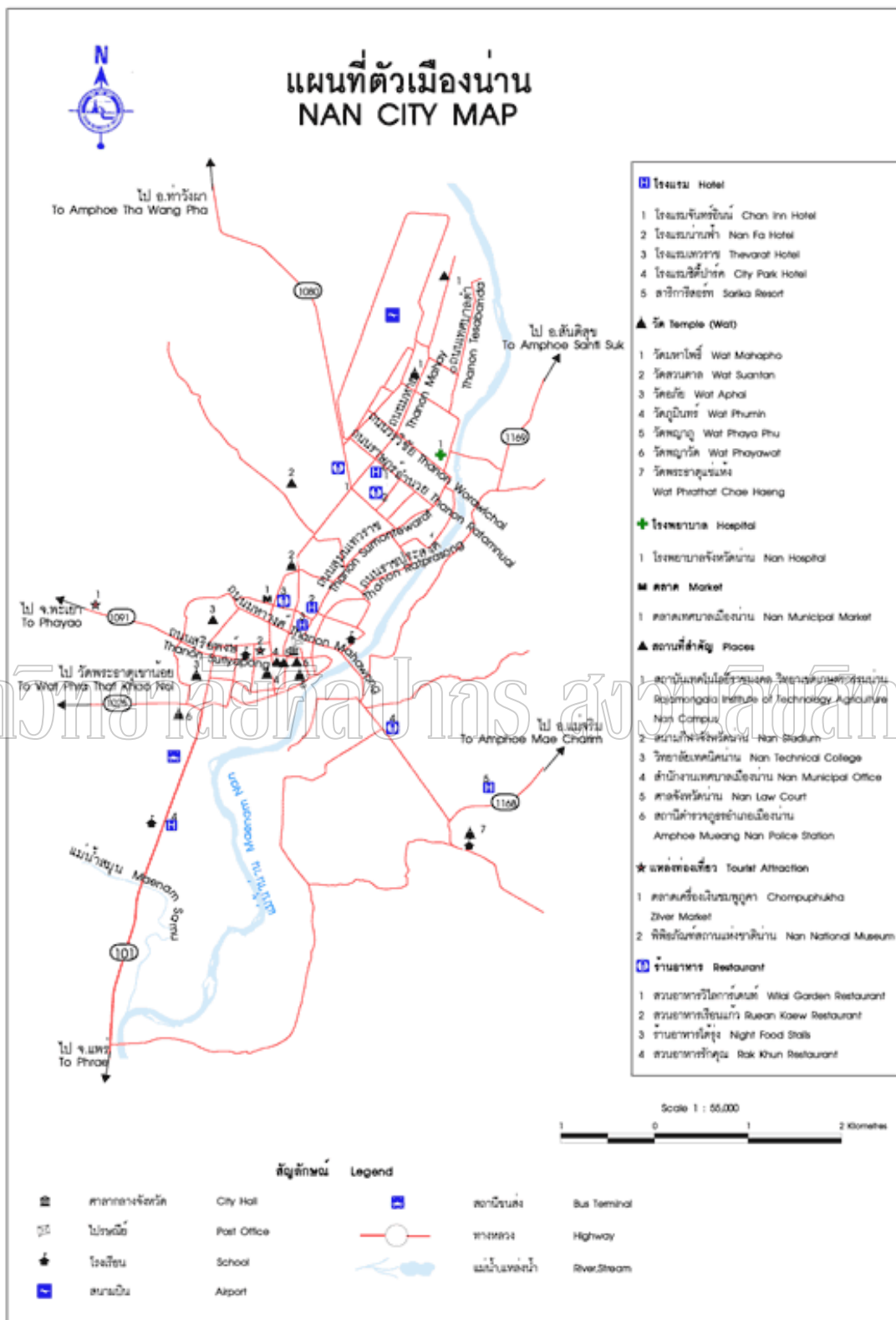
Map 3 Northern Region, indicated Nan

Source: CRW Flags, Map of Northern Region of Thailand [Online], accessed 4 September 2006. Available from [http://www.crwflags.com/fotw/flags/th\(n.html](http://www.crwflags.com/fotw/flags/th(n.html).

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Map 4 Nan Tourist Destination
 Source: Tourism Authority Thailand, [Map of Nan \[Online\]](http://thai.tourismthailand.org/map/nan-55-1.html), accessed 22 July 2005.
 Available from <http://thai.tourismthailand.org/map/nan-55-1.html>



Map 5 Nan City

Source: Tourism Authority Thailand, [Nan City Map](http://www.tat.or.th/travelmap.asp?prov_id=55&id=50) [Online], accessed 4 September 2006 Available from http://www.tat.or.th/travelmap.asp?prov_id=55&id=50.

The city's history is deeply involved with its neighbors. In particularly the Sukhothai province, it played an important role in both political and religious terms before Nan became a part of Lanna, Burma, and Thailand chronologically. After the Lanna Kingdom had invaded Nan at the end of the 14th Century AD, Lanna's cultural and architectural appearance obviously reflected in Nan Town. The main influence is the Lanna cultural pattern.

Considering its geographical setting, Nan town is situated in the upper part of the Nan River Basin, N 18° 00' 45'' - N 19° 37' 53'' Latitude, and between E 100° 20' - E 100° 06' 29'' Longitude, which is more or less the same location of Luang Prabang city, a part of Lan Xang Kingdom. Hence, this is considered one of the historically significant strategic points both in the economic and political spheres. Its significance continued up to the Rattanakosin Period⁵.



Figure 1 Mlabri

Source : Lucien Vroye, Mlabri [Online], accessed 4 September 2006. Available from <http://home.planet.nl/~hendr012/mlabrifotoeng.htm>.

In 2001, Nan is the province of 487,742 populations.⁶ Most of them are the mixtures of Thai, Lanna, and other ethnic groups. Some groups like Thai Lue and other ethnic groups retain highly interesting customs and traditions⁷. Most of the inhabitants are involved in agriculture such as growing beans, corn, sticky rice and tobacco in the fertile river plains. Ethnic tribes dwell on the hillside around the Nan River valley; predominately Mien who are the smaller groups of Hmong. There is also a presence of lesser-known hill tribes that only reside in this region. For example, the groups name Tai Lü, Khamu, Htin, and a small nomadic group known as 'The People of the Yellow Leaves.'⁸ The name of the group derives from their living style. They normally move on when their huts made of green leaves turn into yellow.

⁵ Thai Museum, Thai Museum [Online], accessed 22 July 2005. Available from http://www.thailandmuseum.com/thaimuseum_eng/nan/history.html

⁶ National Statistical Office, Number of Population (Nan : Nan Provincial Statistical Office, 2003). 3.

⁷ Thailand Tourism Organization, Province [Online], accessed 22 July 2005. Available from <http://www.tourismthailand.org/province/province.php?id=22&gref=5&CityID=0575&CityType>

⁸ **Mlabri** is an ethnic group of people in Thailand and Laos, and known as *Phi Tong Luang* among Thais. Only about 300 or fewer Mlabris remain in the world today. A hill tribe in northern Thailand along the border with Laos, they have been groups of nomadic hunter-gatherers. Source: Wikipedia, Mlabri [Online], accessed 4 September 2006. Available from <http://en.wikipedia.org/wiki/Mlabri>.

In the area of the old Nan city, it is also retained much of the famous uniqueness. For example, the Lanna architectures could be founded ranging from the early age thoroughly the 12th century A.D. up to 19th century. Especially the textile handicrafts, the materials of Nan's woven are very distinction comparing to other localities in terms of designs and production methods. The most famous pattern is the "Lai Nam Lai," which resembles waves or stairs. Other designs also reflect the local artistic and creative skills. The finished pieces are used for making dresses, colorful satchels and Tung (a type of pennant used in religious rites and spreading widely in northern of Thailand.) Moreover the wonderful handicrafts such as silverware and wood carving are also well recognized. In addition Nan is known as the source of rock salt, which is one of the rarest sources in Thailand. The area is called "Bann Boklua" and situated at the most northeast region of the province.

The city of Nan is chosen as the example of development guidelines for conserving Thai cultural heritage among other Lanna cities. Not only because of its significant characteristics of ancient city had still in continuity, but also its well preserved cultural features. Lanna civilization could be identified in many provinces, and Nan is one of them. Therefore the form of Lanna architectures could still be founded through out the city.

Lastly, architecture, communities, culture, and tourism are influencing one another. As a result, the local knowledge and traditional skills (by mean of imprint and sustain architectural heritage landscapes) should be studied, understood and respected in the preservation and conservation process. The reputation on Nan citizens that they are the most engaging people in the culture's protection and sustaining of heritage tourism are truth. There are various active groups such as We Love Nan Club and a group of Monks. Both of them are actively engaged in the preservation the cultural heritage of the city characteristics. These make Nan a potential city for developing sustainable cultural tourism as a fact that; "The full engagement of communities is required for the culture's protection and the heritage tourism sustaining."⁹

Objectives

1. To study the cultural heritage and tourism data as the primary development facts, in order to develop the sustainable tourism development plan for the City of Nan.
2. To analyze and compare the cultural heritage development of Luang Prabang's World Heritage area in the tourism perspective.
3. To review the complexity of the Thailand and Nan organizations relating to tourism and governmental policies review.
4. To propose sustainable tourism development plan in the perspective of cultural tourism for the City of Nan.

⁹ Adapted from ICOMOS INTERNATIONAL, Natchitoches Declaration on Heritage Landscapes [Online], accessed 23 June 2005. Available from <http://www.icomosthai.org/-US/ICOMOS>

Method of study

The first stage of this dissertation is finding the concerned topics as follows:

1. Documentation research

The primary data has been collected from the published materials and other databases containing the subject. The study areas cover all the places and the activities at Muang District inside Nan. The sources can be found from the documents, ancient photographs and maps from the local area. Moreover the secondary sources such as diaries, reports, related studies, advertising posters, video clips, films, meeting minutes, visitor record books, and souvenirs are also useful information too.

2. Survey research

The second stage involves primary research by the site visitation to the city and its surroundings. The outstanding architectural buildings and its unique historical landmarks will be outlined. The most unique aspect of Nan is a group of concerned citizens, who are reputed to be the most enthusiastic groups in preserving their own identities and contemporary life in Thailand.

2.1 After Documentation Research from the local community and the stakeholders

2.1.1 To study, review, and collect data that are related to Architectural Heritage in Muang District inside Nan. Then the assessing, analyzing the priority potency, and planning the management for sustainable tourism are needed.

2.1.2 To review and analyze local communities needs and attitudes, as well as ways to manage sustainable tourism.

2.1.3 To collect data from visitors, including their general information and tourism details.

2.1.4 To study culture, traditions, lifestyles, beliefs, local knowledge and the relationship between communities and their cultural sites.

3. Qualitative research

To study the effects on society, the economy and culture caused by tourism.

4. Data analysis

Qualitative data analysis

After obtaining the data from various types of documents, a comparison of the collected data from the various sources will be performed to determine the most accurate data.

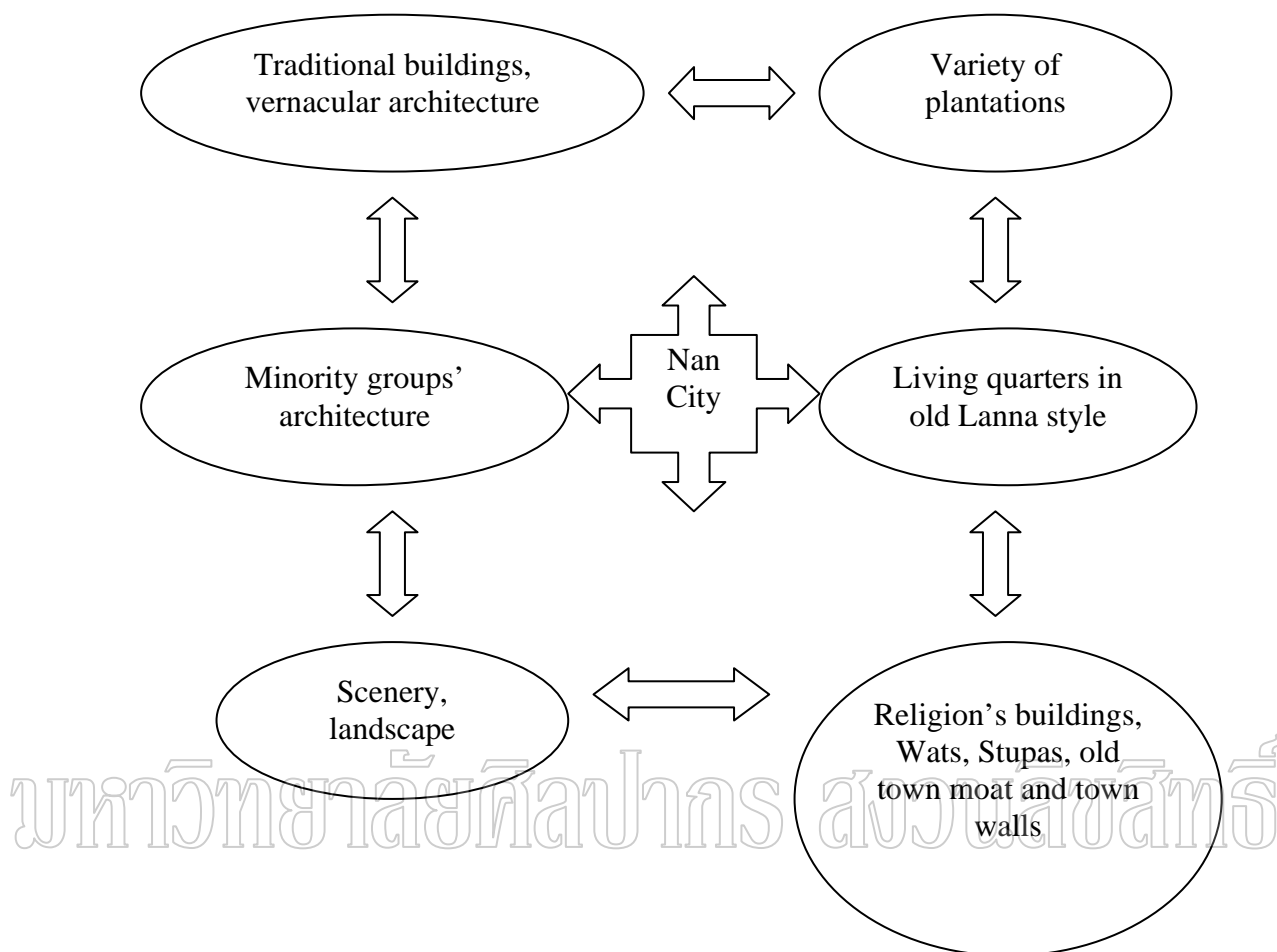


Figure 2 Representations of the Influential Characters of Nan City

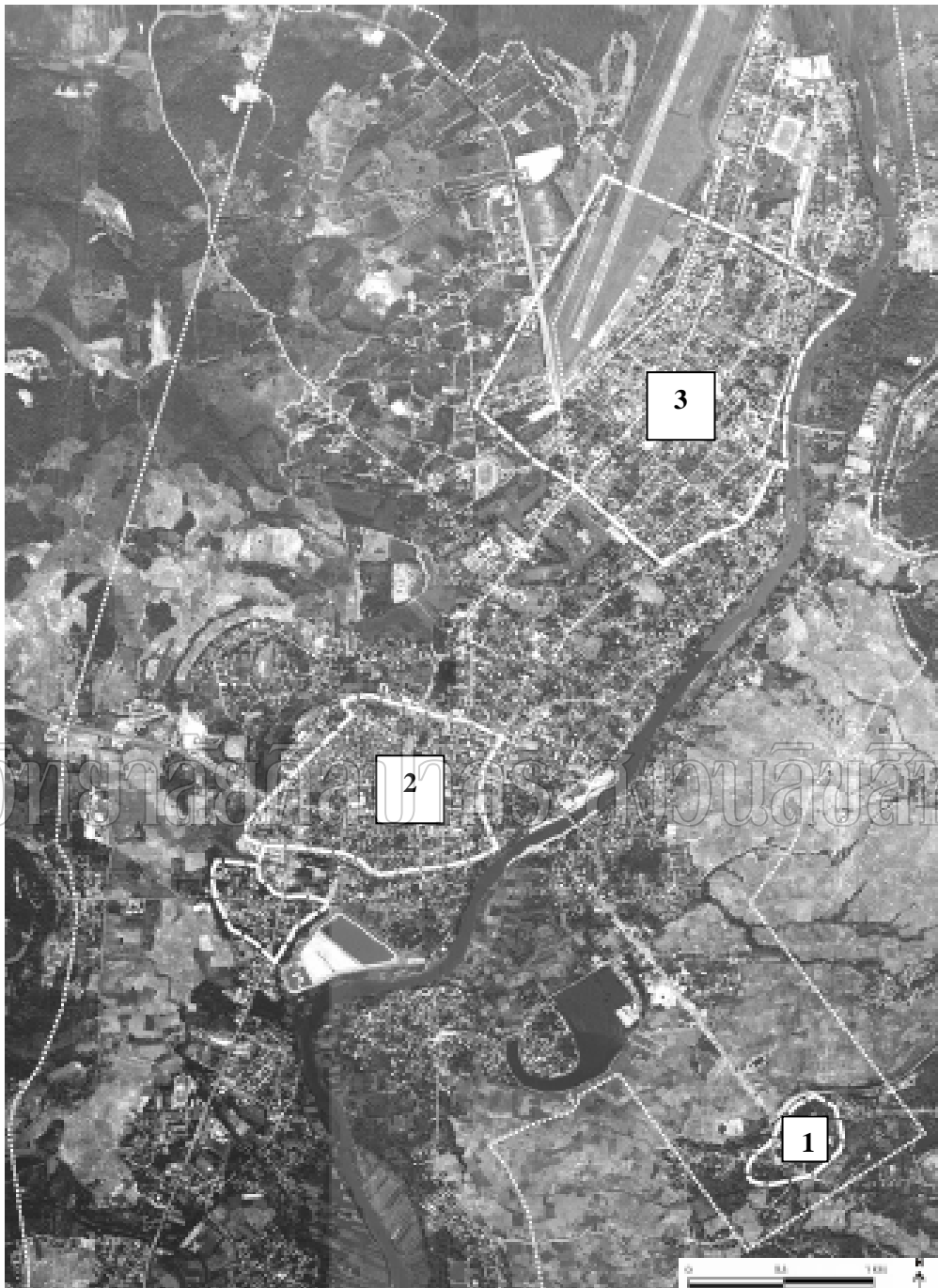


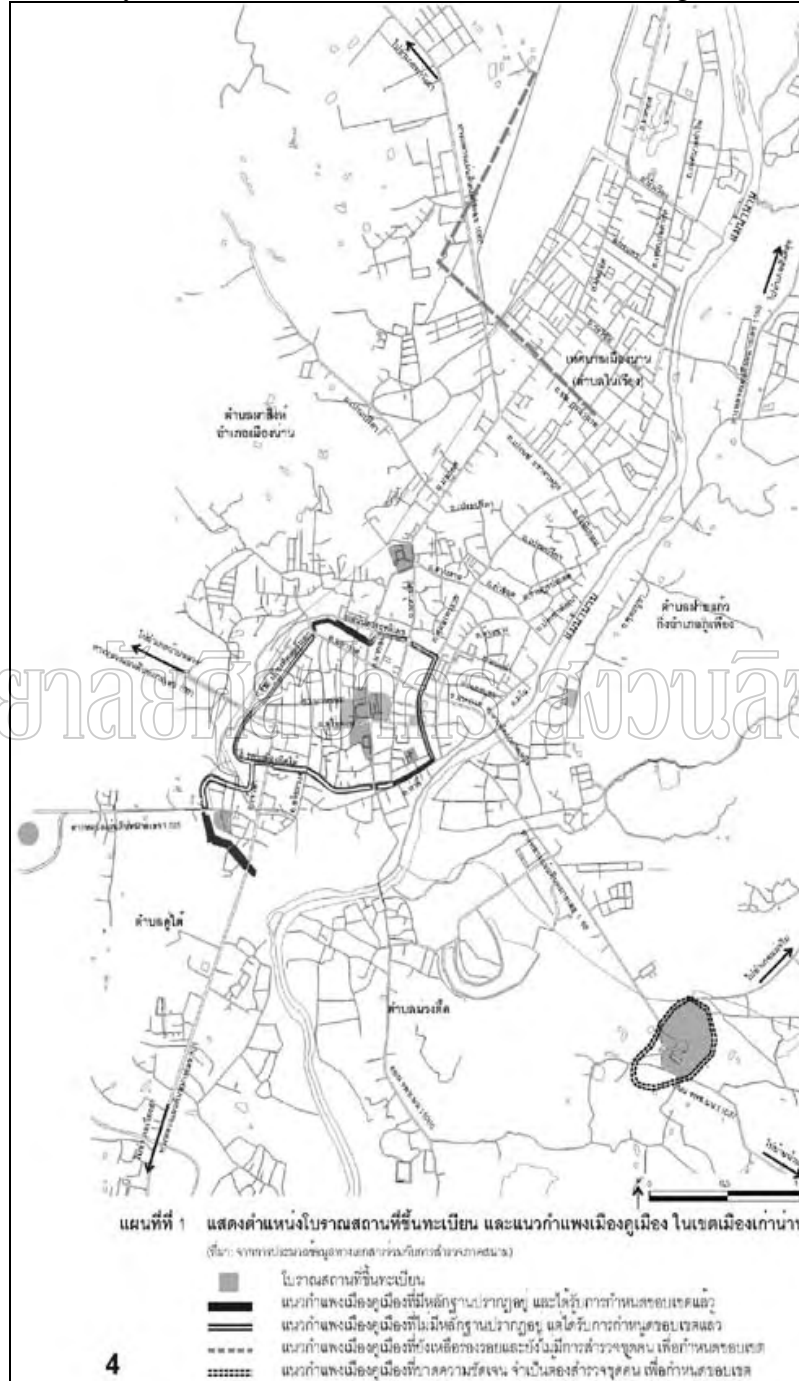
Figure 3 Aerial Photo of the Old Town of Nan

1. Vieng Phrathat Chaehang
2. The Old City of Nan
3. Vieng Dongphranetr

Source: Office of the Natural Resources and Environmental Policy and Planning, Master Plan for Conserving and Development for the Old City of Nan (Bangkok : Synchron Group, 2548). 3-20.

Scope of the study

Thailand: The Old City of Nan as in the Master Plan for Nan
 The Old City of Nan = 0.18 KM² / Phrathat Chae Haeng = 0.13 KM²



Map 6 The Old City Area

Source: Office of the Natural Resources and Environmental Policy and Planning, Master Plan for Conserving and Development for the Old City of Nan (Bangkok : Synchron Group, 2548). 4-43.

Limitations of the study

1. The range of the study only focuses on sustainable cultural tourism.
2. The scope of the study is limited to the area of Nan City, reference – the existing Cabinet Resolutions of the Master Plan on the Preservation and Development the Old City of Nan, area: 0.31 (0.18 + 0.13 = 0.31) KM², 193.75 Rais (1 Rai = 400 wa² or 1,600 m² / 1 square kilometer = 625 Rais).
3. The study includes the study of the world heritage site of Luang Prabang in Lao PDR as a case study but did not emphasize the attempts of the concerned authorities to recommend Phu Sang (prehistoric site), and some cultural sites of Nan (See Appendix B), as potential candidates for world heritage sites.

Definition

Conservation	All the processes of looking after a place so as to retain its heritage significance. ¹⁰
Conservation plan	A document used in historic heritage conservation, which sets out what is significant about a place, and consequently what policies are appropriate to enable the significance to be retained in its future use and development.
Cultural heritage	The ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects artistic expressions and values. ¹¹
Cultural tourism	Tourism focuses on the culture of a destination, including arts, industries heritage, leisure per suits of the local population and lifestyles. It can include the attendances at cultural events, the visits to museums and heritage places, and the mixing with local people. Cultural tourism also includes Indigenous tourism.
Environment	Ecosystems and their parts, including people and the cultural qualities and characteristics of places.
Heritage	The natural, Indigenous and historic inheritance.
Heritage place	A site, area, landscape, building or other structure, together with associated contents and surroundings, that has heritage significance. ¹²
Heritage significance	The aesthetic, historic, research, social, spiritual or other special values a place may have for present or future

¹⁰ Australia ICOMOS, The Australia ICOMOS, Charter for Places of Cultural Significance: The Burra Charter (Canberra: International Council of Monuments and Sites, 1999), 2.

¹¹ The Australian Heritage Commission and Tourism Council Australia, Successful Tourism at Heritage Place (Canberra: Department of Industry and Resources, 2001), 58.

¹² Ibid.

	generations. Heritage significance recognizes both the natural and cultural importance of places. ¹³
Heritage tourism	Activities and services which provide visitors with the opportunity to experience, understand and enjoy the special values of natural and cultural heritage.
Interpretation	A means of communication ideas and feelings which help people understand more about themselves, their environment and other cultures. The process is commonly facilitated by guides, displays, on-site signage, brochures and electronic media. ¹⁴
Lanna	Meaning of a million rice fields, the northern region of Thailand, was a composite of small principalities known as Muang. ¹⁵
Management plan	A document which details how to look after a place. It usually contains a description of the place and its important features, a summary of its significance, and documentation of issues, objectives and strategies, it should include strategies for conservation of heritage significance. ¹⁶
Marketing	The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.
Promotion	The means by which a business communicate with its target markets in order to inform and persuade them, usually as part of a marketing strategy.
Sustainable	Able to be carried out without damaging the long-term health and integrity of natural and cultural environments, while providing for present and future economic and social wellbeing.
Sustainable tourism	Tourism which can be sustained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place. ¹⁷
Tourism	The activities of persons traveling to and staying in places outside their normal place of residence for pleasure, business, holiday, recreation and staying in places outside their normal place of residence for pleasure, business, holiday, recreation

¹³ Ibid.

¹⁴ Ibid., p.59

¹⁵ Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna (Bangkok : River Books, 2001). 8.

¹⁶ The Australian Heritage Commission and Tourism Council Australia, Successful Tourism at Heritage Place (Canberra: Department of Industry and Resources, 2001), 59.

¹⁷ Ibid.

and to visit friends and relatives. It is also the business of providing goods and services to facilitate such activities.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Chapter 2

Review of related literature to research analysis

In this chapter the primary and secondary data for the sustainable tourism development plan will be reviewed, the information of which can be separated into five issues.

2.1 Sustainable Tourism

2.2 Sustainable Development

2.3 Cultural Heritage Management

2.4 Tourism Planning

2.5 Community Participation

2.6 International Charters and Declarations related to Sustainable Tourism

2.1 Sustainable Tourism

2.1.1 Concept and Theory of Sustainable Tourism

The many definitions of sustainable tourism come from various educators, researchers, and organizations, who describe its meaning in many ways i.e. World Tourism Organization (WTO), Eber, Countryside Commission, Payne, Woodley, and Bramwell. These definitions the author will rank by year.

The definitions of sustainable tourism were accumulated by Butler in 1999.¹

In 1992, Eber said that “Sustainable tourism is tourism and associated infrastructure that; both now and in the future operate within natural capacities for the regeneration and future productivity of natural resources; recognize the contribution that people and communities, customs and lifestyles, make to the tourism experience, and accept that these people must have an equitable share in the economic benefits of local people and communities in the host areas.”

Then, in 1993, Payne revised that adding “It must be capable of adding to the array of economic opportunities open to people without adversely affecting the structure of economic activity. Sustainable tourism ought not to interfere with existing forms of social organization. Finally, sustainable tourism must respect the limits imposed by ecological communities”.

In the same year, Woodley said in regard to nature, that “Sustainable tourism in parks (and other areas) must primarily be defined in terms of sustainable ecosystems.”

The World Tourism Organization, 1993, referred to it as “Tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future”.

In 1995, Countryside Commission stated that it is “Tourism that can sustain local economies without damaging the environment on which it depends”.

¹ J.R. Brent Ritchie and Geoffrey I. Crouch, The Competitive Destination : A Sustainable Tourism Perspective (Wallingford : CABI, 2003), 36.

After that, in 1996, Bramwell and others asserted “Sustainable tourism is tourism which develops as quickly as possible, taking into account current accommodation capacity, the local population and the environment; Tourism that respects the environment and as a sequence does not aid its own disappearance. This is especially important in saturated areas; and sustainable tourism is responsible tourism”.

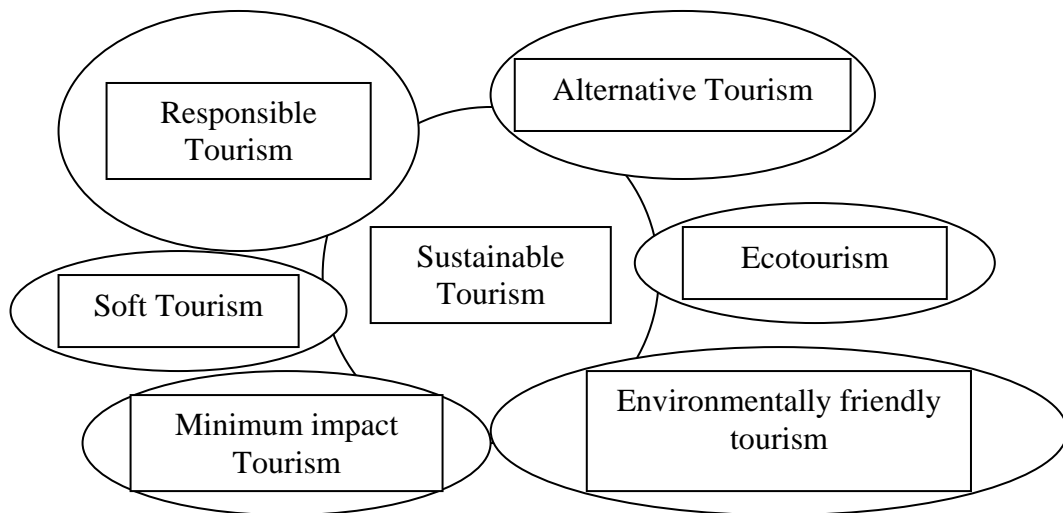


Diagram 1 The relationship between sustainable tourism and other terms

Source : J.R. Brent Ritchie and Geoffrey I. Crouch, The Competitive Destination : A Sustainable Tourism Perspective (Wallingford : CABI, 2003), 37.

This dissertation, as shown in Diagram 1, will scope only the types of alternative tourism related to sustainable tourism that minimize the impact of tourism on the local communities.

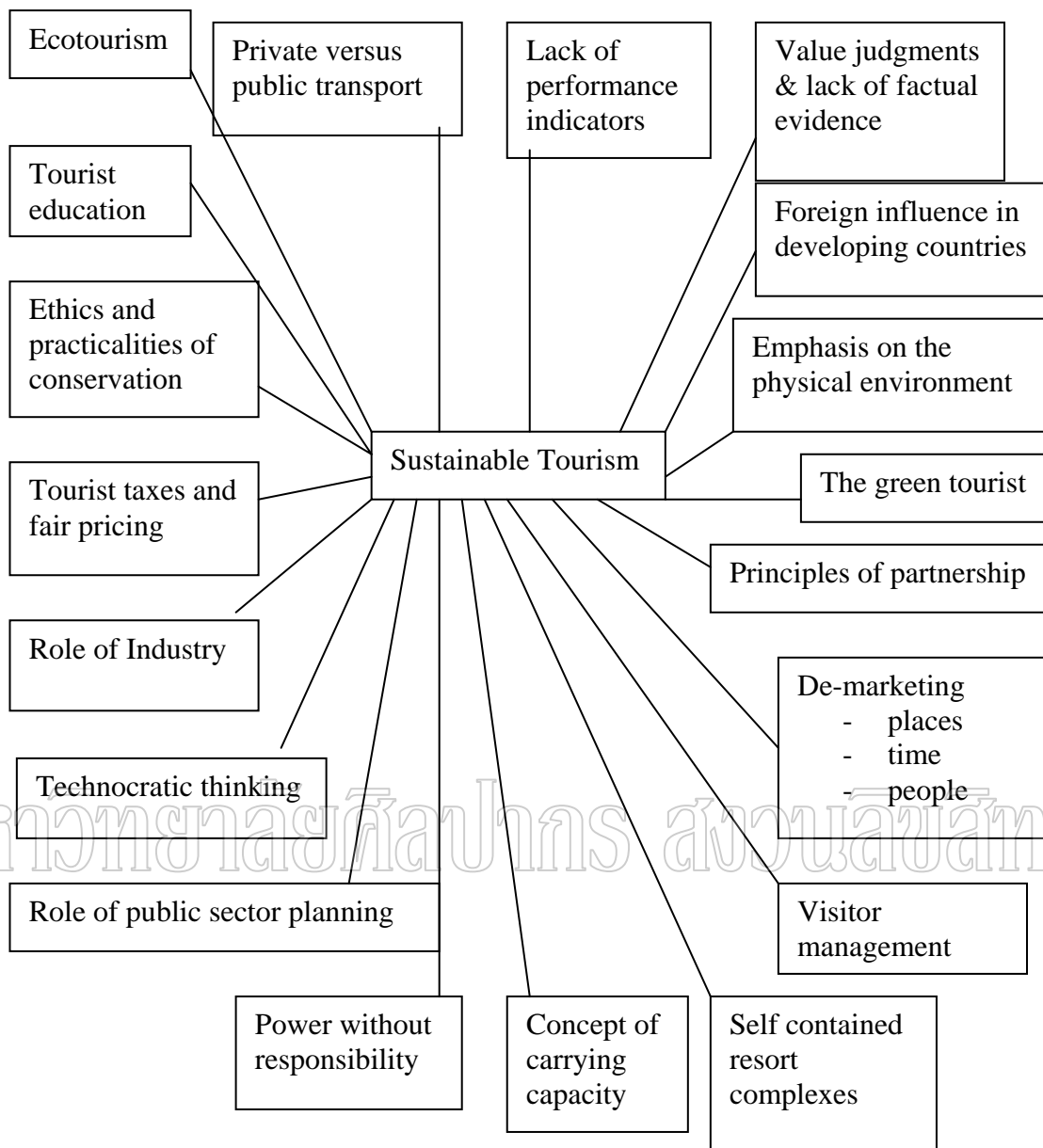


Diagram 2 The key issues in the sustainable tourism debate

Source : John Swarbrooke, Sustainable Tourism Management (Wallingford : CABI, 1998), 25.

As shown in the key issues in the sustainable tourism of Swarbrooke, the dissertation concentrates on sustainable tourism by educating local communities and tourists to appreciate the authenticity of the cultural heritage. The ethics and practicalities of conservation are the foundation of the sustainable tourism development plan of this project. Tourist taxes and fair pricing are tools used to convince communities to sustain their living by the tourism industry. The public and private sectors should be involved in planning the carrying capacity of the community's cultural heritage. Lastly, tourists also have the responsibility to be 'green' visitors showing concern for the environment.

Core Indicators	Specific Measures	Generic Indicator Groupings
Site Protection	Category of site protection according to the International Union for the Conservation of Nature and Natural Resources (IUCN) index	Ecological
Stress	Tourist numbers visiting site (per annum/ peak month)	Ecological
Usage intensity	Intensity of usage during peak period (persons/ hectares)	Ecological
Social Impact	Ratio of tourists to locals (peak period and other times)	Social
Development Control	Existence of environmental review procedures or formal controls over development of site and sue densities	Planning
Waste Management	Percentage of sewage from site receiving treatment (additional indicators may include structural limits of capacity of other infrastructure of sites, such as water supply)	Ecological
Planning Process	Existence of an organized regional plan for tourist destination regions (Including tourism component)	Planning
Critical ecosystems	Number of rare/ endangered species	Ecological
Consumer Satisfaction	Level of satisfaction by visitors (questionnaire-based)	Economic
Local Satisfaction	Level of satisfaction by locals (questionnaire-based)	Social
Tourism Contribution to local economy	Proportion of total economic activity generated solely by tourism	Economic

Table 1 Core indicators of sustainable tourism

Source: J.R. Brent Ritchie and Geoffrey I. Crouch, The Competitive Destination : A Sustainable Tourism Perspective (Wallingford : CABI, 2003), 50.

From the above assorted meanings, the author would like to conclude that Sustainable Tourism should be in the global context and that it should meet the needs of the country, protect and enhance the authenticity, values and integrity of tourism destinations and local communities within the compatibility of that region by continually sharing both input efforts and benefits and making them achievable to the public.

2.1.2 Sustainable Development of Tourism

2.1.2.1 Conceptual Definition

Tourism is one of the world's largest industries and one of its fastest growing economic sectors. It has a multitude of impacts, both positive and negative, on people's lives and on the environment. The following definitions have been gathered for the purpose of the sustainable development of tourism.

"Sustainable tourism development guidelines and management practices are applicable to all forms of tourism at all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, and maintain essential ecological processes while helping to conserve the natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their man-made and natural cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, provide socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, which contribute to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience for tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them."²

Principles covered:

1. Integration of Tourism into Overall Policy for Sustainable Development
2. National Strategies
3. Interagency Coordination and Cooperation
4. Integrated Management
5. Reconciling Conflicting Resource Uses
6. Development of Sustainable Tourism
- The Role of Planning
7. Planning for Development & Land-usage at the Sub-National Level
8. Environmental Impact Assessment (EIA)
9. Planning Measures
10. Management of Tourism
11. Initiatives by Industry
12. Monitoring
13. Technology
14. Compliance mechanism
15. Conditions for Success
16. Involvement of stakeholders

² World Tourism Organization. Sustainable Development of Tourism. [Online]. Accessed 1 February 2006. Available from www.world-tourism.org/frameset/frame_sustainable.html.

17. Information Exchange

18. Capacity Building³

2.2 Sustainable Development

2.2.1 Definitions of Sustainable Development

Here are some definitions from various international resources.

Theme: Meeting the Needs of Future Generations

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.⁴

Theme: Carrying Capacity of Ecosystems, referred to in the World Conservation Union of 1991. “Sustainable development means “improving the quality of human life while living within the carrying capacity of supporting ecosystems”.

Theme: Maintain Natural Capital which was passed on by David Pearce (British environmental economist), “Sustainability requires at least a constant stock of natural capital, construed as the set of all environmental assets”.

Theme: Maintenance and Improvement of systems, “Sustainability...implies that the overall level of diversity and overall productivity of components and relations in systems are maintained or enhanced”.⁵

Theme: Positive Change; “Sustainable development is “any form of positive change which does not erode the ecological, social, or political systems upon which society is dependent”.⁶

Theme: Sustaining Human Livelihood; in 1991 Indonesian economist Otto Soemarwoto stated, “Sustainability is “the ability of a system to sustain the livelihood of the people who depend on that system for an indefinite period”.

Theme: Protecting and Restoring the Environment; “Sustainability equals conservation plus stewardship, plus restoration”, cited by Ecological architect Sim Van der Ryn, 1994.

Theme: Oppose Exponential Growth; Ecotopia written by Ernest Callenbach, in 1992; “Sustainability is the fundamental root metaphor that can oppose the notion of continued exponential material growth”

Theme: Composite Approach, “Sustainable development seeks... to respond to five broad requirements: (1) integration of conservation and development, (2) satisfaction of basic human needs, (3) achievement of equity and social justice, (4) provision of social self-determination and cultural diversity, and (5) maintenance of ecological integrity”, by the International Union for the Conservation of Nature, 1986.

³ United Nations Development Program, Sustainable Tourism [Online], accessed 5 February 2006. Available from <http://www.unep.org/pc/tourism/sust-tourism/home.html>.

⁴ Seafeld Research and Development Services. The Brundland Report (1987) [Online]. Accessed 1 July 2006. Available from <http://www.srds.ndirect.co.uk/sustaina.htm>.

⁵ Richard B. Norgaard. Sustainability [Online] Accessed 1 July 2006. Available from http://environment.harvard.edu/religion/disciplines/economics/bibliography/short_bib.html.

⁶ William Rees, A role for environmental assessment in achieving sustainable development. (Environ. Impact Assess. Rev. 8 : 1988), 273-291.

Chapter 8 of Agenda 21 calls on countries to adopt national strategies for sustainable development (NSSD) that “should build upon and harmonize the various sectorial economic, social and environmental policies and plans that are operating in the country.”

Five years later, the 1997 Special Session of the General Assembly again noted the importance of NSDS and set a target of 2002 for their formulation and elaboration.

In 2002, the World Summit for Sustainable Development (WSSD) urged States not only to “take immediate steps to make progress in the formulation and elaboration of national strategies for sustainable development” but also to “begin their implementation by 2005.”

In addition, integrating the principles of sustainable development into country policies and programmes is one of the targets contained in the United Nations Millennium Declaration to reach the goal of environmental sustainability.

Governments have continued to reiterate their commitment to develop and implement NSDS.

2.2.2 Sustainable development components

Establishing ecological limits and more equitable standards	“... requires the promotion of values that encourage consumption standards that are within the bounds of the ecologically possible and to which all can reasonably aspire”
Redistribution of economic activity and reallocation of resources	“Meeting essential needs depends in part on achieving full growth potential and sustainable development clearly requires economic growth in places where such needs are not being met”
Population control	“though the issue is not merely one of population size but of the distribution of resources, sustainable development can only be paused if demographic developments are in harmony with the changing productive potential of the ecosystem”
Conservation of basic resources	“... sustainable development must not endanger the natural systems that support life on Earth: the atmosphere, the waters, the soils, and the living beings”
More equitable access to resources	“Growth has no set limits in terms of population or resource use beyond which lies ecological disaster... But ultimate limits there are, and sustainability requires that long before these are reached efforts are made to ensure more equitable access to resources ...”
Carrying capacity and sustainable yield	“... most renewable resources are part of

	a complex and interlinked ecosystem, and maximum sustainable yield must be defined after taking into account system-wide effects of exploitation”
Retention of resources	“Sustainable development requires that the rate of depletion of non-renewable resources foreclose as few future options as possible”
Diversification of species	“Sustainable development requires the conservation of plant and animal species”
Minimize adverse impacts	“Sustainable development requires that the adverse of impacts on the quality of air, water, and other natural elements are minimized so as to sustain the ecosystem’s overall integrity”
Community control	“... community control over development decisions affecting local ecosystems”
Broad national- international policy framework	“... biosphere is the common home of all human-kind and joint management of the biosphere is prerequisite for global political security”
Economic viability	“... communities must pursue economic well-being while recognizing that government policies may set limits on material growth”
Environmental quality	“Corporate environmental policy is an extension of total quality management”
Environmental audit	“An effective environmental audit system is at the heart of good environmental management”

Table 2 Sustainable development components

Source : John Swarbrooke, Sustainable Tourism Management (Wallingford : CABI, 1998), 5.

2.3 Cultural heritage management

Cultural heritage contains information of an aesthetic, historic, scientific, social or spiritual value for past, present and future generations. There is a continuing need to assess the significance, condition and trends of cultural heritage and the role it plays in the occupation of the land, in the economy, technology, arts, sciences and social movements. An example is Tasmania where such assessments form the basis of management decisions to protect and impart the meanings of Tasmania's heritage values to the community.⁷

⁷ Resources Planning and Development Commission. Cultural Heritage Mangement. [Online]. Accessed 5 February 2006. Available form <http://www.rpd.tas.gov.au/soer/recommendation/134/index.php>.

In Tasmania, the heritages have values to the community, which contain the aesthetic, historic, scientific, social and spiritual values for every generation. Those are continued by assessing the significance, condition and trends. The lands' ownership whose take care the cultural heritage play the important role in every movements.

Definitions of cultural heritage are highly varied. Defining heritage can be the product of human action, our idea, customs and knowledge are the most important aspects of heritage. Cultural resource managers seek to understand and conserve these aspects through work on landscapes, places, structures, artifacts, and archives and through work with individuals and the community.⁸

The United Nations Educational Scientific and Cultural Organization (UNESCO) defines heritage as "the product and witness of the different traditions and of the spiritual achievements of the past and . . . thus an essential element in the personality of peoples" (Davison 1991). A simpler definition is that heritage is what we value from the past. These definitions reflect what we value or reject in our present surroundings, and anticipate for the future.⁹

These definitions imply difficult questions about the purposes of heritage protection. Why we have to save old buildings or fossil landscapes? A continuing trend nationally is to answer this question in terms of economic benefit through tourism activities. This answer suggests that the main value of heritage is its capacity to generate employment and income.¹⁰ Heritage is an important economic assets. The complexity of these issues requires a wide definition of heritage, one acknowledges that, at any given time, some meanings of heritage are likely to be more or less important to different groups of people. Community must produce heritage, and make decisions about heritage.¹¹

2.3.1 Cultural landscapes

Cultural landscapes are an aggregation of places, features, objects, archival material, memories and perceptions of social and contemporary significance. The World Heritage Convention defines cultural landscapes as the 'combined works of nature and of man', demonstrating the evolution of human society in conjunction with environmental constraints and opportunities, and illustrating successive social, economic, and cultural forces.¹²

Cultural landscapes fall into three main categories, was be defined by the World Heritage Convention, organized by the UNESCO as follows:

⁸ Davison Graeme, The use and abuse of Australian history, (Sydney : Allen and Unwin, 2000). And Aplin Graeme, Heritage identification, conservation, and management (Melbourne : Oxford University Press, 2002).

⁹ Ibid.

¹⁰ Ibid.

¹¹ State of the Enviroment Tasmania, Cultural Heritage Mangement [Online], accessed 5 February 2005. Available from <http://www.rpdc.tas.gov.au/soer/her/6/index.php>.

¹² World Heritage Convention, Cultural Landscape [Online], accessed 6 February 2006. Available from <http://www.rpdc.tas.gov.au/soer/her/6/issue/98/index.php>.

1. Landscapes that are designed and created intentionally by humans, embracing garden and park land constructed for aesthetic reasons. They are often associated with monumental buildings and ensembles.
2. Landscapes that have evolved organically. From an initial social, economic, administrative, or religious impetus, a landscape of this type develops into its current form by association with, and in response to, the natural environment. The process of evolution is reflected in both form and component features. There are two sub-categories of this type of landscape:
 - 2.1 Fossil or relic landscapes, where the evolutionary process finished some time in the past, either abruptly or over a period of time, but the distinguishing features of the landscape are still visible.
 - 2.2 Continuing landscapes, which retain an active role in contemporary society that is closely associated with a traditional way of life. The evolutionary process through which the landscape is defined is still in progress, with significant material evidence of this formation process apparent.
3. Landscapes those are associated with powerful religious, artistic, or cultural movements, even though actual material evidence may be insignificant or even missing altogether.¹³

In 1992 the World Heritage Convention became the first international legal instrument to recognize and protect cultural landscapes. The Committee at its 16th session adopted guidelines concerning their inclusion in the World Heritage List. The Committee acknowledged that cultural landscapes represent the "combined works of nature and of man" designated in Article 1 of the Convention. They are illustrative of the evolution of human society and settlement over time, under the influence of the physical constraints and/or opportunities presented by their natural environment and of successive social, economic and cultural forces, both external and internal. The term "cultural landscape" embraces a diversity of manifestations of the interaction between humankind and its natural environment. Cultural landscapes often reflect specific techniques of sustainable land-use, considering the characteristics and limits of the natural environment they are established in, and a specific spiritual relation to nature. Protection of cultural landscapes can contribute to modern techniques of sustainable land-use and can maintain or enhance natural values in the landscape. The continued existence of traditional forms of land-use supports biological diversity in many regions of the world. The protection of traditional cultural landscapes is therefore helpful in maintaining biological diversity.¹⁴

“There exist a great variety of Landscapes that are representative of the different regions of the world. Combined works of nature and humankind, they express a long and intimate relationship between peoples and their natural environment. Certain sites reflect specific techniques of land use that guarantee and sustain biological diversity. Others, associated in the minds of the communities with powerful beliefs and artistic and traditional customs, embody an exceptional spiritual relationship of people with nature. To reveal and sustain the great diversity of the

¹³ Ibid.

¹⁴ United Nations Educational, Scientific and Cultural Organization, Cultural Landscapes [Online], accessed 27 November 2006. Available from <http://whc.unesco.org/exhibits/cultland/histterm.htm>.

interactions between humans and their environment, to protect living traditional cultures and preserve the traces of those which have disappeared, these sites, called cultural landscapes. Cultural landscapes -- cultivated terraces on lofty mountains, gardens, sacred places ... -- testify to the creative genius, social development and the imaginative and spiritual vitality of humanity. They are part of our collective identity.” These are the cultural landscape’s description made by the UNESCO¹⁵

The Cultural Landscape Foundation defines that “a cultural landscape is a geographic area that includes cultural and natural resources associated with an historic event, activity, person, or group of people. Cultural landscapes can range from thousands of acres of rural land to homesteads with small front yards. They can be man-made expressions of visual and spatial relationships that include grand estates, farmlands, public gardens and parks, college campuses, cemeteries, scenic highways, and industrial sites. Cultural landscapes are works of art, texts and narratives of cultures, and expressions of regional identity. They also exist in relationship to their ecological contexts.”¹⁶

According to Wikipedia “cultural landscape is defined as the human-modified environment, including fields, houses; church, highways, planted forests, and mines, as well as weeds and pollution. A cultural landscape is defined as “a geographic area, including both cultural and natural resources and the wildlife or domestic animals therein, associated with a historic event, activity, or person or exhibiting other cultural or aesthetic values.” There are four general types of cultural landscapes, not mutually exclusive: historic sites, historic designed landscapes, historic vernacular landscapes, and ethnographic landscapes.¹⁷

The Michigan Government, Department of Natural Resources notifies that “the cultural landscape zone addresses the overall setting in which is found not only historic structures, but also non-structural evidence of the traditions, beliefs, practices, lifestyles, arts, crafts and social institutions of any community. This zone can be a subset of one of the other resource zones and, as such, the guidance for that zone will also apply.”¹⁸

From the numerous explanations of cultural landscape presented by authorities such as the Cultural Landscape Foundation, Wikipedia, World Heritage Convention and Michigan Government, it can be concluded that “cultural landscapes are masterpieces of the blend of nature and culture jointed together with a history, activity, or person exhibiting other cultural or aesthetic values”. This definition was influenced most by the World Heritage Convention.

¹⁵ United Nations Educational, Scientific and Cultural Organization, Cultural Landscapes [Online], accessed 27 November 2006. Available from <http://whc.unesco.org/exhibits/cultland/landscape.htm>.

¹⁶ The Cultural Landscape Foundation, Cultural Landscape [Online], accessed 6 February 2006. Available from <http://www.tclf.org/whatis.htm>.

¹⁷ Wikipedia, Cultural Landscape [Online], accessed 6 February 2006. Available from http://en.wikipedia.org/wiki/Cultural_landscape.

¹⁸ Michican Government, Cultural Landscape [Online], accessed 6 February 2006. Available from http://www.michigan.gov/dnr/0,1607,7-153-10365_31399-95875--,00.html.

2.4 Tourism planning

Tourism development is inherently a regional enterprise. Successful tourism development requires the regional delivery of a balanced mix of attractions, accommodations, food and beverage services, retail and other spending opportunities synchronized with market demand and offered in a context of appropriately developed infrastructure and community acceptance. The delivery of these elements must be seamless and, most important; there must be a genuine focus on creating desirable and authentic tourist experiences.¹⁹

2.4.1 Principles of successful tourism planning & development

Reid and Smith apply the case study of Grand Canyon, Park Service in U.S.A. to the principles of successful tourism planning and development. They add several principles to the list Winterbottom (1993) developed. Their most fundamental design principle is creating the visitor domain with a sense of place that is unique and authentic, and that contains a diversity of potential experiences. They also encourage development of gateways in designing tourist spaces which is a physical symbol of entrance to the tourist domain. The gateway also marks the transition from ordinary into extraordinary places and experience.

Clustering and concentrating attractions and services is the technique of creating the visitor domain.

The application of the market research technique of product/market match is the means to achieve a supply of the right tourism products, particularly attractions and services, for the targeted quality tourists of a tourism destination plan. Targeted tourists are statistically defined by the products suitable to their tastes, and by what should be developed at the destination. Statistically defined tourist segments usually come from defined geographic areas.

Well-designed transportation linkages are necessary to ease the movement of people in the tourist domain.

Protecting the environment - natural, cultural and social - is now an accepted mainstay of successful tourism planning. This can be achieved by attracting quality tourists and by managing tourist flows and access while they are in the visitor domain.

The season's highs, lows and median can be the bane of a tourism planner's life and a test of his/her skills.

Partnership is another principle to incorporate into successful tourism planning.

Another principle to consider in tourism planning is product life cycle.

A final principle for successful tourism planning is that the planner should insure there is ample opportunity for economic benefits to be obtained. Tourists are generally willing to spend money.

2.4.2 Tourism plan making process:

This process should use the bottom-up and top-down process to help in tourism planning. Planners may be experts, but it takes community vision and community involvement to create a successful tourism plan that reflects the willingness of local residents to support the cost necessary to support tourism in their

¹⁹ www.community-tourism.net, Tourism Development [Online], accessed 23 December 2005. Available from <http://www.community-tourism.net>.

living space. Murphy (1985) provides a comprehensive model for community-based tourism planning. Implementation and action plans are a must in tourism planning. Monitoring and evaluation are important to measure the success of the plan and to modify it. Successful monitoring depends on establishing a baseline of data from which to measure change. It is unnecessary to measure everything about a plan; select several key indicators and work with those over time.

Scales of Tourism Planning: The range of scale in tourism planning is from site specific physical plans to intermediary community and regional destination plans to national policy plans (Gunn 1988, Inskip 1994). No matter at what scale of tourism a planner is working, it is important to incorporate and account for all the components of structure, element, principle and process that have been described. In this way balanced, sustainable tourism development has a chance of being achieved.

2.4.2.1 Planning for a competitive / sustainable destination

Charles R. Goeldner and J.R. Brent Ritchie (2006) explained that good tourism planning must be based on a sound understanding of those factors that fundamentally determine the success of a tourism destination. One frame-work that graphically identifies these factors is given in the figure below. As shown, the framework includes nine major components, each of which contains a number of subcomponents.²⁰

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²⁰ Charles R. Goeldner and J.R. Brent Ritchie, Tourism: Principles, Practices, Philosophies, 10th ed. (New Jersey : Wiley, 2006), 436.

- Comparative advantages (resource endowments)
- Human resources
 - Physical resources
 - Knowledge resources
 - Capital resources
 - Infrastructure and tourism superstructure
 - Historical and cultural resources
 - Size of economy

The Ritchie / Crouch model of destination competitiveness and sustainability

- Competitive advantages (resource deployment)
- Audit and inventory
 - Maintenance
 - Growth and development
 - Efficiency
 - Effectiveness

Qualifying and implifying determinants									
Location	Safety/ security	Cost/ value	Interdependencies		Awareness/ image	Carrying capacity			
Destination Policy, Planning and Development									
System definition	Philosophy values	Vision	Positioning/ branding	Development	Competitive/ collaborative awareness	Monitoring & evaluation		Audit	
Destination Management									
Organization	Marketing	Quality of service/ experience	Information/ research	Human resource development	Finance & venture capital	Visitor management	Resource stewardship	Crisis management	
Core Resources & Attractors									
Physiography & climate	Culture & history	Mix of activities	Special events	Entertainment	Superstructure	Market ties			
Supporting Factors & Resources									
Infrastructure	Accessibility	Facilitating resources	Hospitality	Enterprise	Politics				

Diagram 3 The Ritchie / Crouch model of destination competitiveness and Sustainability

Source : Charles R. Goeldner and J.R. Brent Ritchie, Tourism: Principles, Practices, Philosophies, 10th ed. (New Jersey : Wiley, 2006), 437.

1. Core resources and attractors

They are the fundamental reasons why prospective visitors choose one destination over another. These factors fall into seven categories: physiography and climate, culture and history, market ties, mix of activities, special events, entertainment, and the tourism superstructure.

2. Supporting factors and resources

Whereas the core resources and attractors of a destination constitute the primary motivation for inbound tourism the supporting factors and resources, as the term implies, provide a functional foundation that facilitates tourism and enhances its contribution to destination well-being. These factors are physical infrastructure, accessibility, resident/ industry hospitality, entrepreneurial efforts of tourism operators, political support for tourism, and facilitating resources such as a trained and welcoming customs/ immigration staff.

3. Qualifying and amplifying determinants

The potential success of a destination is conditioned or limited by a number of factors. This group of factors might alternatively be labeled situational conditioners because their impact on the success of a tourism destination is to define its scale, limit, or potential. These qualifiers and amplifiers used to measure destination success filter the influence of the other core groups of factors. They may be so important as to represent a ceiling to tourism demand or potential, but are largely beyond the control of the tourism sector alone.

4. Destination policy, planning and development

While, unfortunately, not all destinations have a formal tourism policy, a strategic or policy-driven framework for the planning and development of a destination, with particular economic, social, and other societal goals as the intended outcome, can help ensure that the tourism development that does occur promotes a successful and sustainable destination while meeting the quality of life aspirations of those who reside at the destination. This core component is comprised of eight subcomponents: a formal definition of the tourism system; an explication of a philosophy of tourism – or how tourism should serve the community; flowing from the philosophy is a vision, which is a formal statement describing the ideal future state of the tourism destination some 20, 50, or 100 years into the future; a positioning/ branding strategy defining how the destination should be perceived relative to competitors; a detailed development plan; a competitive/ collaborative analysis providing an evaluation of how the destination relates to and compares with other destinations and the international tourism system; the monitoring and evaluation of policies, programs, and their outcome; and finally, all the foregoing need to be brought together into a rigorous destination audit, which identifies the destination's strengths, weaknesses, problems, challenges, and opportunities.

5. Destination management

This component of the model focuses on the activities that implement the policy and planning framework on a daily, operational basis. These nine activities involve effective organization, marketing of the destination, ensuring a high quality visitor experience, gathering and disseminating information, human resource development, obtaining adequate finance stewardship, and being prepared to manage unexpected crises.

6. Comparative Advantage

7. Competitive Advantage

Comparative versus competitive advantage, an important characteristic of this Model, is the distinction it makes between comparative and competitive advantages of destinations. The former refers to the resources with which the destination is endowed, and which enhance its chances of success, while the latter refers to the effectiveness with which a destination's resources are utilized or deployed, thus enhancing its relative probability of success relative to competing destinations.

8. Global (Macro) Environment

9. Competitive (Micro) Environment

Global (macro) versus Competitive (micro) environment, the final important dimension of the Ritchie / Crouch framework, is the distinction it makes between the impact of macro versus micro forces on destination success. Global/ macro forces refer to the vast array of phenomena that broadly affect all human activities, and which are therefore not specific to the travel and tourism industry in their effect. By comparison, the competitive, or micro, environment is part of the tourism system, and the forces it contains concern the actions and activities of entities in the tourism system that directly affect the goals of each member of the system, whether they are individual tourism firms or the collection of organizations that constitute a destination.

2.5 Community participation

Community-based tourism seeks to increase people's involvement and ownership of tourism at the destination end. Initiates form and control stays with the local community. Below some resonance in other types of tourism areas are reviewed.²¹

David Wilcox stated in "10 Key Ideas about Participation" that "the guide to effective participation needs 10 key ideas which can aid thinking about community involvement."²² The 10 keys to idea are as follows:

1. Level of participation

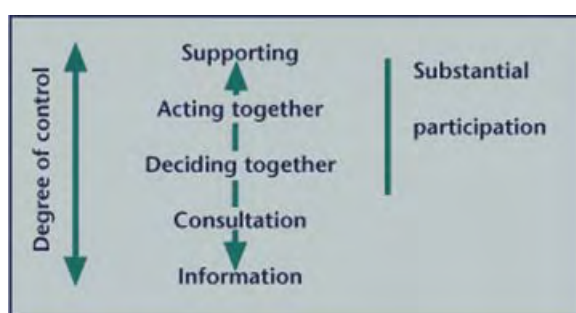


Figure 4 Level of participation

Source : David Wilcox, Community Participation [Online], accessed 6 February 2006. Available from <http://www.jrf.org.uk/knowledge/findings/housing/H4.asp>.

²¹ Martin Mowforth and Ian Munt, *Tourism Sustainability : Development and new tourism in the third world*, 2nd ed. (New York : 2003), 95.

²² David Wilcox, Community Participation [Online], accessed 6 February 2006. Available from <http://www.jrf.org.uk/knowledge/findings/housing/H4.asp>.

2. Initiation and process:



Figure 5 Initiation and process

Source : David Wilcox, Community Participation [Online], accessed 6 February 2006. Available from <http://www.jrf.org.uk/knowledge/findings/housing/H4.asp>.

3. Control
4. Power and purpose
5. Role of the practitioner
6. Stakeholders and community
7. Partnership
8. Commitment
9. Ownership of ideas
10. Confidence and capacity

It is unrealistic to expect individuals or small groups suddenly to develop the capability to make complex decisions and become involved in major projects. They need training or better still the opportunity to learn formally and informally, to develop confidence and trust in each other.

2.5.1 The importance of citizen participation

Citizen participation can be viewed from the perspective of benefits to be gained and costs to be borne. Implicit in this "penchant for getting involved" is the notion of the relationship between; self and society. Dresbach (1992) and Pasewitz (1991) mentioned that "Involvement of volunteer groups is an important science for individuals definitions of self esteem and self identity in American society",²³

Volunteer groups function as links between individuals and larger societal structures. What are the benefits to the average citizen? Bridges (1974) cites five advantages to be gained from active participation in community affairs:

1. The citizen can bring about desired change by expressing one's desire, either individually or through a community group.
2. The individual learns how to make desired changes.
3. The citizen learns to understand and appreciate the individual needs and interests of all community groups.
4. The citizen learns how to resolve conflicting interests for the general welfare of the group.
5. The individual begins to understand group dynamics as it applies to mixed groups.

Citizen participation in community betterment organizations and projects does not usually occur by chance alone. It happens because certain principles of

²³ Ohio State University, Community Development [Online], accessed 6 February 2006. Available from <http://ohioline.osu.edu/cd-fact/1700.html>.

organization are observed at an acceptable level to the participants. The six major principles that motivate citizens to voluntarily participate in a community activity are when they:

1. see the positive benefits to be gained ;
2. have an appropriate organizational structure available to them for expressing their interests ;
3. see some aspect of their way-of-life threatened ;
4. feel committed to be supportive of the activity ;
5. have better knowledge of an issue or situation ; and
6. feel comfortable in the group.

In addition, citizen participation can be improved by:

1. stressing participation benefits ;
2. organizing or identifying appropriate groups receptive to citizen input ;
3. helping citizens find positive ways to respond to threatening situations ;
4. stressing obligations each of us have toward community improvement ;
5. providing citizens with better knowledge on issues and opportunities ;
6. helping participants feel comfortable within the development group.

2.6 International charters and declarations related to sustainable tourism

Statements and Declarations of the World Tourism Organization related to the Sustainable Development of Tourism are as follows:

1. Manila Declaration on World Tourism, 1980
2. Acapulco Documents on the Rights to Holidays, 1982
3. Tourism Bill of Rights and Tourism Code, Sofia, 1985
4. The Hague Declaration on Tourism, 1989
5. Lanzarote Charter for Sustainable Tourism, 1995 (jointly with UNEP, UNESCO, EU)
6. Statement on the Prevention of Organized Sex Tourism, Cairo, 1995
7. Agenda 21 for Tourism & Travel Industry, 1996
8. Global Codes of Ethics for Tourism, 1999
9. Hainan Declaration - Sustainable Tourism in the Islands of the Asia-Pacific Regions (2002)
10. Québec Declaration on Ecotourism, 2002
11. Djerba Declaration on Tourism and Climate Change, 2003

2.6.1 Focuses on the positive aspects

2.6.1.1 Manila Declaration on World Tourism, 1980

It is believed that tourism will continue to generate substantial economic and social benefits for communities and countries since it is not the sole cause of social problems attributed to or associated with it.

2.6.1.2 Acapulco Documents on the Rights to Holidays, 1982

This focuses on implementing tourism policies to facilitate travel within and outside national frontiers, balancing situations between travel and holidays, clarifying the true significance of tourism, and preparing strategies to implement the priorities proposed

2.6.1.3 Tourism Bill of Rights and Tourism Code, Sofia, 1985

The bill draws up the duties and responsibilities of the state parties, the host communities, the tourism professionals and suppliers

of tourism/travel services and the tourists. It calls on States and individuals to assist in preventing any opportunities of using tourism to exploit others for prostitution purposes

2.6.1.4 Lanzarote Charter for Sustainable Tourism, 1995

This charter relates that tourism is a worldwide phenomenon, an important element of socioeconomic and political development. Tourism has the potential to contribute to socio-economic and cultural achievement and at the same time contribute to the depletion of the environment and the loss of local identity. Tourism can afford the opportunity to travel and to get to know other cultures, and can help promote closer ties and peace among people.

2.6.2 Shift policy development to implementation

The Hague Declaration on Tourism, 1989 clearly marked a shift from policy development to implementation, a shift from conservation to sustainable use of biodiversity and to more action oriented work programs

2.6.3 Focus on minimizing the negative effects of tourism

Agenda 21 for the Tourism and Travel Industry (1996). Represents an important dimension of an overall strategy for global transition to more sustainable development practices. The chapters build up a comprehensive list of actions. These actions address the issues of environmental protection and human development in an integrated manner and include incentives and concrete measures to reduce the inequalities between rich and poor nations, stimulate the economies of developing countries, eliminate poverty, reduce use of earth's natural resources, and reduce the unsustainable rates of population growth that threaten both development and the environment.

The Manila Declaration on World Tourism (1997) discusses the social impact of tourism and considers how to maximize its positive aspects and minimize its negative effects, being determined to remove the social abuses and exploitation arising from, associated with or occasioned by tourism and its related activities,

At the Djerba Declaration on Tourism and Climate Change (2003) the participants gathered at the First International Conference on Climate Change and Tourism, held in Djerba, Tunisia, from 9 to 11 April 2003, convened by the World Tourism Organization, upon invitation by the Government of Tunisia.

Recognizing the key role of the Kyoto Protocol is the first step in the control of greenhouse gas emissions.

The emphasis is on the relationships between climate change and tourism, given the economic importance that this sector of activity is having on many countries, especially small islands and developing states, with a view to raising awareness of these relationships and strengthening cooperation between the different actors involved.

The complex relationship between tourism and climate change, and particularly the impact that the latter is producing on different types of tourism destinations have been carefully considered while not ignoring that some transport used for tourist movements and other components of the tourism industry, contribute in return to climate change;

Awareness of the importance of water resources in the tourism industry and of its links with climate change, is also a concern, as well as recognizing the existing and potentially worsening impact of climate change, combined with other anthropogenic factors on tourism development in sensitive ecosystems.

2.6.4 Tendency of international charters and declarations

“One fundamental issue to consider is that of the survival of a lively debate about sustainable tourism. Ten years ago some commentators – privately or publicly – assumed that sustainable tourism would be a fad, a passing interest. They thought that it would be rejected and soon forgotten because it appeared to be opposed to commercial development, threatening business with impossible limits to growth. Others felt that it would become a less prominent concept as it had little mass-market appeal: sustainable tourism, perhaps like ecotourism, would become a minority activity. But, ten years on, the worst predictions of these pessimists have been proved wrong. Many of the tourism industry’s stakeholders still regard the sustainable tourism debate to be as relevant as ever, and perhaps more so.”²⁴

The tendency of international charters and declarations is how to overcome the negative aspects of tourism.

With the development of tourism, it has become the most vital industry in the world. However, the environment problem has become more and more severe. Human beings have only one globe; each and every county has the responsibility to take care of the planet. So one purpose of the international charters and declarations is to focus on how to diminish the negative aspects. There are six main aspects as follows.

1. The economic sustainability can realistically support the tourism industry’s development.
2. The environmental sustainability can protect the fragile ecosystems. It is high time to take care of the environment and its resources.
3. Generalizing greening and the eco-label of tourism products will be the new trend in the tourism business
4. The stakeholders will focus increasingly on the socio-economic and cultural dimensions of sustainable tourism development.
5. Social sustainability will reduce the pressure on host communities and protect the local culture.
6. The public authorities at the national, regional and local levels must take the lead in the policy formulation and implementation process.

The demands of tourism can however contribute to the destruction of the natural and cultural environment upon which it depends. It is essential to find ways to protect those environments for the present and future generations. Sustainable tourism aims to achieve these objectives through the development of new solutions, which

²⁴ Journal of Sustainable Tourism, [Sustainable Tourism](http://www.sustainabletourism.net) [Online], accessed 11 August 2007. Available from www.sustainabletourism.net

minimize the adverse effects of tourism, either on the environment, or outside its boundaries. This can be achieved through the development of new strategies for managing our environment, involving the active collaboration of Society as a whole. The continuous growth of tourism gives substantial urgency to these problems, to find solutions to cope with its impact on the environment, including culture and society. Intelligent policy framework, sound public and private planning and sensitive management can make significant contributions to sustainable tourism. Sustainable tourism is about process, and should not be confused with the tendency to generalize greening and the eco-label of tourism products. Around the world, more and more tourism businesses are seeking certification.²⁵ Sustainable tourism could develop an alliance with businesses, with a certification program to new areas of the country. However, since tourism is a loosely regulated and disperse industry, the risk is that some business owners will not realize the importance of offering quality services that respect the environment, local communities and cultures.

Certification can guide business owners so they understand the basic principles of responsible tourism. It can also help them make their businesses more efficient, and thus more profitable.

The empirical work and case studies around the world can offer new insights and the best practical guidance. The stakeholders can adopt a multi disciplinary approach and specifically aim to foster greater understanding and collaboration between scientists and social science experts, and practitioners and policy makers. We need to take a broad view of this sophisticated and complex industry, and examine the practice of sustainable tourism from global travel trends through to destination and site management. Innovative solutions, including those involving ecological tourism are particularly welcome as well as cultural initiatives that will lead to better approaches to tourism with the objective of preserving the diversity of our planet.

There is evidence of a continuing growth and of the growing economic importance of tourism in East Asian countries, which calls for enhanced policies and planning in order to both raise the sustainability of tourism and to increase the contribution of tourism to the overall sustainable development of societies.

It has been stated, however, that sustainable tourism is not just about conservation of the physical environment. Many of the issues detailed concerned social and cultural impacts. There is an international tendency to focus increasingly on the socio-economic and cultural dimensions of development, balancing them with environmental factors, and this is very valid for the tourism sector as well.

Although the most operational level of tourism is at the local destination level, its sustainable development can only be accomplished within the framework of a coherent national policy.

There is a need for public authorities at the national, regional and local levels to take the lead in the policy formulation and implementation process for various reasons:

1. The tourism sector is highly fragmented, therefore coordination is needed between the diverse stakeholder groups.

²⁵ Rainforest Alliance, Tendency Toward Certification Gains Ground [Online], accessed 11 August 2007. Available from http://www.rainforest-alliance.org/tourism/tourism_connections/april_05.html#4/

2. The sustainability agenda is mostly about areas of public concern.
3. Public authorities are responsible for many fundamental functions (land usage, laws, provision of basic infrastructure, etc.).

There is a range of instruments that can be applied to support the formulation and implementation of sustainable tourism policies, and among these indicators are basic tools that can be used to evaluate the entire range of impacts of tourism on the destinations and to supply reliable information for responsible decision-making. It is important to be realistic in the use of indicators and other tools.²⁶ It is better to do a few things successfully than to do many things inefficiently. For example, with respect to indicators, it was recommended to start with a smaller set of key indicators that can be effectively monitored and then add to them over time.

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²⁶ World Tourism Organization, [Seminar on Policies, Strategies and Tools for Sustainable Tourism Development](http://www.unwto.org/regional/europe/PDF/2006/almaty/con%20clisions.pdf) [Online], accessed 11 August 2007. Available from [http://www.unwto.org/regional/europe/PDF/2006/almaty/con clisions.pdf](http://www.unwto.org/regional/europe/PDF/2006/almaty/con%20clisions.pdf)

Chapter 3

Overview of Nan City

3.1 Brief history of Nan

A number of basic historical studies of Nan have been undertaken, including some by the government. In 1935, Nan civil servants collaborated in the publication of the useful book *Nakhon Nan*, which covered the area's geography, history, conditions, and characteristics of the Nan people. In 1987, the Fine Arts Department published three books on the occasion of the opening of the Nan National Museum in 1987 – *Muang Nan: Boranakhadi Prawatisat Lae Silapa* (Muang Nan: Archaeology, History and Arts); *Muang Nan*; and *Chao Nan* (People of Nan).¹ In the same year the Office of Nan Province published *Prawat Mahathai Suan Phumipak changwat Nan* (The History of the Ministry of the Interior of Nan Province).

Most of the archaeological evidence from Nan is deposited in the Nan National Museum. Inscriptions on the bases of Buddha images, on *dhamma* box lids, and on doors have been deciphered by linguists from the Department of Fine Arts. Nan stone inscriptions have been collected into a book, *Charuek Lanna* (Lan Na Stone Inscriptions), part 1, book 1.² Stone inscriptions from Chiang Rai, Phayao, and Phrae are also useful sources for the study of Nan history.

There are several Muang Nan Chronicles, and several versions of the Phrathat Chae Haeng Chronicles. These appear in *Prachum tamnan phrathat* (Collection of Phrathat Chronicles, part 2; *Prachum tamnan Lanna Thai* (Collection of Lan Na Thai Chronicles), translated by Sa-nguan Chotsukarat; and *Tamnan Phrathat Chae Haeng* (Phrathat Chae Haeng Chronicles), Phra Samuhaphrom version, translated by Somchet Wimonkasem.³

The author transliterated and analyzed the Nan Chronicle, or the Phuen Muang Nan, Phra Koet Temple Version. The Nan and the Phrathat Chae Haeng Chronicles also appear in the Ratchawongpakon Muang Nan Annals, in *Prachum Phongsawadan* (Corpus of Annals), part 10, composed in 1894 by Saenluang Ratchasomphan⁴ on orders from King Suriyaphongpharitdet of Nan. It is divided into two parts. The first, Ratchawongpakon, covers Lan Na history. Interestingly, it says that the Lawachangkarat Dynasty⁵ sent a crown prince to rule Nan. However, there is

¹ Sarassawadee Ongsakul, *History of Lan Na*, (Chiang Mai : Silkworm Books, 2005), 48.

² *Ibid.*, 49.

³ *Ibid.*

⁴ *Ibid.*

⁵ Head of Lua, or Lawa ethnic group.

no link with the following section which begins with the birth of Khun Nun and Khun Fong⁶ and continues until the time of King Suriyaphongpharitet.

The first Muang (city) of Nan was founded towards the middle of the thirteenth century in the Upper Nan River valley, which is composed of small and discontinuous plains between the Eastern Phi Pan Nam and the **Luang Prabang** mountain ranges.

The Nan plains are divided into two parts. The northern part, the watershed area of the Nan River, is comprised of Thung Chang, Chiang Klang, Pua, and Tha Wang Pha Districts. There is evidence of four old settlements in the Nan River valley at Pua. However, much more research is needed.

The Nan Chronicles says that in 1282 A.D., Phraya Phu Kha, the founder of the Kao⁷, or Phu Kha Dynasty, ruled the small Muang Yang in the lower valley of the Yang River, in a tributary of the Nan River which today is the Tha Wang Pha District. Phaya Phu Kha had two sons, Khun Nun and Khun Fong. When they reached adulthood, they each wished to rule a territory. The elder son was sent to build Muang Lao, or **Luang Prabang**, where he aimed to rule over Lao people, while the younger son was sent to build Muang Pua and rule over Kao people.

The chronicle portrays Muang Pua and **Luang Prabang** as having a close relationship. There is the mention of the Kao and Lao as tribal people in the Sukhothai stone inscription number 1, side 4; “The Mas, Kaos, Laos, and the Thais from the south...Tai, Chao U, and Chao Khong came under [Sukhothai].”

The Nan Chronicle, Phra Koet Temple version, calls Muang Pua a Kao town - Muang Kao or Muang Kao Thet. It further states that the Kao were a group of Tai people, referring to the “Kao Tai people.” In another passage, it states, “In the year 727 [1365 C.E.], the Year of the Pig, the Kao Tai people helped each other build a palace.”⁸

The Chiang Mai Chronicle refers to the rulers of Nan as “Phaya Kao Nan.” Nan people in general are called Kao Nan. Sukhothai stone inscription number 45 of 1392 refers to the ancestor spirits of the Nan Dynasty as “Dam Phong Kao,” confirming that the Nan kings were Kao.

The Wat Burapharam inscription, side 1, in the Prachum Silacharuek (Corpus of Stone Inscriptions), part 7 says that in 1936 the king of Sukhothai expanded his territory in several directions, specifying several Muang, including Muang Kao. It states that “he subdued the Kao state.” The Wat Burapharam inscription, side 2, used the Pali term and called it “Kao Ratta” and said that the Kao state was located north of the Sukhothai domain.

Muang Pua and Muang Yang continued to enjoy a close relationship. A chronicle says that Phraya Kaokluan, a grandson of Phraya Phukha, left Pua in the hands of his wife while he ruled Yang.

In the late thirteenth century, Pua was a small, new and vulnerable city state. Around it were the three strong, allied states of Lanna, Sukhothai, and Phayao. Pua’s weakness gave Phraya Ngammueang, the ruler of Phayao, an opportunity for plunder.

⁶ The ancestors of Nan people.

⁷ กลุ่มชาติพันธุ์กาว

⁸ Ibid., 51.

The ruler of Puan, Nang Phraya Mae Thao Khamphin, fled and during the flight gave birth to a son, Phraya Phanong. Phraya Ngammuang sent his wife, Nan Ua, and his son, Chao Ampom, to rule Pua. According to the Nan Chronicle, he controlled the territory for almost twenty years until Phanong grew up, regained his family's old territory, and took Ngammuang's wife for himself. Phanong was the fourth king of the Kao Dynasty and he ruled between 1322 and 1352. During his reign, Pua began to gain stability and it expanded to include new areas such as Muang Khwang. Phanong assisted Phraya Khamfu of Lanna in plundering and incorporating Phayao. However, the relationship between Nan and powerful Lanna was always uneasy, so Nan cultivated ties with Sukhothai.

In 1359, Phraya Khrammuang of Pua led an expansion into the southern Nan valley. To encourage his people to make the move, Khrammuang appealed to their spiritual beliefs. With the help of Phraya Lithai of Sukhothai, he sent an invitation to a monk from that kingdom, Para Dharmapanthera, who arrived with a holy relic. The site chosen to house the relic was named Wiang Phu Piang and was located along the Thian and Ling River.

The Nan Chronicle says that there was trouble over wood destined to be soaked in the rivers before being used for a palace for Khrammuang. "The water had dried up and the rain did not fall so it was called Chae Haeng..." Thereafter the name Wiang Phu Phiang was linked with the word Chae Haeng (literally, dry soaked), meaning a very dry city.

The lack of water eventually made it necessary to move Wiang Phu Phiang to a site on the western bank of the Nan River. The new town, Nan, was founded in 1368 during the reign of Phraya Phakong. It became the administrative centre of the area.

The relationship between Nan and Sukhothai remained strong. In 1376, Phraya Phakong sent troops to assist Phra Mahathammaracha II of Sukhothai to fight against Phra Boromracha I of Ayutthaya.⁹

Soon after, when Nan was seized by Phrae, its nobles fled to Sukhothai, which helped them regain the muang. Power struggles within the ruling family meant the kingdom was unstable.

During the reign of King Tilokarat, Dai Viet (Kao) of Vietnam invaded **Luang Prabang and Nan**, which resisted strongly and forced the invaders to retreat.

In 1438, when Sukhothai was defeated by Ayutthaya, Nan became more vulnerable. The Nan Chronicle states that Lanna besieged Nan during the reign of King Tilokarat. "[They] shot their artillery in the direction of the royal garden gate, shouted, entered, and seized it." Thao Inthakaen fled. King Tilokarat appointed Thao Phasaeng, the son of Thao Phaeng of the Kao Dynasty, to rule Nan. He was the last ruler of the Kao dynasty. After his death, "there was no ruler ..." Nan was incorporated into Lanna in 1448.

Subsequently, Nan was ruled by successive rulers as shown below in diagrams 4 and 5.

⁹ Ibid., 52.

**Genealogical Chart of the Rulers of Pua and Nan
(The late 13th century – 1459 A.D.)**

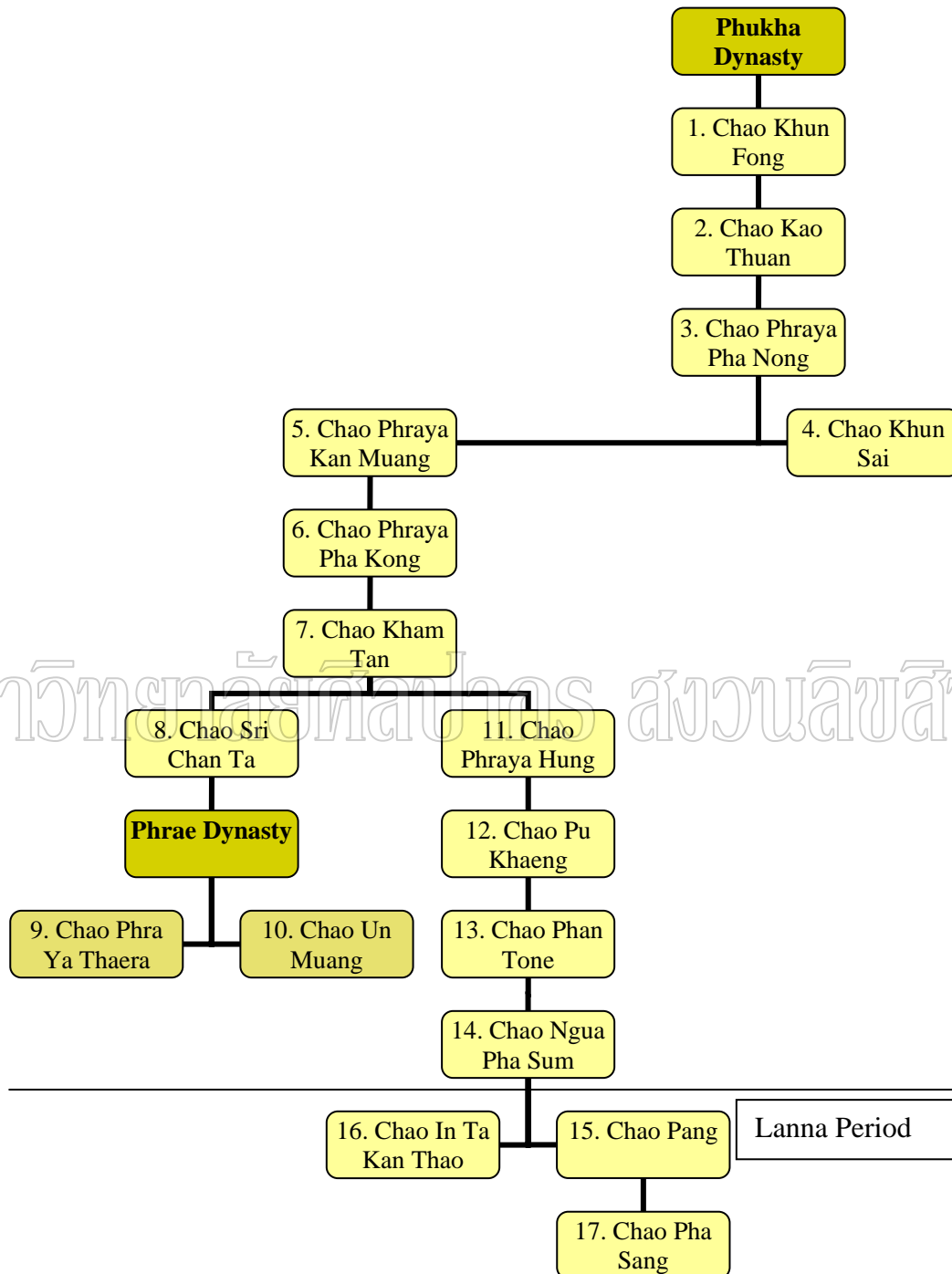
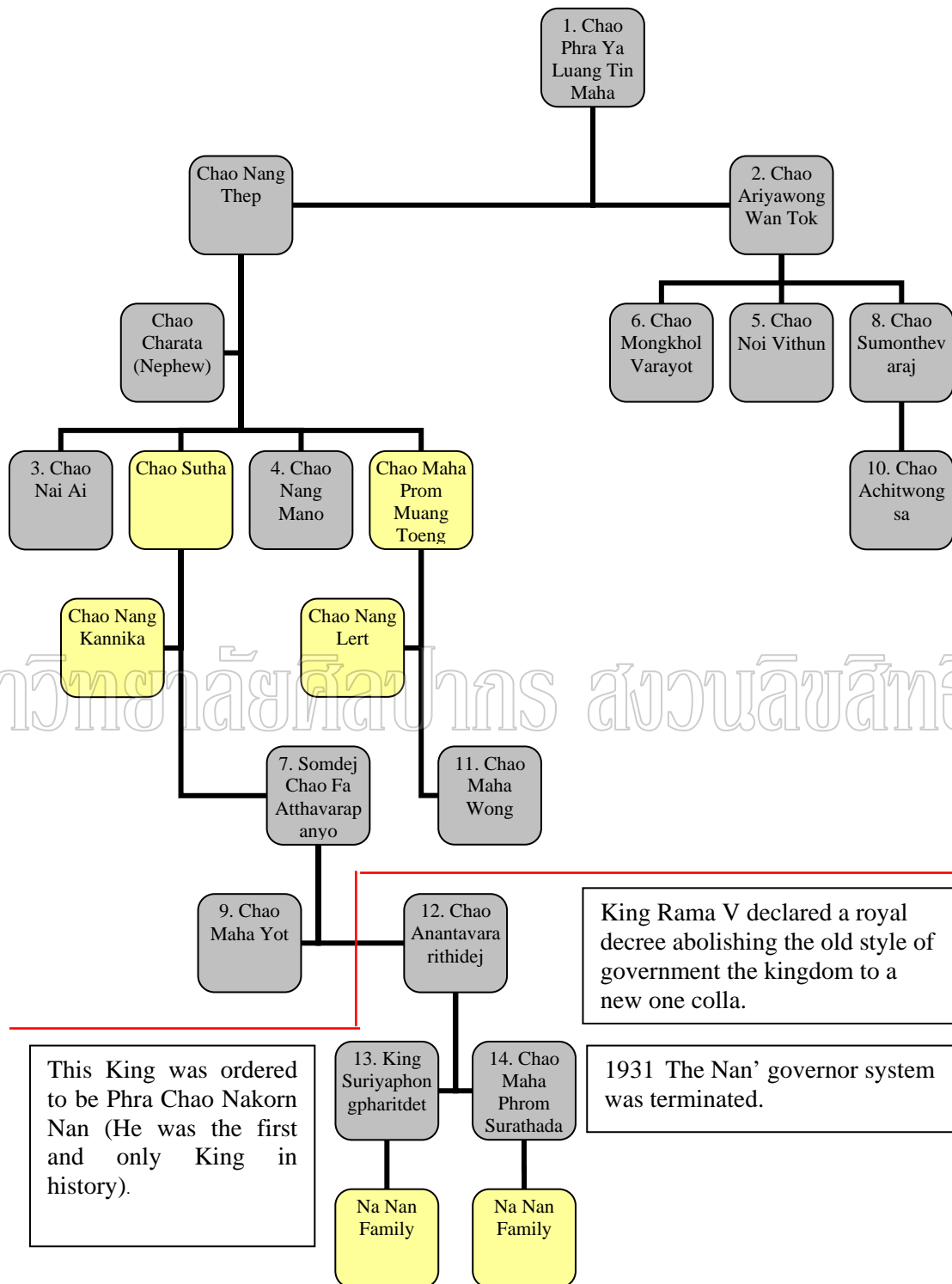


Diagram 4 Genealogical Chart of the Rulers of Pua and Nan (The late 13th century – 1459 A.D.)

Source : “Genealogical Chart of the Rulers of Pua and Nan, 2005” Photo, Nan National Museum.

Chao Phra Ya Luang Tin Maha Wong Dynasty (1720-1931 A.D.)



Subjugated annex by the rule of central power in the Rattanakosin Period. Hence, the dynasties of Nan ended.

3.2 Nan's social and economic environment

Formerly, Nan was not a big, powerful city. Not so long after it became a free state, it became subjugated to another big power again. One of the reasons was the mountainous and condensed forest geography which caused difficult transportation during that time. Another reason was the location of Nan's city which was flat and not so big when compared to Chiangmai, Sukhothai and Ayutthaya. These states were nearby neighbourhoods that could extend their power to Nan. As Nan's flatland area was not too big, it could not collect enough food to provide for its large population. Thus geography was one of the factors that influenced the decline of the state.

(Million baht)					
Economic Activities	(2002) ^f	(2003) ^f	(2004) ^f	(2005) ^p	(2006) ^{p1}
Agriculture	3,234	3,792	4,040	4,796	5,895
Agriculture, hunting and forestry	3,134	3,713	3,960	4,720	5,822
Fishing	100	78	81	76	74
Non-Agriculture	10,667	10,893	11,498	12,259	12,951
Mining and quarrying	121	140	189	202	220
Manufacturing	1,090	1,371	1,404	1,078	1,169
Electricity, gas and water supply	175	192	203	200	233
Construction	1,146	1,030	895	851	793
Wholesale and retail trade, repair of motor vehicles, motorcycles and personal household goods	2,161	2,170	2,269	2,500	2,695
Hotels and restaurants	119	117	122	122	140
Transport, storage and communications	514	528	576	662	699
Financial intermediation	480	492	573	617	680
Real estate, renting and business activities	782	775	776	796	791
Public administration and defence; compulsory social security	1,500	1,514	1,683	1,754	1,770
Education	1,692	1,708	1,869	2,240	2,367
Health and social work	665	615	678	963	1,112
Other community, social and personal services activities	186	201	216	226	230
Private households with employed persons	38	41	45	49	52
Gross provincial product (GPP)	13,901	14,685	15,538	17,055	18,847
Per capita GPP (Baht)	29,779	31,425	33,207	36,401	40,296
Population (1,000 persons)	467	467	468	469	468

Table 3 Gross Provincial Product at Current Market Prices by Industrial Origin: 2002 – 2006

Source : Nan National Statistical Office, Report of Provincial Statistics Year 2007 Nan [CD-ROM], 2007. Abstract from: Nan National Statistical Office 2007.

Nan society in former times was not different from other societies of that time. The state itself was self-sufficient and did not produce products for sale. Goods for export were rock salt which could not be found in other areas. The self-sufficient economic system was based on agriculture, because its geography was full of condensed forests. Nan governor (Chao Muang) therefore issued a law to induce the villagers to cultivate the land for farming, as crop tariffs existed. If the villagers produced more products, the governor could collect a higher rate of tariffs.

Nan had a law that its citizens had to guard their rice farms, and make fences to protect the animals which could crossover into the farm area and destroy their rice. Citizens had to also protect their own animals from invading other farms and destroying their rice. Furthermore, there was also punishment for those who stole cattle, which was the animal used for farming. This law shows that the agricultural sphere used to be important and was protected by the state of Nan in former times.

As the governing system was one of feudalism in former times, many teenage boys became different types of commoners. They worked, served the boss and even had days off; the commoners could not go to far away places because they always had to be there and ready to serve their bosses. In addition, the boss liked to monopolize various types of products. It made Nan like other Thai towns – having only a small merchant class which existed. The merchants who travelled between towns were Chinese, the Great Thai, and also Kern from Chiang Tung. Later on when many more Chinese immigrants came to Thailand, the proportion of Chinese merchants became bigger. However, the Chinese merchants tended to settle homes in the town centre rather than travel between towns.

To be a self-sufficient economy, people did not buy unnecessary goods they bought only the basic, essential ones. Thus trade inside the town did not grow much. Furthermore Nan's location made it difficult to have contact with other areas; people sent goods which were mostly from the forest e.g. ivory, antlers, elephant bone, raw silk, buckskin, buffalo skin, elephants, catechu (used for chewing with betel nuts), teak, and lack. Also there were products from agriculture such as cotton and tobacco sent to and sold in Chiangmai because it was the centre for delivering products to Siam and sending them to Mawlamyine in Myanmar.

Imported products came from other places e.g. wrap-around skirts (Sin) and sarongs because people wore the same styles in other regions, also Chinese style shoes and sandals, betel nuts boxes, and lacquer ware. Later, there came kerosene, Japanese matches and many more products including opium from China to sell in the area.

During the period of colonialism, England situated the consular offices at Chiangmai and Nan since the two towns were full of resources e.g. teak. England could also report on French movement in the Indochinese area because both England and France were keeping an eye on each other. Siam during this period, especially towns belonging to the Lanna Empire, became a bumping area between the two great powers.

As an agricultural society, Nan needed many more labourers to work on farms. People loved having children, therefore when some children passed away; there were

still some children to help with the work. Because a public health system was not developed during that time, many people died from infectious diseases.

3.2.1 Population structure

Labour force status	Whole Kingdom		Northern Region	
	Male	Female	Male	Female
Total	32,051.2	33,343.9	5,758.1	5,953.1
Total labour force	19,800.5	16,628.6	3,561.5	3,056.3
1. Current Labour Force	19,728.9	16,508.4	3,553.4	3,036.5
1.1. Employed	19,416.5	16,269.1	3,505.7	2,991.1
1.1.1 At work	19,015.6	16,002.1	3,426.8	2,947.0
1.1.2 With job but not at work	400.9	267.0	78.9	44.1
1.2 Unemployed	312.5	239.3	47.7	45.4
1.2.1 Looking for work	55.7	45.8	8.4	5.7
1.2.2 Not looking but available for work	256.8	193.6	39.4	39.8
2. Seasonally inactive labour force	71.6	120.2	8.1	19.8
Persons not in labour force	4,686.5	9,470.2	912.7	1,650.5
1. Household work	179.1	4,340.4	29.4	690.6
2. In school	2,070.1	2,266.9	387.0	407.6
3. Too young, too old or incapable of work	1,860.5	2,394.3	416.5	497.5
4. Other	576.8	468.6	79.8	54.9
Persons under 15 years of age	7,564.3	7,245.1	1,283.9	1,246.3

Note : The data is the average of four quarters

Table 4 Population Structure of Nan

Source : Nan National Statistical Office, Report of Provincial Statistics Year 2005
Nan [CD-ROM], 2006. Abstract from: Nan National Statistical Office 2006.

Nan's population structure is not so different from other areas inside the country. Population structure classified by sex and age groups in 1970 showed a clear pyramid shape because birth rates were high compared to the type of population structure of an agricultural country in former times. Ten years later, the population structure had changed noticeably. The number of new born babies was less than that of the people between 15-19 years old which clearly shows the government birth control policy became very effective.

The rate of the birth decreased during 1990-2000. However the number of those between 20-34 years old increased in 1999. The decline of births in the past thirty years has continued to drop until the present. The number of new born babies to 4 year-old children in 2000 decreased by 25%, when compared to the year 1970. In the future, if the birth rate continues to stay low, the middle age group will have to take care of the old people and this would become quite a tough burden for them.

When looking at the number of Nan's population for the entire province and the municipality area in the past, in year 2004 the numbers of the population were 480,935 and 29,428 respectively. The number of people living in the municipal area increased. There were many more immigrants from the countryside. There is a problem in Nan city of students furthering higher education in Chiangmai and Bangkok and tending not to go back to work in their hometown. This causes lack of human resources. There are three main reasons why the new generation does not want to go back and work in their hometown. Firstly, there are no positions that suit those who get a bachelor's degree. The types of work there are also not very numerous, as not many new economic activities have been created. Secondly, the income rate cannot convince the new generation to work. And thirdly, Nan is a peaceful city; with neither entertaining activities nor cultural activities that attract the new generation. However, there are some groups that do not require a high income and want to live in that lovely city.

As Nan is full of countryside landscape, many people spread out to the cultivated areas in the districts. In the past, there was about 5.4 percent of the population who lived in the municipal area. Later there were more people who moved from other provinces. This caused the population to increase around the municipal area during 1985-1990 by 8.4 percent, and 1.6 percent came from other provinces. The composition of the population, who moved from other provinces to the countryside, was only 1.3 percent. Ten years later, the population increased in the municipal area.

One of the interesting facts is, that about $\frac{1}{4}$ or 23.5 percent of the total households had women as the head of the family inside the municipal area, and 15.7 percent of the total households outside the municipal area. The female statistics for widowed, divorced, or separated were about 11 percent, while males were only 4.2%.

The male population who had a higher than primary school education was about 31.8%, while the percent of the female population was only 25.4%. People in the municipal area were about 25.3 percent.

3.2.2 Quality of Life

Selected housing characteristics	2543 (2000)	2545 (2002)	2547 (2004)
Number of houses	368	500	570
Type of dwelling			
Detached house	96.3	98.3	96.9
Row house	3	1.3	1.6
Townhouse or twin house	-	0.1	0.2
Apartment or flat	0.1	0.2	1.2
Room (s)	-	-	0.1
Improvised quarters	0.6	0.1	0.1
Other	-	-	-
Construction materials			
Cement, brick or stone	15.7	17.7	27.3
Wood	50.1	52.5	33.8
Brick and wood	32.3	28.1	37.9
Local materials	1.9	1.3	1
Re-used materials	-	-	-
Other	-	0.4	1
Occupancy status			
Owns dwelling and land	84.1	87.2	88.8
Owns dwelling on rented land	9.6	8.3	3.2
Rents dwelling	2.8	1	1
Rent free of charge	3.5	3.5	7
Water supply			
Inside piped - private	47.5	47.8	55
Inside piped - shared	4.2	3.1	1.4
Outside piped or public tap	1.9	2.1	0.4
Well or underground water	42	44.4	38.6
River, stream etc.	4.3	-	-

Table 5 Percentage of Households by Selected Housing Characteristics : 2000, 2002 and 2004

Source : Nan National Statistical Office, Report of Provincial Statistics Year 2007 Nan [CD-ROM], 2007. Abstract from: Nan National Statistical Office 2007.

Nan people have a better living quality than other cities. Firstly, the amount of natural resources is sufficient as Nan is located among complex forests. In the urban area, there are no traffic jams. The quality and quantity of natural resources for good living conditions are appropriate due to the conservation of nature by Nan society.

For the standard of education, although only 48% of Nan people graduated from secondary school they could learn local wisdom from older people and other societies such as the “Youth Love Nan Project”, which teaches children about the inventory, and local traditions. Nan has educational institutions, both vocational colleges and schools, but there is no university in Nan Province.

According to the quality of the standard of living, many things tend to change in better ways. For instance inhabitants have strong houses, public water is appropriate, clean water comes from other resources too such as underground water. Restrooms are average in quality. A higher number of telephones and electricity has been installed.

Remarkably, usage of bicycles is low, but the usage of cars and motorcycles has increased.

For cultural traditions, Nan has the main traditions about religion and long - tailed boat racing, but does not have drama shows, concerts or painting, for raising aesthetic value from the arts.

3.2.3 Health

In 1996, the hearth disease was the most predominant illness of the people of Nan. During the same time, pleurisy was second, followed by cancer. In 2002, the most serious sickness was cancer, the second blood pressure, the third nephritis, the fourth accidents and miasma, and the last was heart disease.

Cause Groups	Number of deaths					
	2547 (2004)			2548 (2005)		
	Total	Male	Female	Total	Male	Female
Total	1,117	640	477	2,981	1,642	1,339
Diseases of heart	105	50	55	124	59	65
Accidents and poisonings	51	46	5	194	158	36
Malignant neoplasm, all forms	263	142	121	418	231	187
Of Hypertension and cerebrovascular diseases	135	68	67	165	88	77
Suicide, homicide and other injuries	43	36	7	60	49	11
Diseases of liver and pancreas	51	38	13	67	48	19
Pneumonia and other diseases of the lungs	263	145	118	142	84	58
Nephritis, nephritic syndrome and nephritis	127	73	54	197	114	83
Tuberculoses	26	13	13	43	28	15
Dengue haemorrhagic fever	53	29	24	-	-	-

Table 6 Number of death by leading causes and genders : 2005-2006

Source : Nan National Statistical Office, Report of Provincial Statistics Year 2007
Nan

The reasons for death come from social changes. Nan people utilize the chemicals in agriculture both insecticide and herbicide chemical fertilizer which not only accumulate in agricultural products, but also on the land. When it rains, streams come to public water resources which are used by Nan people. In addition, burning garbage is a cause of cancer and one main cause of death.

3.2.4 Infrastructure

District/Minor district	consumers (Persons)	Electricity sales (Gwh.)				
		Total	Residential	Business and industry	Government office and public utility	Other
Total	125,812	169,666,411	87,529,928	53,508,132	25,707,113	2,921,238
Muang Nan	36,275	78,515,815	31,811,514	29,856,115	15,720,794	1,127,392

Table 7 Number of consumers and electricity sales by type of consumer and district: fiscal year 2006

Source : Nan National Statistical Office, Report of Provincial Statistics Year 2007
Nan

Selected housing characteristics	2543	2545	2547
	(2000)	(2002)	(2004)
Water supply			
Inside piped - private	47.5	47.8	55
Inside piped - shared	4.2	3.1	1.4
Outside piped or public tap	1.9	2.1	0.4
Well or underground water	42	44.4	38.6
River, stream etc.	4.3	-	-
Rain water	0.1	0.5	0.1
Other	-	2.1	4.5

Table 8 Percentage of Households by Selected Housing Characteristics: 2000, 2002 and 2004

Source : Nan National Statistical Office, Report of Provincial Statistics Year 2007
Nan

Water supply and electricity usage increased every year. Electricity used was 10 times higher than the water supply.

3.2.5 Transportation

Type of vehicle	(2004)	(2005)	(2006)
Total	4,020	4,052	4,403
Bus	231	253	263
Fixed route bus	199	216	215
Non-fixed route bus	19	19	26
Private bus	13	18	22
Truck	3,647	3,648	3,994
Non-fixed route truck	55	85	94
10 wheeled	-	-	-
6 wheeled	33	-	-
4 wheeled	2	-	-
Truck tractor	3	-	-
Trailer	6	-	-
Semi-trailer	3	-	-
Other	8	-	-
Private truck	3,592	3,563	-
10 wheeled	-	-	-
6 wheeled	329	-	-
4 wheeled	3,002	-	-
Truck tractor	18	-	-
Trailer	62	-	-
Semi-trailer	24	-	-
Other	137	-	-
Small rural bus	142	151	146

Table 9 Number of Vehicles Registered under Land Transport Act specified by Type of Vehicle : 2002 – 2006

Source : Nan National Statistical Office, Report of Provincial Statistics Year 2007

Nan

Nan people have to use private transportation for journeys like other cities in Thailand. Although Nan city has public transportation to rural districts, it is not enough. In the municipal area, there is no system for bus service and there is no plan to support non-motorized transportation.

Now the centre of Nan civil society encourages people in Nan municipality to use bicycles.

3.2.6 Revenue Management

The revenue of Nan municipality is not high. In 2003, they had a government budget of 30,703,618,960 baht, but the expense was 30,374,925,960 baht, reflecting ineffective revenue management. Both big and small projects have to ask the government for help with the budget.

3.2.7 Civil Society

Vote turnout (%)		Community groups (per 100,000)		Households participate in local groups (%)		Households participate in social service (%)	
Top 5 provinces							
Prachin Buri	94.8	Trat	253	Lampang	98.4	Maha Salakam	99.1
Lamphun	83.8	Phayao	221	Phrae	97.9	Lampang	99.1
Satun	82.2	Nan	211	Phayao	97.9	Amnat Charoen	99.0
Nan	79.5	Sing Buri	201	Lamphun	96.8	Nan	99.0
Chiang Mai	78.8	Phangnga	175	Samut Songkhram	96.5	Surin	98.9
Bottom 5 provinces							
Si Sa Ket	64.3	Samut Sakon	40.0	Satun	70.8	Trang	89.3
Nong Khai	62.3	Phuket	35.0	Samut Sakon	66.3	Phattalung	89.0
Kamphaeng Phet	61.6	Nonthaburi	33.2	Pathum Thani	57.8	Phitsanulok	88.3
Samut Prakan	60.8	Samut Prakan	19.5	Samut Prakan	37.8	Samut Sakon	88.2
Mukdahan	37.4	Bangkok Metropolis	8.3	Bangkok Metropolis	37.8	Bangkok Metropolis	88.2

Table 10 The five best and worst performers on participation indicators

Source : United Nations Development Program, Thailand Participation Indicators, [CD ROM], 2003. Abstract from File: UNDP.

Political and social participation enhances people's lives and improves the quality of community life. The participation index is expressed by political participation (voter turnout), civil society participation (community groups, households' participation in local groups and social services). Data for households' participation in local groups and social services is from rural areas which are used as a proxy for the entire province. There is no comparable data for Bangkok. As Bangkok is among the bottom five in terms of community groups, and its residents are generally known to lead a rather individualist life style, it is given the same score as the least active province. It should also be noted that government agencies usually play an important role in helping establish and support "community groups" as part of their outreach and extension programmes. This data is therefore an inadequate measure of people's participation. Nonetheless, in the absence of other systematic data at the provincial level, they provide an initial glimpse into this very important aspect of human achievement. The participation index ranges from 0.295 to 0.768. Nan has the highest score, followed by Sing Buri, Phangnga, Amnat Charoen, and Uthai Thani. At the other end, the residents of Bangkok, Samut Sakon and Pathum Thani (in Bangkok vicinity), Phitsanulok in the North, Pattani and Chumporn in the South, and Chon Buri in the East, are among the least active. While there is no discernable pattern of participation, Map 8 illustrates that people in the upper North and the Northeast have higher participatory rates, while those in the lower North and upper South have relatively lower rates of participation.

3.2.8 Land usage

Land usage	Area		Percent
	Rai	Square Kilometres	
High density habitants and commerce	148.64	0.24	4.44
Average density habitants and commerce	252.96	0.41	7.59
Low density habitants and commerce	1,050.40	1.68	31.11
Industry	20.24	0.03	0.56
Government	406.8	0.65	12.04
Education	184.72	0.30	5.56
Religion	139.68	0.22	4.07
Agricultural and barren land	1,172	1.87	34.63
Total	3,375	5.40	100

Table 11 Land usage in Nan's municipality area

Source : Social Research Institute Chiang Mai University, Study Surveying and Design for Landscape and Environmental Urban Development in the Inner Area of Historical Nan City, 2002, 2-15.

80% of Nan province is hills, but there are also diminutive yield plains for agriculture and habitants. In the municipality district, the government separates land into eight types as noted above.

3.3 Nan's tourism analysis

Tourism has played a significant role in the Nan economy especially foreign revenues of about four billion baht a year. As a result, Thailand's current account and balance of payment have been impacted positively. Tourism also leads to expansion in some associated industries such as hotels, restaurants, transportation, retails, OTOP, souvenirs and so forth. All of these contributions cause the growth of GDP, employment, export, investment as well as the government expenditure.

Item	2002	2003	2004	2005	2006
Number of hotels	8	8	14	13	11
Number of rooms in hotel	528	528	638	598	584
Number of visitors	477,624	472,188	445,998	458,423	350,740
Thai	451,669	452,497	421,601	443,794	233,827
Foreigner	25,955	19,691	24,397	14,629	116,913
Number of tourists ^{1/}	315,675	330,214	325,749	359,151	350,740
Thai	308,798	322,374	313,409	349,216	233,827
Foreigner	6,877	7,840	12,340	9,935	116,913
Number of excursionists ^{2/}	161,949	141,974	120,249	99,272	433,253
Thai	142,871	130,123	108,192	94,578	288,835
Foreigner	19,078	11,851	12,057	4,694	144,418

1/ Tourist: Those who visit the province on their own in any season but not for work or education and these are persons who stay at least one night but do not live or study in the province.

2/ Excursionist: Visitors who do not stay overnight in the province

Table 12 Numbers of hotels and visitors 2002 -2006

Source : Tourism Authority of Thailand, Numbers of hotels and visitors 2002 -2006, [CD-ROM], 2006. Abstract from File: TAT Nan Office

Type of data	2005	D (%)	2006	D (%)
Visitor	458,423	+ 2.79	444,748	- 2.98
Thai	443,794	+ 5.26	429,947	- 3.12
Foreigners	14,629	- 40.04	14,801	+ 1.18
Tourist	359,151	+ 10.25	373,603	+ 4.02
Thai	349,216	+ 11.43	361,818	+ 3.61
Foreigners	9,935	- 19.49	11,785	+ 18.62
Excursionist	99,272	- 17.44	71,145	- 28.33
Thai	94,578	- 12.58	68,129	- 27.97
Foreigners	4,694	- 61.07	3,016	- 35.75

Average length of stay (days)	2.66	-	2.42	-
Thai	2.66	-	2.42	-
Foreigners	2.55	-	2.52	-
Average expenditure (baht/person/day)				
Visitor	930.05	+ 4.10	1,001.42	+ 7.67
Thai	915.58	+ 4.48	984.14	+ 7.49
Foreigners	1,422.06	+ 17.21	1,500.00	+ 5.48
Tourist	945.04	+ 5.36	1,014.64	+ 7.36
Thai	930.13	+ 5.88	996.50	+ 7.14
Foreigners	1,490.45	+ 8.98	1,549.36	+ 3.95
Excursionist	786.02	- 9.21	833.65	+ 6.06
Thai	772.79	- 10.63	825.64	+ 6.84
Foreigners	1,052.41	+ 17.71	1,014.59	- 3.59
Revenue (million baht)				
Visitor	978.75	+ 50.46	976.40	- 0.24
Thai	936.00	+ 54.55	927.38	- 0.92
Foreigners	42.75	- 4.72	49.02	+ 14.67
Accommodation establishment				
Establishments	13	- 7.14	11	- 15.38
Rooms	598	- 6.27	591	- 1.17
Occupancy rate (%)	34.07	+ 3.95	37.20	+ 3.13
Average length of stay (days)	1.30	0	1.44	+ 0.14
Number of guest arrivals	106,316	+ 14.80	103,669	- 2.49
Thai	97,603	+ 19.36	92,918	- 4.80
Foreigners	8,713	- 19.62	10,751	+ 23.39

Table 13 Internal tourism in Nan 2005 – 2006

Source : Tourism Authority of Thailand, Nan Internal Tourism [online], accessed 31 July 2006. Available from http://www2.tat.or.th/stat/web/static_tst.php

Nan's tourism is moderate, discount rate cut is 2.98 percent, for Thais it is 3.12 percent while foreigners could likely get a smaller amount, 1.18 percent. The main factor for Thai tourists is food, and the Chiang Mai Flora Expo attracts tourists from Nan because Nan is far from Chiang Mai about 318 kilometres. The number of foreigners has increased a little.

Tourists stay about 2.42 days which is less than last year. Number of tourists, length of stay, and expenditure is about 1,014.64 Baht, making tourists' expenses of 917.09 million baht. For excursionists, the expenses per day are 833.65 baht, (arising from the circulation at tourist destinations of 59.31 million Baht). The total sum of Nan's tourism is 976.40 million Baht. Therefore, the excursionists' expenditure at Nan city is 1,001.42 Baht.

Occupancy rate of accommodations in Nan is 591 rooms, diminished by 1.17 percent. The average number of rooms is 37.20 percent, which is 3.13 percent higher. The average length of stay is 1.44 days, 0.14 percent higher than last year.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Chapter 4

Cultural Tourism Destinations

4.1 Tourism and cultural heritage

The challenge facing the cultural tourism sector is to find a balance between tourism and cultural heritage management, between the consumption of extrinsic values by tourists and conservation of the intrinsic values by cultural heritage managers. This challenge was noted firstly by the cultural heritage community 25 years ago by ICOMOS in 1978 and has just recently been recognized as an important issue by the tourism community.¹ The advent of tourism as an interested and legitimate user group has made the heritage resource management process even more demanding.

Integration and partnership can be achieved only if each side develops a stronger understanding of how the other views the assets, values them, and how they seek to use them.

Many others in conservation accept that a partnership between heritage management and tourism is both necessary and beneficial. As a general rule, the tourism industry, historically, has been much slower to recognize the need for partnership. The last chapter presented a sustainable tourism development plan for the city of Nan that both tourism and cultural heritage can use to identify a mutually agreeable set of goals and ways to manage assets.

4.2 Introduction

Since 1857, after Chao Ananta Woraritthidej renovated Nan, this city has never changed the center of administration until the present. So, the structure and components of the city still show evidence which illustrates the concept of town planning in aged Lanna (Taksa Muang). In 1857, Nan was the perfect example of an epoch in the aspect of construction and materials. Those relating to area and historical value demonstrate the development in each section. The outstanding physical points can be divided into the following:

¹ Bob McKercher and Hilary du Cros, Cultural Tourism : The Partnership between Tourism and Cultural Heritage Management. (New York : The Haworth Press, 2002), 9-10.

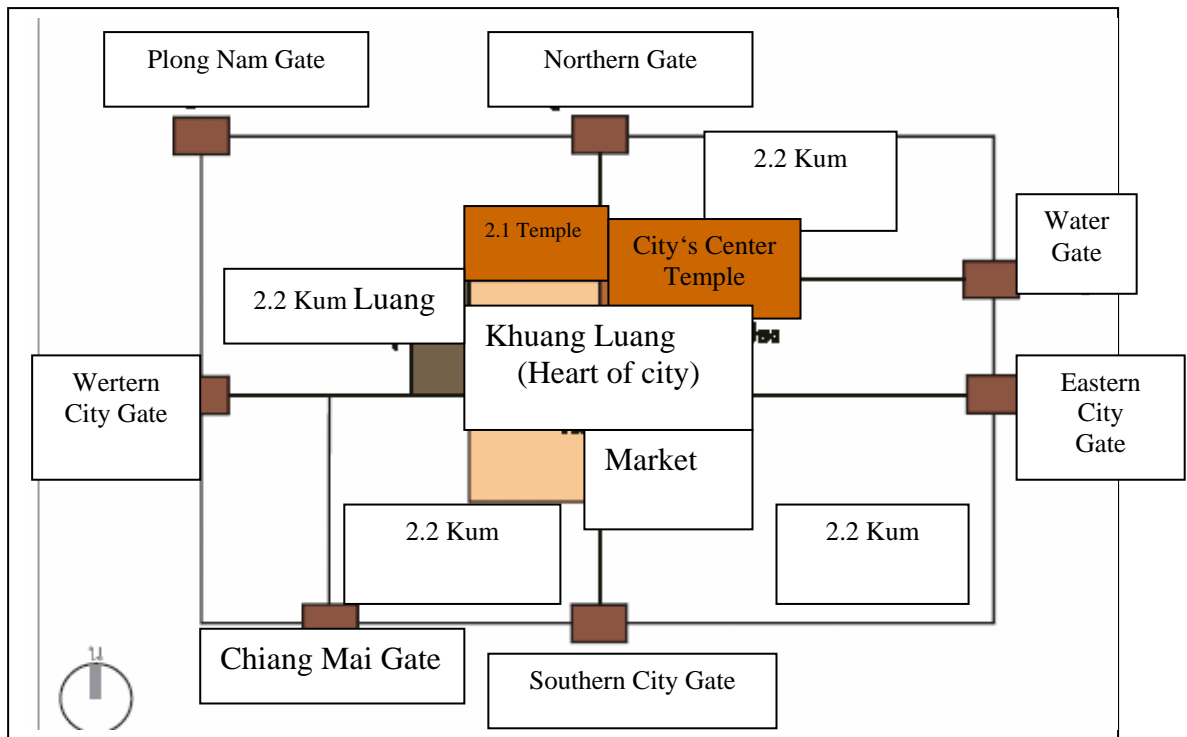
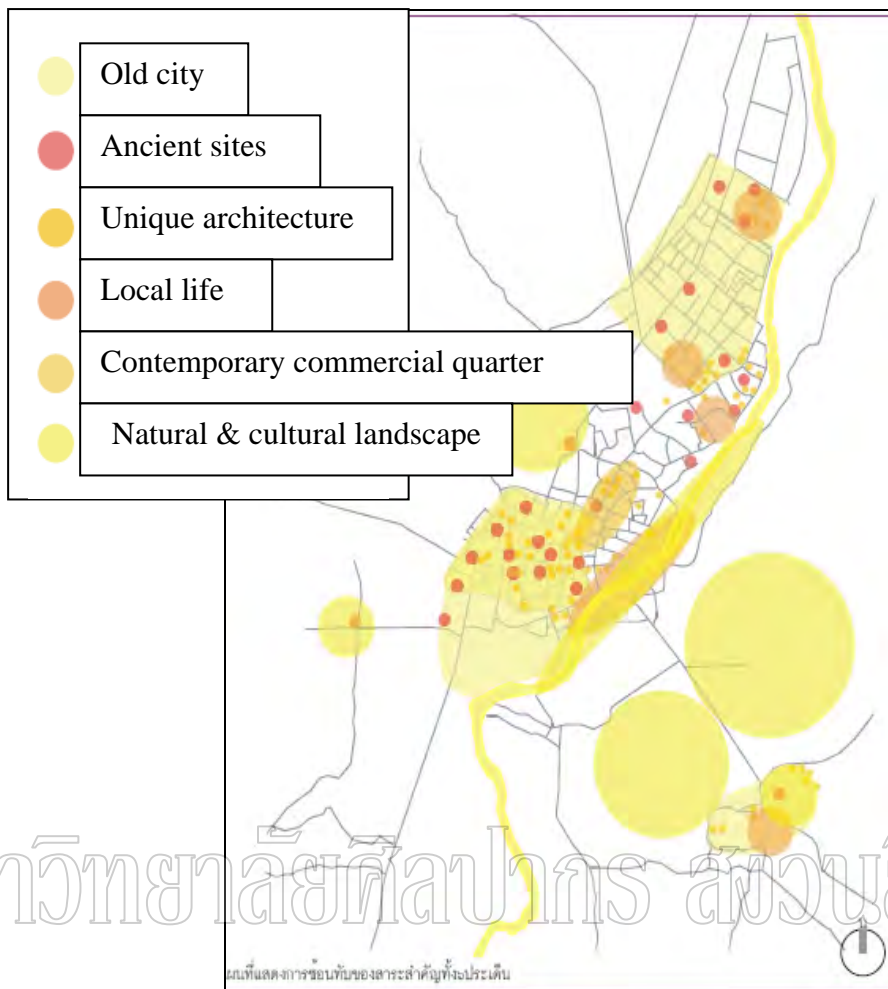


Figure 6 Components of Nan City

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 17.

1. Components of Nan City (Town planning of Taksa Muang of the Lanna people)
2. Forms of Architecture (s)
 - Religious buildings
 - Kum
 - Vernacular houses (Ruen-Puen-Tin)
 - Public buildings
 - Town houses (Ruen Taew)
3. Cultural Landscape of Nature and Culture²

² Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 16.



Map 7 Nan uniqueness

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 36.

4.3 Value of cultural heritages

The old city of Nan is located in the core of the city; this area is representative of an older age and history. Consequently, this quarter contains a high amount of value.

- Cultural value

The value of the heart of Nan city and vicinity, including Vieng (city) Phra That Chae Hang, can be envisaged from the uniqueness of the area along the Nan River. Since 1359, the setting of Nan City has consisted of historical and architectural value, like Kum (governess), temples, the commercial quarter, old communities, city walls, canals, bridges and public areas which are all authentic. Although the conditions have changed, all the settings still impart historical value, urban planning, architecture, and art which narrate the setting of the Lanna community.

planning, architecture, and arts which narrate the setting of Lanna community.

- Economic value

The old city area contains high economical value. Promoting outside historical classrooms, cultural tourism destinations, and aged sites are tools to develop appropriate enterprising strategies such as walking streets. All activities affect the city

and increase high amounts of tourism products. The revenues from local products, fruits, and small family industry can support and strengthen economical community power and generate jobs for local people.

- Functional value

Some areas are old, but the economic, social, and city contexts have been transformed. Adapting functional uses is one of the devices to preserve cultural heritage while still responding to contemporary uses at the same time, such as changing the function of old buildings to be the Nan National Museum.

- Educational value

The core of old Nan City has high capacity to be developed into an educational center as a living museum for the younger generation by supporting the historical area with parts on interpretation, and presenting history merged with contemporary living.

- Social value

For the sake of regional and provincial value, the liaison of cultural traditions was linked with functional uses. Old Nan City was used in sociological traditions as antecedents connected with civil society.

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4.4 Tangible heritages

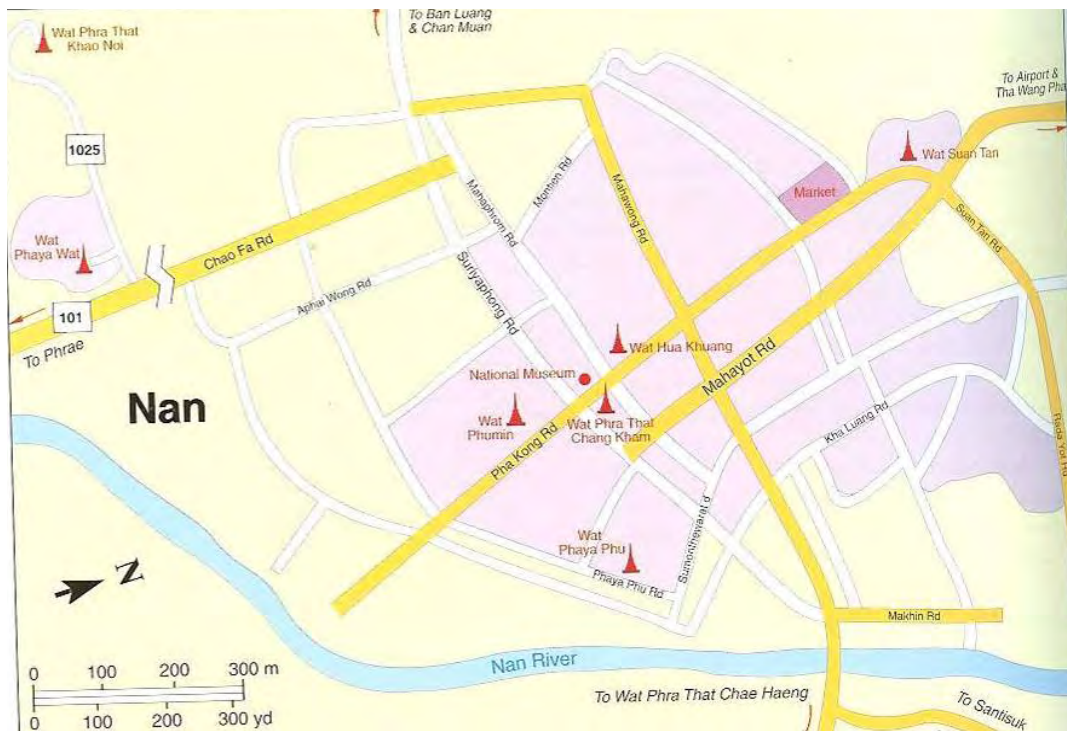
Type 1 Buildings, archaeological sites	1.1 Temples (Wat)	1.1.1 Wat Phumin 1.1.2 Wat Ming Muang 1.1.3 Wat Hua Khuang 1.1.4 Wat Phra That Chang Kham Vora Viharn 1.1.5 Wat Phaya Phu 1.1.6 Wat Suan Tan 1.1.7 Wat Phaya Wat 1.1.8 Wat Phra That Khao Noi 1.1.9 Wat Don Kaew 1.1.10 Wat Aranyawas 1.1.11 Wat Phra That Chae Haeng
	1.2 Royal Houses (Kum)	1.2.1 Hor Kham 1.2.2 Kum Chao Thep Mala 1.2.3 Kum Chao Ratchabutr 1.2.4 Kum Chao Chan Thong Dee 1.2.5 Kum Chao Mekwadee 1.2.6 Kum Chao Thong Yon 1.2.7 Bann Khun Luang 1.2.8 Kum Chao Bua Keow
	1.3 Vernacular Houses	1.3.1 Ruen Mai Pua (Ruen Kruang Pook) 1.3.2 Rue Mai Jing (Ruen Kruang Sub)
	1.4 Public Buildings	1.4.1 Chang-Luang 1.4.2 Street Market 1.4.3 Missionary Church and School 1.4.4 Nan Christian Suksa School 1.4.5 Suriyanukroh School 1.4.6 Osoth Sapa (Government Medicine Council) 1.4.7 Nan Fa Hotel
	1.5 Shop houses (Ruen-Taew) 1.6 Nan City Wall 1.7 Krung Sri Bridge	
2. The former location of the city		
3. Moveable cultural property and Objects in Museums	3.1 Objects in Nan National Museums (Ho Kham)	

Table 14 Tangible heritages of Nan city



Map 8 Central and northern part of the Nan valley

Source : Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna (Bangkok : River Books, 2001), 178.



Map 9 The Nan City

Source : Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna (Bangkok : River Books, 2001), 180.

พหุวัฒนธรรมไทยภาคเหนือ ส่วนลพบุรี

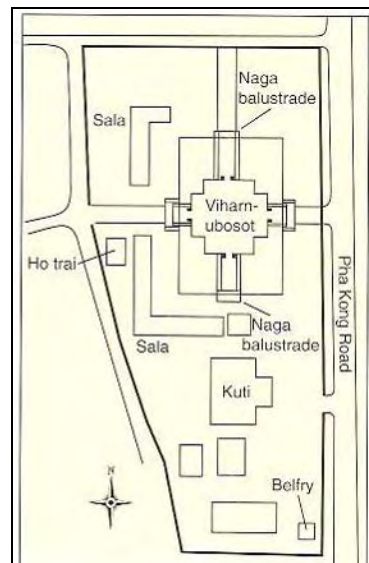
Type 1 Buildings, archaeological sites

1.1 Temples (Wats)

1.1.1 Wat Phumin



Figure 7 Wat Phumin



Plan 1 Wat Phumin

Source : Michael Freeman, *A Guide to Northern Thailand and the Ancient Kingdom of Lanna* (Bangkok : River Books, 2001), 179.

Founded in 1596 by the ruler of Nan, Chao Chetabutrprohmin, it has its present form through renovations during the reign of Chao Anantaworartitthidej which took from 1867 to 1875, and was celebrated with two weeks of religious ceremonies and the firing of rockets.

Statement of significance

Architecturally, it is a cruciform, with the main axis north-south, and the cross shape treated as the ends of two buildings, complete with three-tiered roofs in upper and lower sections compacted into one another, giving a quiet an intricate appearance to the roof. As with many temples in both the Nan and Yom valleys, the vihara and ubosot are combined in this one building.³

There are entrances on each of the four sides, but those on the north and south have longer approaches, flanked by massive naga balustrades. The treatment is striking because it is achieved with two parallel nagas which give the impression of undulating right through the building, with their rearing heads on the north side and their coiled tails on the south. Each entrance is surmounted by an elaborate redented mondop (underlining the importance of the wat as a foundation of the Nan royal dynasty) and has elaborately carved doors; the motifs are Lanna style forest scenes on the south and west, flowers on the north, and sieo kang demon guardians in the Chinese manner on the east.

The interior of the wat is just as remarkable. The structure of the roof demands substantial support, and there are twelve teak pillars

³ Ibid.

supporting the tie-beams: eight at the outer corners and four at the inner corners. These are all decorated in gold on red and black lacquer, with a circle of elephants on each of the outer pillars, and thewada on the inner. The coffered ceiling is decorated with a closely patterned checkerboard of star-like gilded flowers, and kuek puang. In the center, following the cruciform theme, are four identical gilded Buddha images in bhumisparsa, back to back on a square altar, the gilded centerpiece of which rises above them to be topped with a lotus flower finial.⁴ The ‘bat’ ears and ridged nose coming to a sharp point show a distinct Lao influence. Next to this altar on the east side is a magnificent thammat.



Figure 8 Mural painting of Wat Phumin, the arrival of the French: Europeans with paddle steamer



Figure 9 Mural paintings of Wat Phumin, tattooed man whispering to woman, one of two famous scenes

The murals on the interior walls require a long look. Painted not long after the renovation of the building in the late 19th century,

⁴ Ibid.

they depict two of the jataka⁵ tales – the Khattana Kumara Jataka on the north wall and the Nimi Jataka on the west - as well as scenes from the life of the Buddha, all rendered in an individualistic and informal style not dissimilar to those in Wat Phra Singh in Chiang Mai. Here, however, the setting is the culture and daily life of the Tai Lu⁶ people. The two most famous scenes are on a larger scale than most of the murals: a man whispering in the ear of a woman (on the south side of the west door), and the figure flanking the south door, presumed to be the ruler Chao Anantaworariththidej. The placing of full-size painted figures on either side of this main entrance is due to Chinese influence, another indication of Tai Lu origins. The inclusion of scenes with westerners, including some in a paddle steamer, probably refer to the arrival of the French, to whom the area east of the Nan Valley was ceded in 1893. This suggests that at least some of the paintings were completed in the 1890s.⁷

1.1.2 Wat Ming Muang



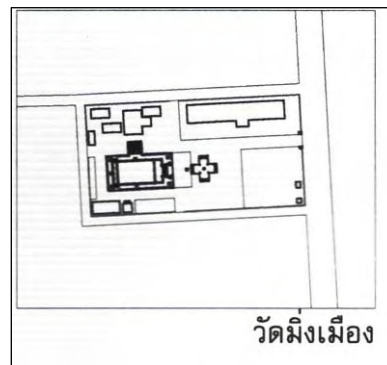
Figure 10 The four-faced city pillar at Wat Ming Muang

Source : Michael Freeman, *A Guide to Northern Thailand and the Ancient Kingdom of Lanna* (Bangkok : River Books, 2001), 184.

⁵ The Jataka is a voluminous body of folklore and mythic literature, primarily associated with the Theravada Buddhist tradition, as written in the Pali language (from about the 3rd century, A.D.); however, the stories found in the Jataka have been found in numerous other languages and media — many of them being translations from the Pali versions, but others are instead derived from vernacular traditions prior to the Pali compositions. Source: Wikipedia, Jataka [Online], accessed 5 June 2006. Available from <http://en.wikipedia.org/wiki/Jataka>.

⁶ A type of ethnic groups

⁷ Michael Freeman, *A Guide to Northern Thailand and the Ancient Kingdom of Lanna*, (Bangkok : River Books, 2001), 182.

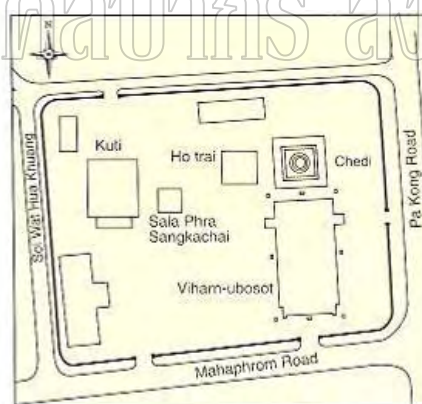


Plan 2 Wat Ming Muang

Statements of significance

A small open-sided pavilion directly ahead of the main east entrance to Wat Ming Muang is a Shiva linga⁸ with four faces at the top: a so-called mukha linga and an interesting example of how an animistic belief was absorbed by Brahmanic symbolism. The modern viharn behind is completely covered in cement reliefs contemporary of the Nan style.⁹

1.1.3 Wat Hua Khuang



Plan 3 Wat Hua Khuang

⁸ Lingam (also, Linga; Sanskrit *liṅgam*, meaning "Penis" in general, and also "phallus" in particular by some etymologists) is used as a symbol for the worship of the Hindu God Shiva. In some definitions, Lingam' means Penis, and Shivling means Penis of Shiva. Others state that the lingam simply means "mark" and has no gender or sexual connotations. The use of this symbol as an object of worship is a timeless tradition in India; mainstream scholars connect the origin of the lingam to the early Indus Valley civilisation. Lingam is usually found with Yoni. It was natural togetherness of genital parts of the male and female (Lingam and Yoni) as the point of energy, point of creation, and point of enlightenment. Such revelation was later enriched by many philosophies and theologies as man's knowledge of God widened with civilization. Source: Wikipedia, Linga [Online], accessed 5 June 2006. Available from <http://en.wikipedia.org/wiki/Linga>.

⁹ Adapted from Michael Freeman, *A Guide to Northern Thailand and the Ancient Kingdom of Lanna*, (Bangkok : River Books, 2001), 184.

Source : Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna (Bangkok : River Books, 2001), 185.



Figure 11 Ho Trai, chedi and vihara of Wat Hua Khuang

Source : Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna (Bangkok : River Books, 2001), 185.

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Figure 12 Ho Trai



Figure 13 Chedi of Wat Hua Khuang

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 185.



Figure 14 Detail of the vihara's carved eyebrow pelmet

Source : Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna (Bangkok : River Books, 2001), 185.

Statements of significance

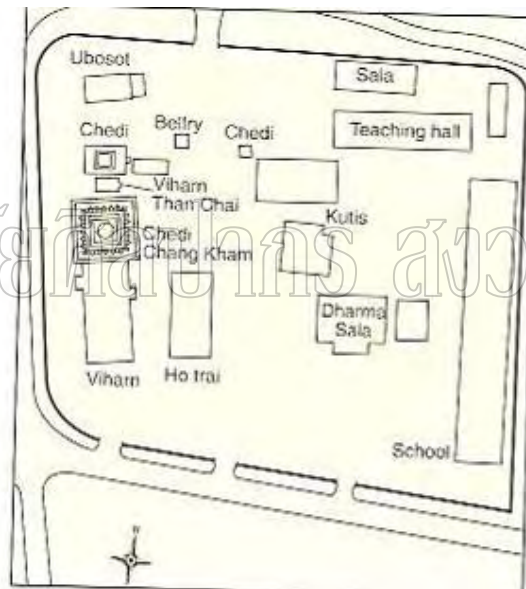
The main building, which faces south, is a combined viharn and ubosot, a feature of several wats in the Nan valley. It was built about the same time as Wat Phumin was renovated (approximately the 1860's), and the unpainted decorations of the gable were carved separately and then attached to the plain wood surface. The pediment is in a floral design that follows the triangular frame, with a strip of overlapping lotus leaves below, while the deep curved eyebrow pelmet underneath is decorated with bunches of flowers hanging straight down over a kanok¹⁰ leaf design framing the pelmet. Unusually, the makara-

¹⁰ Thai style pattern.

naga balustrades extend forward from the side walls instead of from the front.¹¹

Inside, the principal seated Buddha images are in the Sukhotai style, as is the modern copy of Phitsanulok's Chinnarat Buddha placed in front: evidence of Nan's continuing predilection for Sukhotai models. Unfortunately, the principal image is corroding badly under the onslaught of bat droppings. Behind the viharn-ubosot, on its north side, is a slim chedi with a high square base, the upper storey of which is decorated with niches and pairs of standing thewada at the corners. The roves capping this storey and the three diminishing square tiers above are in a cyma recta¹² curve that suggests Chinese influence. Next to this, on the west side, stands an attractive ho trai with a decorated wooden upper storey over a plastered brick ground floor.¹³

1.1.4 Wat Phra That Chang Kham Vora Viharn



Plan 4 Wat Phra That Chang Kham Vora Viharn

Source : Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna (Bangkok : River Books, 2001), 186.

¹¹ Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna, (Bangkok : River Books, 2001), 184.

¹² A cyma in which the upper section is concave and the lower section convex. Source: The American Heritage Dictionary, cyma recta [Online], accessed 5 June 2006. Available from <http://www.thefreedictionary.com/cyma+recta>.

¹³ Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna, (Bangkok : River Books, 2001), 185.



Figure 15 The elephants which give the wat its name, at the base of the chedi.

Source : Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna, (Bangkok : River Books, 2001), 186.

Statements of significance

This major wat also has a number of unique features. The chedi which gives the wat its 'chang kham' name was built in 1406, and has been significantly restored since. Around the top of its square base stand the foreparts of twenty-four elephants – six on each side – properly supporting the gilded chedi. This design, representing the elephants which in Brahmanic and Buddhist mythology support Mount Meru, comes from Sri Lanka via Si Satchanalai, the sister city of Sukhothai, strongly resembling Wat Chang Lom.¹⁴



Figure 16 Wat Luang Klang Vieng (Royal Temple in the center of the city)

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 46.

The principal viharn of the wat, contains several Buddha images, including two fine important bronze Buddha made in 1426-7

¹⁴ Ibid., 186.

in the style of Sukhothai, one of which is performing abhaya¹⁵ with the left hand, while the other is standing with both hands in the same pose. These were part of a set of five images commissioned at the same time by the then ruler, Ngua Ran Pha Sum. One is in Wat Na Pang, and the remaining two are in Wat Phaya Phu nearby.¹⁶



Figure 17 The old Chedi, combined with Pum-Khao-Bin, Sukhotai Style and Bell shaped chedi, Lanna style, was developed as an authentic style.

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 46.

An even larger building with an exterior gallery of pillars in the Rattanakosin style of Rama III, with a polychromed garuda on its pediment and another suspended below. Thailand's largest ho trai, contains, in a glass shrine, a bronze walking Buddha image in the Sukhothai style known as the Nanthaburi Sri Sakyamuni Buddha.¹⁷

¹⁵ The Gesture of Fearlessness (**Abhaya** Mudra) the right hand slightly elevated, the palm turned outwards, also called the Gesture of Renunciation. Source: Buddha Dharma Education Association, Buddhist Art and Architecture [Online], accessed 5 June 2006, Available from <http://www.buddhanet.net/mudras.htm>.

¹⁶ Michael Freeman, *A Guide to Northern Thailand and the Ancient Kingdom of Lanna*, (Bangkok : River Books, 2001), 186.

¹⁷ *Ibid.*, 187.

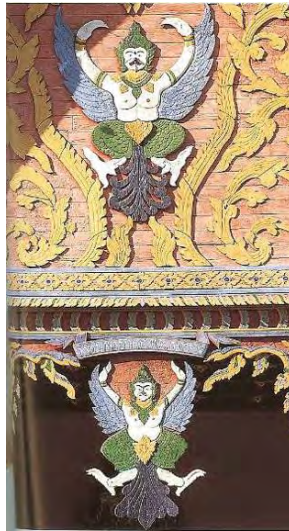


Figure 18 South pediment of the huge ho trai with garuda

Source : Michael Freeman, *A Guide to Northern Thailand and the Ancient Kingdom of Lanna* (Bangkok : River Books, 2001), 187.

North of the main chedi facing east are the small Viharn Than Chai and small chedi containing the remains of Chao Anantaworarithidej, the ruler of Nan who renovated Wat Phumin and built Wat Hua Khuang. The viharn, which has no portico, is in the local style, its wooden gable filled with rectangular luk fak panels.¹⁸ Also north is a modest and plain ubosot built in 1857 and renovated in 1993.



Figure 19 The 15th century bronze walking Buddha in the principal vihara, one of a set of five

Source : Michael Freeman, *A Guide to Northern Thailand and the Ancient Kingdom of Lanna* (Bangkok : River Books, 2001), 187.

¹⁸ Ibid.



Figure 20 Chedi for storing the bones of Nan's City leader

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 46.



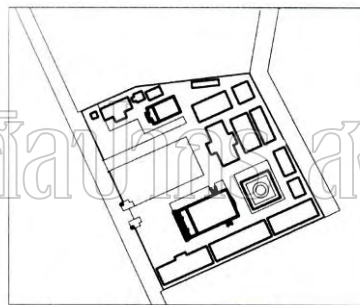
Figure 21 Ku, small architecture in Wat Phra That Chang Kam, was decorated with the most beautiful stucco in Nan City, which proves that there were skilled craftsman in Nan that knew the stucco technique.

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 46.

1.1.5 Wat Phaya Phu



Figure 22 Ogre-like guardians carved on the doors of the vihara
 Source : Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna (Bangkok : River Books, 2001), 188.



วัดพญาภู

Plan 5 Wat Phaya Phu

Statements of significance

The original wat was built in 1413 by the then ruler, Phaya Phu, and was patronized by all the rulers of Nan. The ubosot is on the left, containing one of the largest Buddha images in the province, in the Chiang Saen style.¹⁹ On the right is the viharn, housing the two renowned images which stand in front of and to either side of the principal large seated image. Both are walking while performing abhaya, one with the left hand, the other with the right. The door panels of this viharn, which unusually face west, are striking, being locally carved with ogre-like guardians known as yama tut. Another idiosyncrasy is in the eave brackets, each of which is carved with different figures: two demons fighting, a demon on a monkey, two monkeys fighting, and so on.

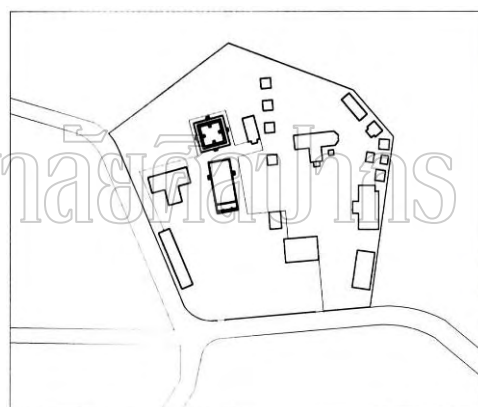
¹⁹ Ibid., 188.

1.1.6 Wat Suan Tan



Figure 23 The evolution of chedi at Wat Suan Tan, first-Sukhotai style to early Rattanakosin style

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 52.



Plan 6 Wat Suan Tan

Statements of significance

The Monastery of the Sugar Palm Grove', with an unusually shaped 40 metre chedi. Built in the 14th century in Sukhothai style with a lotus-bud finial, it was altered in 1914 to its present elaborate form. Above a square base with brilliant corners and triple-roofed niches on each side are two smaller square tiers rotated 15 degrees so that the resent continues up the sides; tall false roofed niches decorate the corners of the second tier, rising to four small corner spires above the third tier.²⁰

²⁰ Ibid., 189.

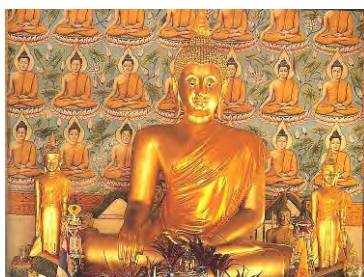


Figure 24 The Phra Chao Thong Thai Buddha at Wat Suan Tan, in classic Sukhothai style

Source : Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna (Bangkok : River Books, 2001), 189.

A small bell topped with a prang-like finial and gilded Burmese-style parasol. The viharn facing the east entrance contains the bronze Phra Chao Thong Thip Buddha image, in Sukhothai style and seated in the bhumisparsa pose. It is 4.1 metres tall, and was supposedly cast on the order of King Tilokaraj of Chiang Mai immediately following his conquest of Nan in 1449. Compared with Sukhothai images in the classic tradition, it has a slightly provincial quality.²¹

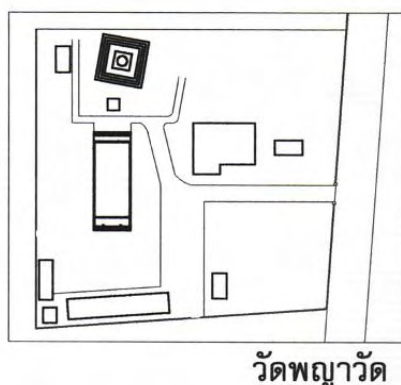
1.1.7 Wat Phaya Wat



Figure 25 The Mon-style stepped chedi

Source : Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna (Bangkok : River Books, 2001), 189.

²¹ Ibid.



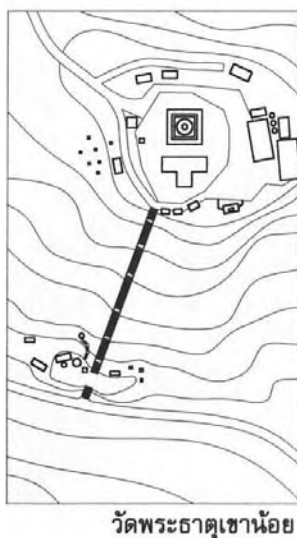
Plan 7 Wat Phaya Wat

Statements of significance

This monastery is particularly notable for its Mon-style chedi. Behind the modern viharn is a brick stepped pyramid, square in plan and a copy of the Chedi Mahapol at Wat Ku Kut in Lamphun.

Like similar replicas at Wat Chedi Liam near Chiang Mai and at Wat Haripunchai in the centre of Lamphun, it was built considerably later than the period of the Mon occupation of the area, in this case probably in the 17th or even 18th centuries.²² As at Lamphun, each of the five tiers has three inches on each side containing standing Buddha images. Behind the chedi is a well-preserved section of the Nan city wall: a high earthen rampart with some remains of bricks, backed by a deep moat.

1.1.8 Wat Phra That Khao Noi



Plan 8 Wat Phra That Khao Noi

²² Ibid.

Statements of significance

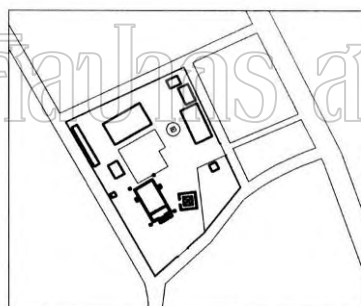
Located on the summit of an isolated hill is Wat Phra That Khao Noi, an undistinguished small chedi with a T-shaped combined viharn-ubosot and having fine views over the valley if the weather is clear.²³

1.1.9 Wat Don Kaew



Figure 26 Wat Don Kaew

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 50.



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Plan 9 Wat Don Kaew

Statements of significance

There are no clear historical or archaeological features. About 100 years ago, Mr.Wong Chaiykrong and his faithful group built one pagoda. This pagoda was built with bricks and cement. The base is 14 cubits in width and 24 cubits in height. Inside the pagoda, there are bones of the Buddha. They are the size of lettuce seeds. There are 9 items in all. Other valuable items which people gave such as glass, rings, money, and gold are also contained in the pagoda. In the seventh month of every year water is poured over the relics.

²³ Ibid., 190.



Figure 27 Don Kaew Temple

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 55.

Don Kaew Temple was built in 1782 that was the time of Phraya Mongkolvorayod who managed Nan province. The former name of this temple was Don Moon Temple. Its age is 223 years.



Figure 28 Tripitaka Hall

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 55.

Tripitaka Hall is in Lanna Adapted style. There are front and back transepts. It was built in 1957 by Vijit Abbot as a place to keep the doctrine book.

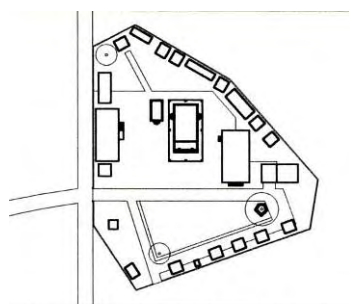


Figure 29 Don Kaew Relic pagoda

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 55.

Don Kaew Relic Pagoda was built in 1912. That was during the time of Phra Jao Suriyapongpritdej. Its style looks like Aungwa City (Burma). Its age is 104 years. The pagoda was built to be given to Phravisongkamsima.

1.1.10 Wat Aranyawas



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Plan 10 Wat Aranyawas

Statements of significance

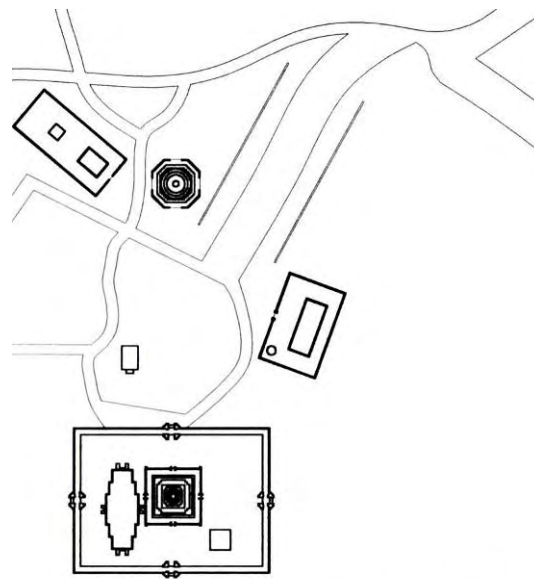
Lanna Language School is the location of Huk-Muang Nan Group (I Love Nan Group). This group is led by Phra Kru Pitak Nuntakhun who is the president of Huk-Muang Nan Foundation. He got the reward of ASOKA, for being a good person in the society. This temple is surrounded by many big trees which makes it shady.

1.1.11 Wat Phra That Chae Haeng



Figure 30 Wat Phra That Chaehaeng and Shwedagong Relic

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 39.



วัดพระธาตุแช่แห้ง

Plan 11 Wat Phra That Che Haeng

Statements of significance

It copied Shwedagong Relics in Burma. It was built by Phra Chao Suriyapongpridej, who ordered the Sala-Noi, Lumpun people to build it. This relic is for persons who were born in the Horse year, Chinese horoscope.

Phuttasaiyas Temple was built in 1586 by Sadplao who was the wife of Phraya Nhosatienchaisongkram.

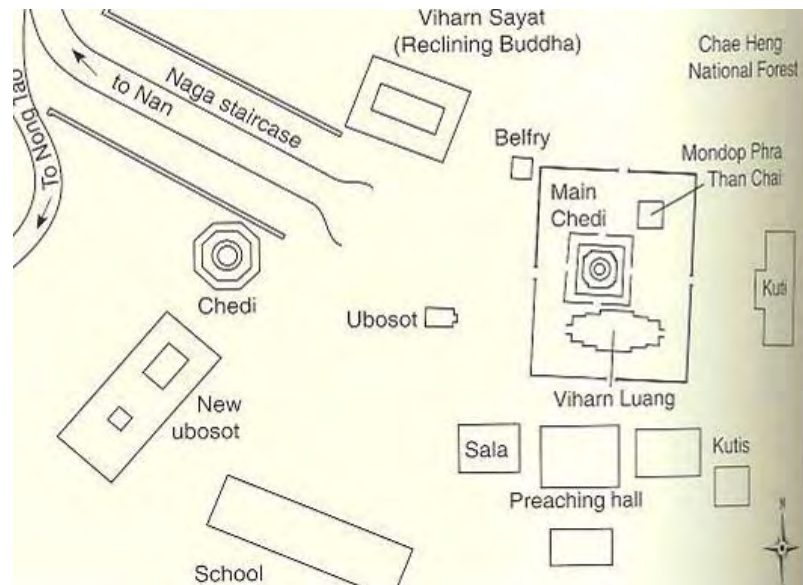


Figure 31 Ban Nong Tao Pond

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 41.

Ban Nong Tao Pond

It was dug by the villagers. They used the soil to mold bricks to build Phra That (relic). In the middle of the pond there is a mound of soil that looks similar to a turtle.



Plan 12 Wat Phra That Chae Haeng

Source : Michael Freeman, *A Guide to Northern Thailand and the Ancient Kingdom of Lanna* (Bangkok : River Books, 2001), 190.



Figure 32 The chedi and vihara were rebuilt in 1454

Source : Michael Freeman, *A Guide to Northern Thailand and the Ancient Kingdom of Lanna* (Bangkok : River Books, 2001), 190.

Statements of significance

This wat lies on the other side of the Nan River across from the town, on a hill to the south-east. It was founded from 1354-8 by the ruler of the Nan valley kingdom, Chao Phraya Kan Muang, at a time when the capital was Pua in the north. Shortly afterwards, in 1359, the capital was moved here and re-named Phu Phiang Chae Haeng, and it stayed here on the east bank of the Nan River until 1368, when it was

moved again, by the next ruler Chao Pha Kong, across the river to its present location. Wat Phra That Chae Haeng fell into disuse and ruin, and it was not until 1454 that the chedi was rebuilt.²⁴

The approach to the enclosure is unusually from the west, and is flanked by two grand, 100 metre long naga balustrades added in 1806 by Chao Atthaworapanyo and rebuilt at the beginning of this century. Before entering the high-walled enclosure of the wat, the building on the left houses the 15 metre long Viharn Saiyat (reclining Buddha), its head is towards the south-east. The entrance of the main enclosure has a small doorway in the middle of the west side, in front of which is a large bodhi tree. The 55 metre gilded chedi rises immediately in front of it, it is surrounded by a crenellated wall that encloses the path for ritual circumnambulation. Gilded chat stand at each corner, and the lower risers of the base carry miniature chedi. On the right is the vihara facing west, with massive walls in the local style pierced by very small windows, and a three tiered roof with each tier in three sections. Eight intertwined stucco relief nagas decorate the whitewashed pediment over the entrances at each end.



Figure 33 The mondop, or pavilion

Source : Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna (Bangkok : River Books, 2001), 190.

²⁴ Michael Freeman, A Guide to Northern Thailand and the Ancient Kingdom of Lanna, (Bangkok : River Books, 2001), 190.

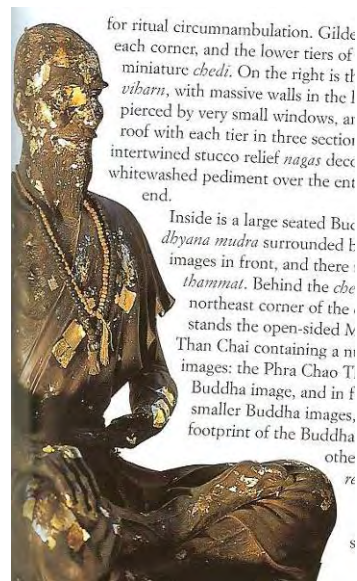


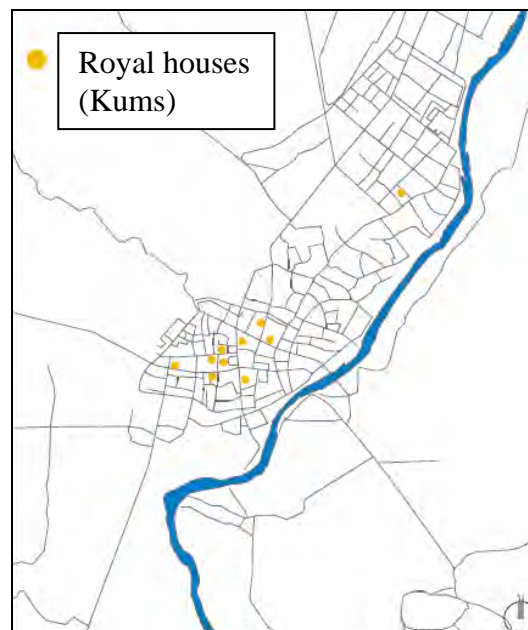
Figure 34 Statue of a revered hermit in the mondop

Source : Michael Freeman, *A Guide to Northern Thailand and the Ancient Kingdom of Lanna* (Bangkok : River Books, 2001), 191.

Inside is a large seated Buddha image in *dhyana mudra* surrounded by other smaller images in front, and there is a fine *thammat*. Behind the *chedi* in the northeast corner of the enclosure stands the open-sided *Mondop Phra Than Chai* containing a number of images: the *Phra Chao Thau Chai* Buddha image, and in front of it three smaller Buddha images. On one side there is a footprint of the Buddha and on the other a seated *resuui* (hermit) reputed to have had medical skills.

1.2 Royal Houses (Kum)

Kum: the residences of Nan's Governor and their relatives. The other houses of Nan's Governors were separated from the Governor's House. In later periods, most of them were succeeded to their children, some were sold, and others were given to the government. Few of them, which can still be seen, show the old character of the buildings but the functions have changed. Many of the *Kum* were destroyed, sold to the government or for private use. Only 10 royal houses still exist.



Map 10 The locations of Kums

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 23.

1.2.1 Hor Kham



Figure 35 Steps of Hor Kham, which were discontinued more than ten years ago

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 43.

Statements of significance

Phra Chao Suriyaphong Paritdej built in 2446 after Somdet Phra Julla Jom Klao Chao Yu Hua promoted him to be Phra Chao Nakorn Nan, with the name Phra Supannabat “Phra Chao Suriyaphong Paritdej Kullachetmahan
 Chaianantaburamahawongsatibadi
 Sujaritjareerajanupawarak Wibulsakkittipaisarn Pubanbopitsatit Na

Nantaratchawong”. This group of seven buildings was built by replacing Sak and Takhian House, Hor Kam is in Thai and Western building styles, with Three-Muk double layers, the front Muk faces east (Nan river), the cement building, Ban-Kled windows, and roof are covered by 2 layers of Pan-Kled, decorated with sculpted Chor-Fa Bairaka Naban on 3 sides and has two Nagas scrolled and decorated with cows in the middle (the cow is the representative of Buddha, which means Buddhism was the main religion of the Nan people). Chao Rarchadanai, youngest son of Phra Chao Suriyaphong Paritdej, was the architect.

Since 1931, when Chao Mahaprom Suratada, 64th governor, died Hor Kham was given to the government and has been used as the town hall since 1933. In 1974 this building was given to the Department of Fine Arts for the Nan National Museum, which has been open to the public since 1987.

1.2.2 Kum Chao Thep Mala



Figure 36 Kum Chao Thep Mala

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 43.

Statements of significance

Kum Chao Thep Mala the First, son of Phra Chao Suriyaphong Paritdej and Mae Chao Yod Lar used to reside here. Later this Kum was sold to Chao Boon Sri Muang Chai, younger brother of Chao Boon Som Na Nan who was the wife of Chao Ratchabutr (Mok Fa Na Nan). At the present, this house belongs to the descendents of Chao Boon Sri Muang Chai.

1.2.3 Kum Chao Ratchabutr



Figure 37 Kum Chao Ratchabutr

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 43.

Statements of significance

This was the residence of Chao Noi Mahaprom Na Nan. Afterward, he was promoted to be Maha Ammat To. So General Chao Mahaprom Suratada, Nan's 65th governor, awarded to Chao Prapantapong (Chao Noi Mok Fa Na Nan), and promoted him to be Chao Ratchabutr. When he died, this building was succeeded to Chao Kome Thong Na Nan. And is now an asset of Chao Som Prattana Na Nan and Chao Wassana Phuwitikul (Na Nan). The existing building is the second one, and was re-sized to be smaller than the old one in 1941, by applying former materials. Specially, in this area, the owner grew a Boon Nak Tree, more than hundred years old.

1.2.4 Kum Chao Chan Thong Dee



Figure 38 Kum Chao Chan Thong Dee

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 44.

Statements of significance

Chao Suriyaphong Paritdej was built in 1916, for his sons and daughters; Chao Thepmala, Chao Thep Kesorn, Chao Anu Sangsee, Chao Chan Thong Dee, and Chao Supawadee. The structure is a cement building with double stories like western style. Later, the building belonged to Chao Chan Thong Dee who married Chao

Rarcha-art (Chong Ka-wal). After Chao Chan Thongdee died, Choa Som Samai Wutisorn (Na Nan) became his adopted child, who later sold this land to the Department of Finance, which used it as Nan's land office until 1982.

1.2.5 Kum Chao Mekwadee



Figure 39 Kum Chao Mekwadee

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 44.

Statements of significance

This Kum 90-100 years old, was built for the marriage of Chao Phol and Chao Mekwadee Na Nan. The successor was Amornrat Hunnual (Na-Nan), who was their grandchild. The structure was made from wood with wooden shingles and raised high above ground level for children. The terrace was changed from concrete to zinc because it was being damaged.

1.2.6 Kum Chao Thong Yon



Figure 40 Kum Chao Thong Yon

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 44.

Statements of significance

This is the address of Chao Thong Yon (younger sister of Chao Fong Kum). Now, Mrs. Adisai Visewatchara is the owner.

1.2.7 Bann Khun Luang



Figure 41 Bann Khun Luang

Statements of significance

This was built at the order of Chao Suriyaphong Paritdej for his daughter. Later, Ammat Tree Luang Tananusorn (Chuang Lohachote) Nan's first financial officer, Phisanulokian, bought this land and house.

The building has only one floor, raised above ground level. The kitchen was changed by raising the elevation of the soil and replacing the wooden shingles with zinc shingles. Formerly, the wall of the house was high, but now it is only waist high. Behind the house is the tobacco industry, because since 1953 tobacco has been the family business of Khun Luang, and the heirs continue to run it.²⁵

1.2.8 Kum Chao Bua Keow



Figure 42 Kum Chao Bua Keow

Statements of significance

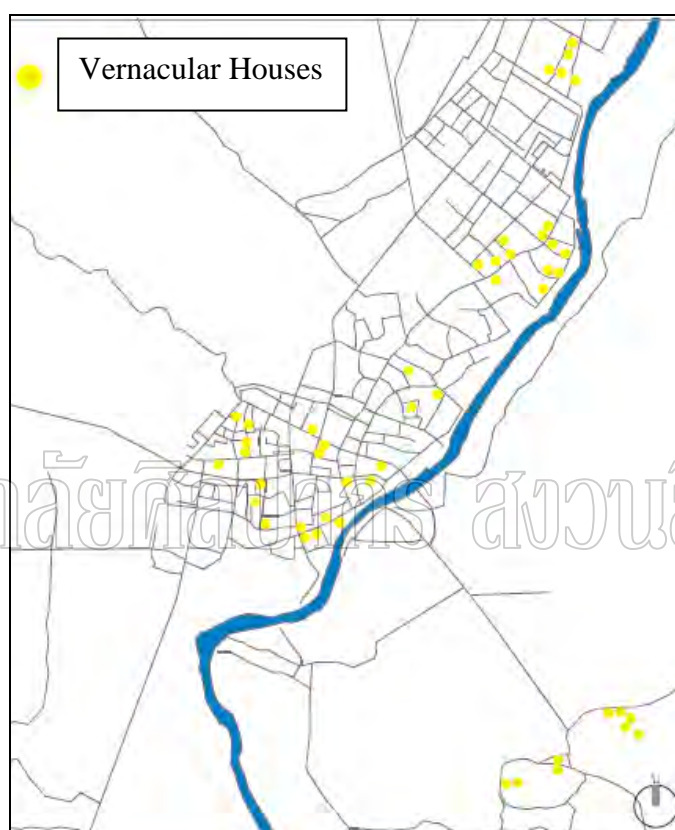
This was built in 1936 by Ammat Tree Sangiam Sanguansri the Second and Chao Bua Keow Sanguansri (Mahayossanant). This Kum was designed and built by Khoon Nantapanich (a famous architect of

²⁵ Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 44.

that period). The structure is teak, and consists of three parts, the kitchen, barn and house. The terrace is connected to each part. The roof is made with teak shingles. Since its construction, the only renovations to the house were replacing the damaged roof with zinc and changing the barn to a bedroom.

The present owner is Boonngam Sanguansri (daughter), 90 years old, the former director of Sattree Srinan School.²⁶

1.3 Vernacular Houses



Map 11 Vernacular Houses Locations

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 25

In the past, outside the city wall was the forest. Most of the houses were light, not as weighty as those inside the city wall. The Nan people did not have money to build with genuine wood, so they had to build with bamboo. Only the high royalty could order workers to build beautiful houses. The law stated that ordinary citizens could not make roofs by using shingles, it was illegal, since that would imply that they were trying to be of equal rank with their heads. Therefore, the roofs of

²⁶ Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 45

vernacular houses were roofs of *Dipterocarpus Tuberculatus* and vertiver grass. The type of Ruen (house) of the Nan people were divided into two types:

1.3.1 Ruen Mai Pua (Ruen Kruang Pook)



Figure 43 Ruen Kruang Pook

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 40.

This type was tied with bamboo. The roof was made from banana leaves, Pluang leaves, and vertiver grass or bloodgrass. The houses were small, and about 3 – 5 years old. Nan people could construct them by themselves, they did not have to hire craftsmen.



Figure 44 Ruen Kruang Pook in the area of Chae-Hang Village

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 40.

1.3.2 Ruen Mai Jing (Ruen Kruang Sub)



Figure 45 Ruen Kruang Sub

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 40.

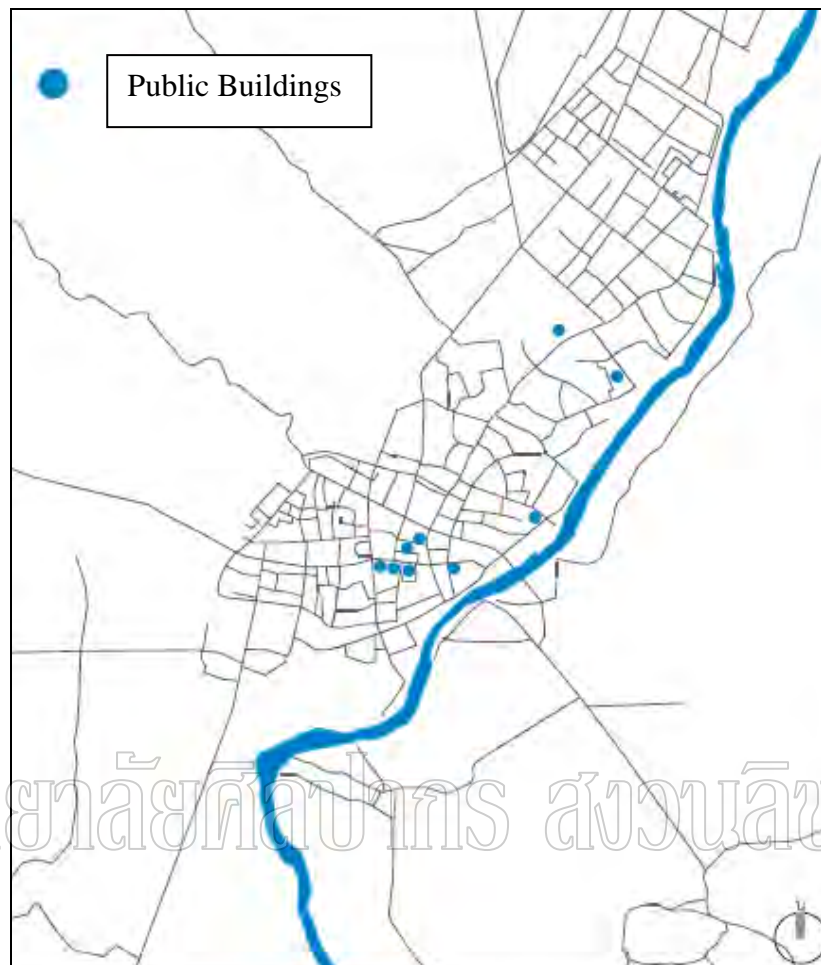
These ones were made with hard wood. The roof was made from baked clay shingles, ceramic tile, and extruded concrete roofing tile. They could endure the weather. The houses had to be constructed by craftsman.

Regarding style, old Nan city had 3 roofing styles; Manila (gable roof), Pan-nya, and Poeng-Ma-Ngaen. Affluent residents liked to build using the Pan-nya style. Ordinary people were fond of the Manila style. If the owners were a single family or their financial status was not good, they would build temporary houses in the Poeng-Ma-Ngaen style.

The houses were raised above ground level for weaving textile, feeding animals and keeping agricultural and fishing utensils. Houses were divided into 7 areas; Kum-Kan-Dai and Hang-Lang-Tao (the steps and foot washing bath), Bandai-Nok-Chan-Na-Bann-Lan (in-house raised terrace), Jok (loft), Suam-Non (bedroom), Krua-Fai (kitchen), and Hia-Kao (rice barn), the Tube-Mid (toilet) was sat on the ground, as it was a pit latrine.

At present, vernacular houses are spread out in the area of the old city. On the first floor, some are adjoined by masonry. The escalating issue of urban development has led to the thrashing of many vernacular houses.

1.4 Public Buildings



Map 12 Locations of Public Buildings

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 26.

1.4.1 Chang-Luang

The town has two Changs for keeping provisions and food stuffs e.g. salt, coconuts, chilly, onions, garlic, live pork, live ducks, and live chickens. And for appliances rubber oil, wax, nitrate of potassium and paper are kept. All of these things are important to the state, especially provisions for the army that has to always be prepared. Every year, the leadership calls on citizens to contribute provisions, this is called Lor-Chang.

1.4.2 Street Market



Figure 46 Street Market (this is assumed to be Sumondhevaraj Road) or Ka Luang Road

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 26.



Figure 47 Former morning market

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 26.

Trade was performed only at Kad-Mua (street market). Formerly, the market had no roof, if merchants wanted to vend something, they put it on the ground along the street. Morning meetings at the market were along the old town wall on Phakong Road (in front of Chang Kam Temple), the products included food eaten with rice.

1.4.3 Missionary Church and School



Figure 48 Christachak Prasittiporn Nan

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 55.

This was founded by American Protestant missionaries and called Christachak Prasittiporn Nan of the Christian Council, Thailand located on Rangsikasem Road.

1.4.4 Nan Christian Suksa School

Dr. Hue Taylor and his family were missionaries in Nan who went back to America and invited their friends to make donations to build a permanent, two storey masonry red building school. The opening ceremony was on 11 June 1907, at Bann Ton Plong on Sumondhevaraj Road. The school was named Lincall Academy Boys' School. A new building for girls was started in 1910 and finished in 1915 at Bann Don Kaew and was named Rangrikasem School, this is the name of Phra Ong Chao Panurangsri. This one was a western style two storey masonry building. In 1968, both schools were consolidated into one school, entitled Nan Christian Suksa School.



Figure 49 Nan Christian Suksa School

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 55.

1.4.5 Suriyanukroh School



Figure 50 Srisawas Wittayakarn School

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 27.

In 1907 Phra Chao Suriyaphong Paritthidej ordered the building of a school to teach Thais in the area of Wat Phra That Chang Kam Vora Vihara. In 1931, Maha Ammat Tree Phraya Krung Sri Sawatdikarn, deputy chief, ordered the moving of this school to another location at Bann Don Chiang Yuen, and changed its name to Srisawas Wittayakarn First Provincial School. Now at this location is Strisrinan School, and Srisawas Wittayakarn School has moved to Yantarakijkosol Road, Du Tai Sub-District since 1972.

1.4.6 Osoth Sapa (Government Medicine Council)

At this time, the building is for Muang Nan's Public Health, and is on Ka Luang Road, Nai-Viang Sub-District, Muang District. This was built by Ammat To Chao Ratchawong Sittisarn, son of Phra Chao Suriyaphong Parittidej, for the occasion of the day of death of Phra Chao Suriyaphong Parittidej. This day was made the opening day of the Government Medicine Council on 1 July 1924.

1.4.7 Nan Fa Hotel

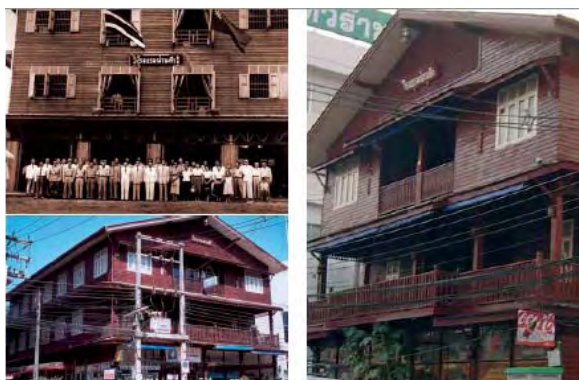
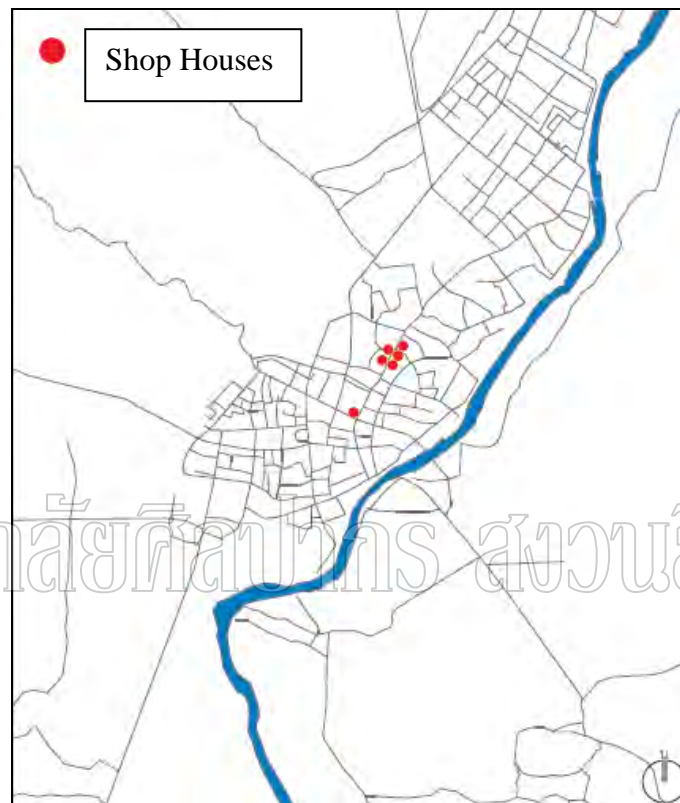


Figure 51 Nan Fa Hotel

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 50.

This hotel was built in 1933. Two Chinese men named Keng Yuan Han and Peng Yuan bought the hotel and changed the name to Nan Fa Hotel. The form and decorations mixed Chinese and Thai styles. Later, the hotel changed owners many times. At present, the building still has the original three stories and 10 metre one teak columns, which are difficult to find.

1.5 Shop houses (Ruen-Taew)



Map 13 Locations of Shop Houses in Nan city

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 28.



Figure 52 Shop Houses on Sumondhevaraj Road

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 51.

Wooden shop houses can be seen around the market and the commercial quarter on Sumondhevaraj Road. From past to present, these have utilized the upper floors for residents, and ground floor for commerce. The upper floors always have a terrace which acts as a rain splashboard and also a decoration board.

Since the big fire on 27 April 1980, there have been few wooden shop houses. The existing building located at the corner of Nam-Kem gate intersection has two stories with a decreased angle. The owner of this shop house is Chao Ratchawong Suttisarn; it was built for merchants but sold to a private owner. Nowadays the architecture is-a reflection of shop houses of the past. This is one of the exceptional shop houses in Nan city

1.6 Nan City Wall



Figure 53 Nan city wall

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 47.

Nan City Wall is rectangular and the upper sections of the wall are in the shape of triangles. The height from the ground to the Sema is two metres. The Sema (Ogival Boundary of the Temple) has arches of 60 degrees, the sooting are 20 centimetres high every 1.20 metres. At present, we can still view the wall which was renovated by the Department of Fine Arts. It proceeds westward about 50 metres.²⁷

1.7 Krung Sri Bridge

The bridge was built by Maha Ammat Tree Phraya Krungsri Sawasdikarn, former deputy chief of Nan Province. It used bricks from Nan's eastern city wall that was near Wat Ku Kam, to replace the wooden bridge

²⁷ TV5, Heritage [Online]. Accessed 30 June 2006. Available from <http://www.tv5.co.th/service/mod/heritage/nation/oldcity/nan8.htm>.

which Phra Chao Suriyaphong Parittidej built, named Prutu Chai Bridge (Victory Gate Bridge). The new bridge is a masonry bridge, named Krung Sri Bridge, from his royal name.



Figure 54 Krung Sri Bridge, from past to present

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 48.

2. The former location of the city



Figure 55 The former location of the city

Source : TV5, Heritage [Online], accessed 30 June 2006. Available from <http://www.tv5.co.th/service/mod/heritage/nation/oldcity/nan7.htm#top>.

The older communities are situated in Nai Wieng sub-district, Muang district. This area is composed of many religious places, for example: Wat Chang Kam which has the Chedi Pum Khao Bin in Sukhotai Style and readers can notice Lanna Chedi (from the 21st century) at Wat Hua Kuang, Wat Phumin and Wat Phaya Wat. The others were registered as archaeology sites of the Department of Fine Arts.²⁸

3. Moveable cultural property and Objects in Museums

3.1 Objects in Nan National Museums (Ho Kham)

Directly to the north, across Suriyaphong Road, is the National Museum. It is housed in the former palace, the ho kham, of the local ruler Phra

²⁸ Ibid.

Chao Suriyaphong Pharitdej, and was built in 1903. The entrance is on Pha Kong Road.²⁹



Figure 56 Black Elephant Tusk

As well as historical and ethnographic displays, there are a number of Buddha images illustrating features of the local styles. The museum's prized exhibit is a curious 'black' elephant's tusk from the late 17th century weighing 18 kilos and measuring 94 centimetres, rather strangely mounted in the arms of a brightly painted and carved wooden garuda.³⁰

4.5 Intangible Heritage

Intangible cultural heritage (ICH) means: practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artifacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. (Article 2.1)³¹

UNESCO 2003 developed a definition of intangible cultural heritage that is more abstract, as the practices, representations, expressions, as well as the knowledge and skills, that communities, groups and, in some cases, individuals recognize as part of their cultural heritage.³²

²⁹ Ibid., 183.

³⁰ Ibid., 184.

³¹ UNESCO, Intangible Heritage [Online], accessed 19 June 2006. Available from http://portal.unesco.org/culture/en/file_download.php/1422690320114549c199903cf8ba93f9_Guidelines_lht.pdf.

³² UNESCO, Intangible Heritage [Online], accessed 19 June 2006. Available from http://portal.unesco.org/culture/en/ev.php-URL_ID=29911&URL_DO=DO_TOPIC&URL_SECTION=201.html.

1. Transmitted from generation to generation;
2. Constantly recreated by communities and groups, in response to their environment, their interaction with nature, and their history;
3. Provides communities and groups with a sense of identity and continuity;
4. Promotes respect for cultural diversity and human creativity;
5. Compatible with international human rights instruments;
6. Complies with the requirements of mutual respect among communities, and of sustainable development.

The ICH is, among others, manifested in the following domains:

1. Oral traditions and expressions including languages as a vehicle of the intangible cultural heritage
2. Performing arts (such as traditional music, dance and theatre)
3. Social practices, rituals and festive events
4. Knowledge and practices concerning nature and the universe
5. Traditional craftsmanship

4.5.1 Oral Traditions and expressions including language as a vehicle of the intangible cultural heritage

The domain of oral traditions and expressions encompasses an enormous variety of forms including proverbs, riddles, tales, nursery rhymes, legends, myths, epic songs and poems, charms, prayers, chants, songs, dramatic performances and so on. They transmit knowledge, values and collective memory and play an essential role in cultural vitality; many forms have always been a popular pastime. Although language is a core element of the intangible cultural heritage of many communities, language per se is not promoted under the 2003 Convention.³³ It is, however, to be safeguarded as a vehicle of the ICH.

While language is essential to most forms of ICH, it is especially so for the domain of oral traditions and expressions: specific languages shape and embody their very content. The loss of a language inevitably leads to the loss of oral traditions and expressions, but at the same time it is in those oral expressions themselves, and in their social and cultural enactments, that a language is best safeguarded, rather than in any dictionary, grammar or database. Languages live in songs and stories, riddles and rhymes, and thus the safeguarding of languages and the safeguarding of oral traditions and expressions are two aspects of the same task.³⁴

Languages are not only extremely adequate tools of communication, they also reflect a view of the world.³⁵

Languages are vehicles of value systems and of cultural expressions and they constitute a determining factor in the identity of groups and individuals.

Three priority lines of action that UNESCO holds for the program's activities are:

³³ UNESCO, Oral Traditions and expressions including language as a vehicle of the intangible cultural heritage [Online], accessed 5 March 2007. Available from <http://www.unesco.org/culture/ich/index.php?pg=53>.

³⁴ Ibid.

³⁵ UNESCO, Endangered Language [Online], accessed 19 June 2006. Available from http://portal.unesco.org/culture/en/ev.php-URL_ID=8270&URL_DO=DO_TOPIC &URL_SECTION=201.html.

1. Awareness-raising of language endangerment, and of the need to safeguard our linguistic diversity.
2. Local capacity-building and promotion of language policies.
3. Mobilization of international cooperation.

Dhamma Lanna Alphabet



Figure 57 Inscription No. 74 Engraved in 1448, found at Wat Chang Kam
 Source : Nan National Museum, [Highlight Antiques \[Online\]](http://www.thailandmuseum.com/thaimuseum_eng/nan/highlight.html), accessed 2 July 2006.
 Available from http://www.thailandmuseum.com/thaimuseum_eng/nan/highlight.html.

Object: Inscription No.74 Dhamma Lanna Alphabet, Thai Language, inscribed in 1448 A.D.. The note told Phaya Pollathep Kurachai, Nan Governor to restore the Grand Vihara of Wat Luang Kland Wieng (Wat Chang Kam)³⁶

Number: ย.26
 Width: 43 Centimetres
 Length: 67 Centimetres
 Type: Rock
 Period: Lanna
 Founded: Wat Chang Kam, Muang District, Nan

4.5.1.1 Language and Literature

Nan has a long history of more than 700 years. The civilization is comparative with Sukhotai. Nan people had verbal communication, they also had written language for example: Dhamma Lanna, Fak Kham (ฝักขาม), Thai Nithet (ไทยนิเทศ), and Khmer Muang (ขอมเมือง). Many notes were written that led to customs, traditions and culture. Now at the present time they have been transformed into cultural heritage. The inscriptions were engraved in many

³⁶ Nan National Museum, [Highlight Antiques \[Online\]](http://www.thailandmuseum.com/thaimuseum_eng/nan/highlight.html), accessed 2 July 2006. Available from http://www.thailandmuseum.com/thaimuseum_eng/nan/highlight.html.

objects. But we can also perceive engravings in many fan palms and Tapsa (ทับสา) Papers. Those ancient documents were kept properly in boxes for Buddhist manuscripts. Sometimes, in the central region called Tripika, the documents were maintained in the hall of Tripika (Library) of each temple. The biggest hall of Tripika is located at Wat Phra That Chang Kham Wora Vihara, built in the period of Chao Suriyapong Paritthidej. This place is used for keeping ancient documents of Nan province. From the surveying, the team found 4,132 ancient scriptures, 26,769 bundles and 6,065 stories and ancient documents in 12 temples. These show that in the past, Wats (temples) were the educational centers for the sciences used in educating the people of Nan.

4.5.1.1.1 Buddhist Literature

Most of it is on fan palms, the oldest of which is the Wiman Watthu story, in the Sutatanta Tripika. It was written in Dhamma Lanna Alphabet. The age is about 470 years and it is kept at Wat Phra That Chang Kam Wora Vihara.

4.5.1.1.2 Muang Royal Legend

The most important are the Nan Chronicle and Phrat That Chae Haeng Legend.

4.5.1.1.3 Law

The most important is the Mangrai Law (Mangrai Thammasat) and Lak Kham Kingdom.

4.5.1.1.4 Inscriptions

From 12 sandstone evidences or slate stones, three are Buddha Image Based Inscriptions, and two are bronze bells. There are three types of alphabets: Sukhotai Alphabet, Dhamma Lanna Alphabet and Fak Kham Alphabet, ranked from the oldest to most recent.

The time of the engraving of the Sukhotai inscriptions started in 1970 B.E., the Fak Kham inscriptions started in 2043 B.E. and the Dhamma Lanna inscriptions started in 2091 B.E..³⁷



Figure 58 Pu Sabot Inscription

Source : TV5, Heritage [Online]. Accessed 30 June 2006. Available from <http://www.tv5.co.th/service/mod/heritage/nation/oldcity/nan8.htm>.

³⁷ TV5, Heritage [Online]. Accessed 30 June 2006. Available from <http://www.tv5.co.th/service/mod/heritage/nation/oldcity/nan8.htm>.

The Pu Sabot Inscription was found at Wat Phra That Chang Kham Wora Vihara, Muang District, Nan. This website assumed that it was engraved in 1935 B.E. with inscription no.45 of Muang Nan. It was engraved on rectangular sandstone, and was broken from the ogival boundary stone of a temple. The first side has 26 lines and the second has 10 lines. The length of the sandstone is 56.5 centimetres and the width is 39 centimetres. It was engraved in the Sukhotai alphabet in essay form; the story concerned Phraya of Nan signing a contract with Phra Chao Sai Lue Tai, his nephew.

The Wat Chang Kham Inscription was found at Wat Phra That Chang Kham Wora Vihara, Muang District. It was engraved in 2091 B.E. on the ogival boundary sandstone of a temple. The width is 40 centimetres and the length 66 centimetres. The Dhamma Lanna alphabet forms the essay. The story describes how Phraya Polladhep Luechai restored the vihara at Wat Luang Kland Wieng, which is Wat Phra That Chang Kham.

The inscription at the base of the Buddha image was found at Wat Phraya Phu, Muang District and engraved in 1469 B.E. if you step back from it, it looks like it is at walking, setting out to preach. The width is 36 centimetres and the length 37 centimetres. It was engraved on metal, in the Sukhotai alphabet, in Thai essay form. The story is about Somdet Phra Chao Pa Sum, who reigned in Nan and built five Buddha images to Phra Sri Ariya Metrai.

4.5.1.5 Local Literature Legend³⁸



Figure 59 Lak Kham Law

Source : TV5, [Heritage](http://www.tv5.co.th/service/mod/heritage/nation/oldcity/nan8.htm) [Online], accessed 30 June 2006. Available from <http://www.tv5.co.th/service/mod/heritage/nation/oldcity/nan8.htm>.

From 2395 – 2439 B.E. the Lak Kham Kingdom was the primeval power that controlled this land and the city that was in the

³⁸ TV5, [Heritage](http://www.tv5.co.th/service/mod/heritage/nation/oldcity/nan8.htm) [Online], accessed 30 June 2006. Available from <http://www.tv5.co.th/service/mod/heritage/nation/oldcity/nan8.htm>.

administrated area of Nan from the period of Phra Chao Ananta Woraritthidej to Phra Chao Suriyaphong Paritthidej.

This manuscript was written in the Lanna alphabet. It shows the customs, traditions and rules, of the social arrangement of that period. Furthermore, it also gives an idea about the boundary.

The most serious law concerned stealing buffaloes. Persons who stole buffaloes, would be killed, or banished from the kingdom.

Other laws included the conservative of nature, having public assets, and not destroying the plants along the river, which was the source of water. Anybody who was guilty would be put in prison, beaten 30 times and had to pay a fine of 330 Nam Pa (น้ำป่า). Additionally, that period had other laws such as, not killing the bats in caves, the fish in the river and not cutting down some plants.

There were laws that tried to decrease poverty. The calculation of interest (on both money and rice), was waived for the first 3 years, after that the creditor could calculate the interest. If the loans were for 9-10 years, the creditor could only get the capital. Those who were slaves were valued at 300 Dok (money unit) and up.

Mangrai teaches his children

Mangrai was the king of Sukhotai Kingdom who taught his children about business etiquette.³⁹

4.5.2 Performing Arts

4.5.2.1 Traditional Music (Sor), Dance (Fon), Theatre

Musical traditions are one of the major components of the intangible heritage which forms part of the universal heritage of mankind in the same way as monuments and natural sites.⁴⁰

The function of music and its tool – the instrument – must not be limited to the mere production of sounds. Traditional Music and instruments convey the deepest cultural, spiritual and aesthetic values of civilization, transmitting knowledge in many spheres.

The recordings, most of which were made "in situ", seek to present living musical traditions as a social act between performers and the audience, and are a source of invaluable inspiration for today's creators, musicologists and traditional music lovers.

4.5.2.2 Performers and Artisans

4.5.2.2.1 Living Human Treasures

Living Human Treasures are persons who possess to a very high degree the knowledge and skills required for performing or creating specific elements of the intangible cultural heritage that the Member States have

³⁹ TV5, Heritage [Online]. Accessed 30 June 2006. Available from <http://www.tv5.co.th/service/mod/heritage/nation/oldcity/nan8.htm>.

⁴⁰ UNESCO, Traditional Music [Online], accessed 19 June 2006. Available from http://portal.unesco.org/culture/en/ev.php-URL_ID=2631&URL_DO=DO_TOPIC&URL_SECTION=201.html.

selected as a testimony to their living cultural traditions and to the creative genius of groups, communities and individuals present in their territory.⁴¹

The definition given above underscores a program, which aims to encourage Member States to grant official recognition to exceptionally talented tradition bearers and craftspeople and to encourage the transmission of their knowledge, know-how and skills to the younger generations.

With regard to the creation of new Living Human Treasures systems in Member States, UNESCO has provided or foresees providing financial assistance through its Participation Program and Extra-budgetary contributions by Member States, over and above the organization's regular budgetary funding.

National artists are valued human resources in art who have helped develop the national art from past to present. They are a valuable resource to help raise the traditional knowledge.

On one occasion at a meeting of the National Culture Committee, Princess Sirindhorn gave a speech which referred to "The National Artists' work as precious national art; as a symbol that illustrates the Thai civilization. They prevent the proud feeling of all Thais from being lost, it is urgent to protect and study every piece of artwork. The committee should register those works systematically; this will be useful and act as a protection for public treasures.

The qualifications of Thai National Artists:⁴²

1. Thai Nationality, must be Still living until the notification date
2. Have expert ability and outstanding works accepted by experts
3. Creatively produce artwork from the past until the present
4. Conservative in their transmission of that art
5. Actively practice his/her art until the present
6. Moral integrity and love for his/her work
7. Person who has masterpieces of social and humanitarian value

2.2.1.1 National artist (Performing Arts)

National artist means art related to the performing arts that can be classified as traditional or contemporary.

Drama

Drama consists of Thai dancing dramas, for example: Nora, Chatree, etc., Thai Singing Dramas: Khon, Likae, Contemporary Dance (Rabum), Contemporary Thai dancing (Rum), Contemporary Fon, Northeastern Contemporary Thai Dancing (เสิ้ง), Puppets: Small Puppets (Hun Lakorn Lek), Marionettes (Hun-Krabok), Nung Yai, Shadow Show (Nung Talung), Relics for singing or Thai drama presentations.

Music (Thai Music and Western Music)

⁴¹ UNESCO, *Intangible Heritage* [Online], accessed 19 June 2006. Available from http://portal.unesco.org/culture/en/ev.php-URL_ID=2243&URL_DO=DO_TOPIC&URL_SECTION=201.html.

⁴² Ministry of Culture, National Artist [Online], accessed 27 June 2006. Available from http://www.culture.go.th/supreme/artist_project.php?no=3&subno=1.

- Musicians who have outstanding playing ability on each instrument
- Singers who forward songs and receive them back in the show and use Traditional Lae
- Music composers who compose both music and lyrics.
- Music conductors who perform outstandingly.
- Musical instrument creators

Local performances consists of Mor Lum, fiddles (Sor), Lum-tud, Choi songs (Pleng Choi), E-saew songs (Pleng E-saew), Bok songs (Pleng Bok), Karuhut prayers (Suad Karuhut), etc.

1995 Local Performance – Fiddle playing by Mr. Kampai Nuping. Mr. Kampai Nuping was born in Nan. He is an expert in the area of fiddles. He is a genius and as the northern people say, “If you would like to find the fiddle expert, you have to go to the Kampai ensemble.” Additionally, he is also an expert in fiddle external components such as the Salor, and Sung, both in playing, crafting fiddle materials and in repair. He improved Lanna fiddles, both single and double fiddles, by changing the method of playing from sitting to standing, which gives a more attractive show. He also used fiddles as a tool of cultural heritage conservation and of environmental public relations too. He taught his students to be Sor and set up the preserving of local music with the Bann Hua Na Club. He also expanded this to youths and the public and eventually got numerous prizes as the outstanding artist from various institutions.

4.5.3 Social Practices, Rituals and Festive Events

Social practices, rituals and festive events are customary activities that structure the lives of communities and groups and that are shared by and relevant to large parts of them. They take their meanings from the fact that they reaffirm the identity of the practitioners as a group or community. Performed in public or private, these social, ritual and festive practices may be linked to the life cycle of individuals and groups, the agricultural calendar, the succession of seasons or other temporal systems. They are conditioned by views of the world and by perceived histories and memories.⁴³ They vary from simple gatherings to large-scale celebratory and commemorative occasions. While each of these sub-domains is vast in and of themselves, there is also a great deal of overlap between them.

Rituals and festive events, which usually take place at special times and places, often call a community’s attention to worldviews and features of past experience. Access may be limited in the case of certain rituals; many communities know initiation rites or burial ceremonies of this sort. Festive events often take place in public spaces without limitations on access—carnivals are a well-known example, and festivities marking New Year, the

⁴³ UNESCO, Social Practices, Rituals and Festive Events [Online], accessed 5 March 2007. Available from <http://www.unesco.org/culture/ich/index.php?pg=55>.

beginning of spring or the end of the harvest are common in all regions of the world.

Social practices shape everyday life and are known, if not shared, by all members of a community. In the framework of the Convention, attention may be paid to social practices that have a special relevance to a community and that are distinctive to them, providing them with a sense of identity and continuity. For instance, in many communities greeting ceremonies are casual, but they are quite elaborate in others, serving as a marker of identity. Similarly, practices of giving and receiving gifts may vary from casual events to important markers of authority, dependence or allegiance.

Social practices, rituals and festive events involve a dazzling variety of forms: worship rites; rites of passage; birth, wedding and funeral rituals; oaths of allegiance; traditional legal systems; traditional games and sports; kinship and ritual kinship ceremonies; settlement patterns; culinary traditions; designation of status and prestige ceremonies; seasonal ceremonies; gender-specific social practices; hunting, fishing and gathering practices; among others. They also encompass a wide variety of expressions and material elements, special gestures and words, recitations, songs or dances, special clothing, processions, animal sacrifice and special foods.

4.5.3.1 Traditional Festive Events

The rows of cultural landscape from Phra That Khao Noi and Phra That Chae Haeng on the hill of the Nan River leads to Nan city as the entrance and the Nan people have ceremonies concerned with two columns of relics.

- **Wai Sa Phra That Chae Haeng or Hok Peng Kuen Phra That Chae Haeng Festival**



Figure 60 Wai Sa Phra That Chae Haeng ceremony

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 30.

This is an old ritual. In the season on the day of the full moon in the sixth month (northern province), the Nan leader with his officers, go to pray at Phra That Chae Haeng. The procession involves the Nan leader with the monks and Buddhists going to the hill of Phu Piang Chae Haeng, the Buddhist ceremony and activities occurs here, such as making merit, giving sermons, and shooting Naga fireballs which make the stars light the night. Until the full

moon in the sixth month (northern province), the Buddhists take a set of alms which they bring to give to the monks in the afternoon by lighting the Naga fireballs, while the monks give sermons that continue until the 14th waxing moon.

- The veneration of Phra That Khao Noi

This worship begins on the day of the full moon, in the eight north month. The time starts on the evening of the waxing moon and continues to the day of the full moon. On the waning moon day performing arts will be presented for paying respect to the Lord of Buddha.⁴⁴

- Kin Salak Ritual

This rite is a performing of religious practices but Buddhists do not specify the number of monks. It starts in the twelfth north month or September and ends on the waning moon day, in November.⁴⁵

- Khao Taen



Figure 61 Khao Taen

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 54.

Bann Don Sri's Khao Taen began about 80 – 90 years ago with Mae Out Kam Saen Vicha. Later, in 2001, the descendants formed a group to preserve local wisdom.⁴⁶

⁴⁴ Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 30.

⁴⁵ TV5, Heritage [Online]. Accessed 27 June 2006. Available from <http://www.tv5.co.th/service/mod/heritage/nation/oldcity/nan8.htm>.

⁴⁶ Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 54.

- Khao Lam



Figure 62 Cooking Khao Lam

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 54.

Previously, villagers utilized bamboo from the forest by cutting it into rolls. Naturally, the sizes of the tubes were not the same. This Khao Lam profession continues to the present. Finding bamboo for burning with a mixture of ingredients is part of the original Khao Lam local lifestyle.⁴⁷

- Silverware Village

Mr. Boonchuai Hirunwit (Nuch Craftman) began the practice of making silverware in 1950. When he was 17 years old he began learning from his ancestors. He had to do this since he was the only heir in his family.

In 1975, he stopped when many merchants began buying silver and paying more money for finished silver. This made villagers gather more silver for retailers, so he could not find enough silver for production. In 1986 more silver began coming to Nan so Mr. Hirunwit began production again and taught local wisdom to his descendants.⁴⁸

- Nan's Long Tailed Boat Racing

This competition is one of the older ones, around since Phraya Karn Muang moved the city by organizing long tailed boat racing during the flood season, in Kuen Kuay Salak (Salaktapat). Members of each temple brought their own long tailed boats to the contest. This acted as a tool for building the relationship which was the source of the Sor-Long-Nan (Long Nan Fiddle) which is one of the unique features of Nan city.

⁴⁷ Ibid., 57.

⁴⁸ Ibid., 58.

The craftsmanship of Nan's long tailed boats are beautiful and unique, especially the head, which is sculpted with the Lanna Naga, combined with the Naga's tail.

Nan's governors ordered the administration officers to dig huge *Shorea laevis* for the two long tailed boats. A sacrifice and Bai Sri ceremony was handled for *Shorea laevis*' seraphs. The first boat was named Tai Lah long tailed boat, and the second was named Tai Luang long tailed boat. Later, Nan's rulers directed the Nan people to bring their model boats to build for the competition.

Now, Nan's long tailed boat race starts on Donated Salakapat of Phra That Chang Kham Vora Vihara Day. A religious ceremony of presenting robes on the Buddhist Day is the closing activity each year.



Figure 63 Long Tailed Boat Racing of Nan

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 31-32.

4.5.4 Knowledge and Practices concerning nature and the Universe

Knowledge and practices concerning nature and the universe" include knowledge, know-how, skills, practices and representations developed and perpetuated by communities in interaction with their natural environment. These cognitive systems are expressed through language, oral traditions, attachment to a place, memories, spirituality, and worldviews. They are displayed in a broad complex set of values and beliefs, ceremonies, healing practices, social practices, institutions, and social organizations. Such expressions and practices are as diverse and variegated as the socio-cultural and ecological contexts from which they originate, and they often underlie other domains of ICH as described by the Convention.⁴⁹

This domain encompasses numerous areas such as traditional, ecological wisdom, indigenous knowledge, ethnobiology, ethnobotany, ethnozoology, traditional healing systems and pharmacopeia, rituals, foodways, beliefs, esoteric sciences, initiatory rites, divinations, cosmologies, cosmogonies, shamanism, possession rites, social organizations, festivals, languages, as well as visual arts.⁵⁰

⁴⁹ UNESCO, Knowledge and Practices concerning nature and the universe [Online], accessed 5 March 2007. Available from <http://www.unesco.org/culture/ich/index.php?pg=56>.

⁵⁰ Ibid.

4.5.5 Traditional Craftmanship



Figure 64 Tai Lue costumes

Source : TV5, [Tai Lue Dress](http://www.tv5.co.th/service/mod/heritage/nation/oldcity/nan2.htm) [Online], accessed 5 March 2007. Available from <http://www.tv5.co.th/service/mod/heritage/nation/oldcity/nan2.htm>.



Figure 65 Mural Painting at Wat Phumin showing Nan dress Source : TV5, [Heritage](http://www.tv5.co.th/service/mod/heritage/nation/oldcity/nan8.htm) [Online], accessed 27 June 2006. Available from <http://www.tv5.co.th/service/mod/heritage/nation/oldcity/nan8.htm>.

In the lower northern region of Nan province, there are important relics that show the evolution of fabric making. The drawings were found on the wall of Wat Phumin, Nan Province⁵¹. It was fashionable among men in Nan to tattoo their bodies in black ink from the waist down to the knees or just a little below them. They wore a plain cotton loincloth known as pha toi. This cloth, which was sometimes of a checkered or printed design, was of two lengths, long and short. The cloth was worn by tying it at the waist and rolling the two ends of the cloth together, passing them between the legs and tucking the ends in at the waist at the back. The short type of cloth would have been short enough so that the tattoos on the legs could be seen. This method of wearing the cloth is called Khet mam in the northern dialect or thokkhamen in Central Thai. The long length of cloth was worn in the same way but covering the tattoos. Cloths worn by the upper class were woven with twisted silk of two colours called hang krarak. The favoured color was a darkish red.⁵²

⁵¹ Thailand Museum, The evolution of Textiles [Online], accessed 5 March 2007. Available from http://www.thaitextilemuseum.com/English/Information_on_Thai_textiles/The_Evolution_of_Textiles/the_evolution_of_textiles.html.

⁵² Assumption University, Northern Thai Cloths [Online], accessed 5 March 2007. Available from http://sunsite.au.ac.th/thailand/Thai_Handicraft/Thai%20Cloths/men_north.html.

It was the custom in former times for men to leave their chest uncovered, as with women, except on special occasions and when in the company of nobility and the upper class. On such occasions they wore a shirt with a high collar in the Chinese style. Tai Lue men wore a long sleeved indigo shirt with a loose waist. This shirt was decorated with stripes of various colors or with a strip of chok cloth in the same manner as that of the Tai Lue women.

Men began to wear shirts everyday during the reign of King Rama V. The shirts were round necked and fastened with cords or buttons. When going to the temple, they would wear a white shirt, but for working in the fields they would wear indigo known as sua mo hom. The trousers were gusseted and loose fitting, sewn with five seams and known as tieo sado or tieo sam duk when sewn with three seams. The Lao Phuan village of Thung Hong in Phrae Province is today renowned for its production of this style of clothing. Both shirt and trousers are presently promoted as traditional wear for local festivals and have become symbolic of northern Thai dress, even though it is generally regarded as a casual form of dress throughout Southeast Asia.

Cloths worn by men in former times such as a scarf or shoulder piece were generally plain in color or checkered and known as pha tong. It was actually a general purpose piece of cloth of the same type that Thais in all regions of the country today know as pha khao ma.

During the cold season, both men and women wrapped themselves in a large piece of cloth known as pha tum. It measured about 120 cms. X 200 cms. in size and was woven in thick cotton with a continuous supplementary weft or knit design at one end of the cloth or made in a checkered pattern in red, black and white throughout.

In former times the young men and women often spent their evening hours socializing. The young women would sit spinning cotton in the middle of the yard, a custom known as ling khuang, while the young men would come to court them. If the young woman liked the young man, she would lend him her shawl to wrap around himself when he left, knowing that he would have to come back the following evening to return it to her. In this way relationships were established.

Another type of cloth which communicated fondness between young men and women and which young women wove to present to young men they loved was known as pha chet. This was a shoulder cloth woven in twill weave called yok dok in white cotton with a knit or continuous supplementary weft design in black and dark red decorating both sides. The pha chet from some areas bore special features, such as that of the Tai Lue of Muang Ngoen who reside in the district of Thung Chang of Nan Province. This cloth had the chok design tightly woven throughout and was woven in a mixture of cotton and silk in the geometric design style in red, yellow, pink, green, black and purple. The prominent color was red. Young Tai Lue men wore this cloth on their shoulders on special occasions such as when going to the temple or taking part in various ceremonies.



Figure 66 Contemporary Dress of Nan People

Source: Nan Government, Local Dress of Nan People [Online], accessed 17 June 2006. Available from <http://www.nan.go.th/g1/p1.html>.



Figure 67 Nam Lai Cloth

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 41.

The Woven Materials of Nan are distinctively different in terms of designs and production methods than from other localities. The most famous pattern is the Lai Nam Lai which resembles waves or stairs. Other designs also reflect the local artistic and creative skills. The materials are used for making dresses, colourful satchels and Tung, a type of pennant used in religious rites. Such products are widely available in town or production centres in rural villages particularly at Ban Nong Bua in Tha Wang Pha district.⁵³

⁵³ See more in <http://www.thailandguidebook.com/provinces/nan.html>



Figure 68 End of Sin, Kaew flowers mixed with bunches of flowers
 Source: Nan Government, The Queen of Pa Sin [Online], accessed 17 June 2006.
 Available from <http://www.nan.go.th/g1/panan/panan1.html>.

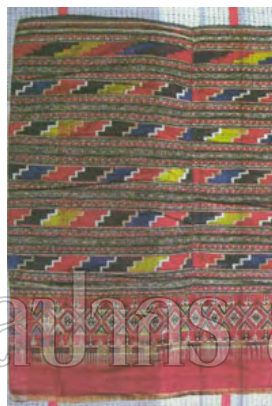


Figure 69 Sin Jok Vises of Nan city, the body of the cloth was beautified with a special technique
 Source: Nan Government, The Queen of Pa Sin [Online], accessed 17 June 2006.
 Available from <http://www.nan.go.th/g1/panan/panan1.html>.

4.6 Natural Heritage

4.6.1 Trees around Wat Suan Tan - Srimahabo (BoTree)



Figure 70 Bo Tree, Wat Suan Tan
 Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 53.

This Bo tree was cultivated by Phra Suphrom Yannathera (Chao Khun Thong) who brought Bo trees from Bouddhakaya, India, to reawaken Buddha.⁵⁴ The Bo tree is the symbol of Buddhism.

- Bully Tree



Figure 71 Bully Tree, Wat Suan Tan

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 53.

This tree stands near Wat Suan Tan, in the area of contemplation, this is the symbol of the natural point and tells the history of Wat Burmese Suan Tan. After the temple was demolished the Bully tree was still standing as the symbol of Wat Burmese Suan Tan.

- Sugar Palm Trees



Figure 72 Sugar Palm Tree, Wat Suan Tan

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 53.

⁵⁴ Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 53.

Formerly, there were many sugar palm trees at the farm and pastoral. Now they have only five trees, of the name of village, and this temple had many sugar palm trees.⁵⁵

- Jackfruit Trees



Figure 73 Jackfruit Trees, Wat Suan Tan

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 53.

Jackfruit trees are some of the oldest trees around since this area was a forest. This tree is the symbol of a former time and environment at Wat Suan Tan.⁵⁶

- Rong Yai Mee Public Canal, Bann Suan Tan



Figure 74 Rong Yai Mee Public Canal

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 53.

This natural canal flows from the northern part of Nan city to the Nan River. Some of parts of the canal were blocked, and this was a cause of flooding.

⁵⁵ Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 53.

⁵⁶ Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 53.

4.6.2 Trees around Wat Aranyawas - Bo Trees



Figure 75 Bo trees

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 57.

The Bo tree is a historical tree in Buddhism. Around this area, there were eight Bo trees; monks built a temple in the forest and changed the name to Wat Aranyawas which means complex forest. The temple was conserved by the monks' leader and the villagers. Therefore, this temple has the most Bo trees.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

- Jamjuree Trees

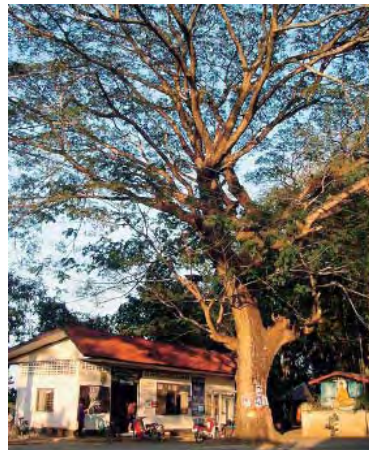


Figure 76 Jamjuree Tree

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 57.

Jamjuree trees are in the same area as the Bo trees and others, which relate together. Conservationists take care of them along with the architecture around them. This is an example of environmental conservation in Nan city.

4.6.3 Had Hin Kao (White Rock Beach)



Figure 77 Had Hin Khao (White Rock Beach)

Source : Natural and Cultural Environmental Conservation Division, Nan Cultural Heritage Atlas (n.p. : Thailand Cultural Environment Project, 2005), 59.

The beach is located on the eastern bank of the Nan River. When the water recedes the beach appears. This area has beautiful landscape with aesthetic value. Near it was the Kua-Tae (Bamboo bride), that the people of Nan moved across to the other bank. Now it has been dismantled.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Chapter 5

Experiences from Luang Prabang



Map 14 Country of Laos

Source: World travels, [Laos country map](http://www.wordtravels.com/Travelguide/Countries/Laos/Map) [online]. accessed 7 January 2008.

Available from <http://www.wordtravels.com/Travelguide/Countries/Laos/Map>



Map 15 Laos boundary

Source: Lao National Tourism Administration, Map of Laos [CD-ROM], 2007.

Abstract from File: Lao tourism statistics.



Map 16 Luang Prabang Town

Source: Lao National Tourism Administration, Map of Luang Prabang Town [Online], accessed 7 January 2008. Available from http://www.ecotourism Laos.com/activities/handicrafts/night_market.htm

Lao PDR in South-East Asia is a landlocked, mountainous country divided into 16 provinces¹. It has a population of 5.5 million comprising some 68 different ethnic groups². Since 1975 Lao PDR has been a communist state and, with an estimated per capita income of US\$ 241 in 1999,³ is one of the Worlds poorest

¹ Adams et al 2001 Adams, D., Geok, H.K., and L. Lin, "Linking Research and Strategic Planning to Education Development in Lao People's Democratic Republic," *Comparative Education Review* 45 (2001) : 220-242.

² Hall, C.M., and S. Page, Tourism in South and South-East Asia, (Oxford : Butterworth-Heinemann, 2000).

³ Ibid.

nations. Agriculture dominates the economy (although less than 10% of the land is suitable for this purpose), health care is poorly developed, and illiteracy rates are high. Some 70% of the land mass is mountains and high plateaus. The Annamite Mountains run the length of the country as does the Mekong River, which is the major north-south transport artery as well as a means of irrigation.

In order to encourage economic development, the Laos government has attached great importance to tourism since opening the country to foreigners in 1989 and has been actively seeking to encourage foreign investment in tourism⁴. The Laos government recognizes the need for eco-tourism and high value cultural tourism so as to avoid the mistakes of its ASEAN neighbors⁵. The current tourism development plans for Lao PDR stress sustainable and socially responsible tourism development, however, Laos faces numerous difficulties related to tourism development; which are linked to the wider problems of economic development. These include poor transport and other infrastructure problems, a dispersed population with less than 15% of the population living in towns, a lack of skilled human resources, and a lack of tourism facilities including international-calibre accommodations.

One of the key tourist attractions within Laos is Luang Prabang, designated as a World Heritage Site in 1995. This town of architectural, cultural, and religious significance contains, among others, the temple Wat Xieng Thong, built in 1559. The justification for World Heritage designation is that Luang Prabang reflects.

The UNESCO report identified 34 monasteries (wats) and 111 civic buildings for preservation, and classified another 450 houses, making Luang Prabang the best-preserved traditional town of Southeast Asia⁶. Under the UNESCO plan there are three zones for preservation: the old town, a peripheral building zone in today's town and another across the Mekong and the natural zone along the Mekong and Nam Khan riverbanks.⁷

5.1 History

Remains of stone tools excavated at Tham Hua Pu Cave suggest that the region of Luang Prabang has been inhabited since 8000 BC, while bronze pieces and cord-marked pottery exist as evidence of habitation of the region during the second millennium BC. A variety of beads have been found that indicates the area had trade links with India, probably dating from 500 BC.

Precise information about Laotian history dates from the fourteenth century, when King Fa Ngum conquered and united the regions of today's Xieng Khouang, Khorat Plateau (in northeastern Thailand) and Luang Prabang to establish the Lane Xang Kingdom, or the 'Land of One Million Elephants'. King Fa Ngum adopted Theravada Buddhism and accepted the golden Prabang statue – an image of the Buddha – as a gift from the Khmer Kingdom to the south. Luang Prabang, which derives its name from this sacred Buddha image, became the capital city of the Lane

⁴ Ibid.

⁵ Ibid.

⁶ Englemann, F. 1999 Luang Prabang: A Ghost Town Returns to Life. UNESCO Courier, July-August 44-46. Buckley, M. 1998 Jewel of the Mekong - Exploring Luang Prabang, the Splendid Former Royal capital of Laos. Malaysian Airlines Inflight Magazine.

⁷ Buckley 1998

Xang Kingdom. In the sixteenth century, under the rule of King Setthathirat, the capital moved to Vientiane because Luang Prabang was considered vulnerable to attack by the Burmese.

In spite of the move, Luang Prabang remained the kingdom's religious and spiritual centre. The city's dozens of temples, filled with hundreds of sacred Buddha images, continued to thrive. The first European travelers arrived in Lane Xang Kingdom during the reign of King Sourigna Vongsa (1638-1695). After the death of the king, the land was divided into three separate kingdoms: Luang Prabang in the north, Vientiane in the centre and Champasak in the south.

In 1752, Luang Prabang sided with Siam as they anticipated a Burmese invasion. However, Luang Prabang was captured shortly after the Burmese sacked Ayutthaya. In 1778, Siam supplanted Burmese rule in Luang Prabang and controlled the city until the late nineteenth century. In 1887, the city was sacked by Haw Chinese bandits, called the Black Flags, and many sacred Buddha images, temples and historical documents were destroyed.

Luang Prabang continued to maintain alliances with Lan Na, Chiang Mai and Sipsong Pan Na. Conflict remained between Vientiane and Bangkok, however, and in 1828 the Siamese attacked and absorbed Vientiane into their territory. Both Luang Prabang and Vientiane were influenced by Siamese culture which was starting to become Europeanised. In Luang Prabang European goods began to be available in the markets. However, Siamese domination eventually gave way to the French annexation of Lao territories and new influences.⁸

After this loss, Luang Prabang continued to hold special importance locally, remaining the home of its own royal family. And in the nineteenth and early-twentieth centuries Luang Prabang emerged as an important place for artistic training. It was during this period that King Sisavang Vong (1904-1959) undertook numerous preservation, restoration and beautification projects in the city.

The late nineteenth and early-twentieth centuries saw the expansion and development of the French colonial territories in Indochina. The French established a presence in Luang Prabang with the signing of the Franco-Siamese treaty of 1893, which transferred a vast and varied region to French administration. From 1893 to 1907 a series of Siamese-French treaties were negotiated that resulted in the Siamese relinquishing control over the land lying east of the Mekong River. It was around this time that the French united the Lao principalities under colonial rule and the present boundaries of Lao PDR were created through joint commissions with China, Great Britain (for the Lao-Burmese border) and Siam (now Thailand). To the French, Laos was more important as a buffer state than anything else. It never provided the economic riches of Viet Nam and French physical presence was minimal. In 1940, only 600 French citizens lived in the country.

In 1941 Japan occupied Indochina of Laos which it felt had been unfairly taken during Franco-Siamese negotiations in 1904. In April 1945 King Sisavang Vong declared independence but when the French returned to Laos the protectorate was reinstated. During the period the Lao Issara (Free Lao) movement grew in popularity and strived to uphold the April 1945 declaration of independence. In 1946 the movement split into three factions: one faction supporting full independence on

⁸ Denise Heywood, *Ancient Luang Prabang* (Bangkok : n.p., 2005), 19.

their own terms, another supporting independence through negotiation with the French, and the third allying with Ho Chi Minh's movement to Viet Nam.

Laos eventually received full sovereignty in 1953. By then the Lao Issara faction that supported Ho Chi Minh had gained prominence and became known as the Pathet Lao (Land of the Lao). By this time Kaysone Phomvihane, was slated to become Secretary-General of the Lao People's Revolutionary Party and the first Prime Minister of the Lao People's Democratic Republic (Lao PDR). Vientiane came under the control of Lao PDR on 2 December 1975. Upon the formation of the new government, Sisavang Vatthana (the son of the late King Sisavang Vong), who was still residing in Luang Prabang at the time relinquished the throne.

Luang Prabang today is a palimpsest of centuries of social, political and cultural exchange, negotiation, and synthesis. The town's 34 temples stand alongside French colonial government buildings; artwork reflecting the distinctive traces of Sukhothai, Tai Lue and even Burmese culture can be found in the town's monuments and religious artifacts; and the former Royal Palace is now a museum.⁹

5.2 Cultural Heritage

Tangible Heritage

Architectural Heritage

Like many settlements based on traditional orientation systems, Luang Prabang was established beside a river. The traditional settlement plan included a town upstream which was located toward the end of the peninsula at the confluence of the Mekong and Nam Khan Rivers where the aristocracy resided, and a town downstream where the lesser classes lived and worked in the markets and artisan studios.

Taking into account that the plan of a traditional wooden house, the oldest architectural heritage in Luang Prabang, reflected local beliefs and accepted ways, each structure is imbued with more meaning than meets the eye upon casual observation. When traditional wooden houses were planned, from an exterior orientation perspective, the horizontal beams along the length of each roof were positioned parallel to the river, dividing the interior of the house into an upper and lower part. Internal orientation was based on the sleeping body whose placement, direction, and position of the head were of particular importance.

The integration of local beliefs into the plan of a traditional wooden house is demonstrated by the local belief that there were different entrances for the living and the dead, when a person died they were moved from the upper part of the house where the family slept to the lower part where the body was placed parallel to the horizontal beam with its feet facing the front elevation of the gable. Because spirits were believed to move in a straight line, the body had to be transported out of the house, accordingly. A special ladder was built and positioned at the lower opening to carry the body outside and subsequently removed to ensure that the spirit could not return.

⁹ UNESCO, IMPACT: The Effects of Tourism on Culture and the Environment in Asia and the Pacific Tourism and Heritage Site Management in Luang Prabang, Lao PDR (Bangkok : UNESCO, 2004), 6-7.

An exploration into the traditional rule of space structuring helps to explain the relatively orderly layout of the houses. In essence, a sleeping person was not supposed to place his feet toward the head of another person. Because these rules were extended to adjacent houses, neighbors placed their feet opposite to their neighbors resulting in the back of one house facing the back of another house.

The process for building traditional wooden houses was also deeply connected to local beliefs and subsequently associated with certain traditional rites and ceremonies. An astrologer would be consulted especially with regard to preventing the disturbance of the naga guardians believed to live in the land and the rivers. Determining the appropriate location was of prime importance, as was the propitious period for various activities such as cutting trees for timber, digging the holes for the posts, and raising the frame of the house.

Built high on hardwood posts, traditional wooden houses were created with prefabricated lightweight materials such as woven bamboo or wood. Houses were generally rectangular in shape with a simple ridged roof covered with thatch or bamboo, with a separate kitchen located at the side. The use of high gables and natural materials enhanced ventilation, and long projecting eaves provided protection from severe seasonal rain. The space beneath the raised floor provided security and a useful work and storage place.

Both traditional raised wooden houses and masonry structures built on the ground, the two types of architectural systems found throughout South East Asia, exist in harmony in Luang Prabang and correspond to their respective water and land based backgrounds. The earlier water based culture influenced architecture that was harmonious and suitable for an environment in which rain and river dominated, while land based architecture, which included structures associated with religious or royal functions, were gradually adopted and came to be known as formal or classic.

Early 20th century French colonial influenced structures are a more recent addition to the architectural landscape of Luang Prabang. Adapted for tropical conditions, the majority of these thick walled public administration buildings and official residences were built using brick and stucco with pitched tile roofs and wooden shuttered windows. Gradually, neo-colonial structures that combined both traditional local elements and French influences appeared. When merged together in a relatively harmonious manner with traditional wooden structures, these colonial and other foreign influenced structures, such as the Chinese inspired shop-houses, added another aesthetically interesting element to Luang Prabang's architectural heritage.

After Theravada Buddhism was officially adopted in the 14th century during the reign of Fa Ngum, monasteries (wats) were progressively built on the former sites of animist shrines. Most of these wats were destroyed when Luang Prabang was invaded by foreign aggressors in 1887, however, a substantial number have since been rebuilt using traditional methods and styles.

The architecture of the Theravada Buddhist wat reflects its role as the meeting place of monks and the community. From a technical perspective, monks must actually reside in the wat compound, which consists of various structures laid out according to a specified plan, for it to be considered a

monastery. Generally the largest and most elaborately ornamented structure, the congregation hall (Sim or Ubosoth) is considered the most important building in the compound and is where monks are ordained. Generally longer than wide, the Sim has a front entrance for the congregation and a back entrance for the monks. Inside, at the far end, a large Buddha image is positioned on a dais. As a means to contain treasure sealed in its foundation, the Sim was the first architectural structure to utilize brick and mortar building materials and techniques. Other main structures within the compound include a meeting place (Sala), meditation and living quarters (Kuti), and stupas (That) containing relics of the Buddha or senior abbots. In Luang Prabang, a shelter protecting a traditional wooden boat, which is utilized for the annual boat races, might also be located within the compound. In addition, a small pavilion that protects the drum, which keeps the rhythm of monastic life, is situated just inside the entrance to the wat. Like all musical instruments, the drum is believed to possess a soul and is located away from the main area to prevent its spirit from disturbing the inhabitants.

Although Lao monastic architecture shares a resemblance to Siamese architecture and was also influenced by Khmer architecture, what is unusual about the architecture in Laos is its modest appearance. Constructed of relatively light materials, even the most significant wats are unpretentious and welcome the visitor with their gentle charm and ornamental elegance rather than present an imposing and grandiose personality.

All three of the principle Lao architectural styles, namely, Luang Prabang, Xieng Khouang, and Vientiane can be found in Luang Prabang. The basic shape of the Sim and the roof are the essential differences between the styles. The most distinctive characteristic of the Luang Prabang style Sim is the high pointed, tiled roof that swoops down in multiple tiers which represent levels corresponding to Buddhist doctrine. Large and rectangular, the brick structure is covered in stucco and mounted on a multi level foundation. The Vientiane Style Sim is higher and more slender with a single tiered roof, while the Xieng Khouang Sim has a simple low roof and sometimes includes a portico.

The various intricate and charming decorative elements found throughout the wats are not only imbued with spiritual meaning but also add significantly to their aesthetic appeal. Common to Lao monastic architecture is a decorative metal device positioned at the center of the roof of the Sim known as a Dok So Fa (pointing to the sky) which is believed to symbolize the universe, the panel of carved wood is suggestive of the arched curve of a naga's body that hangs like a screen between the pillars of the front entrance. Furthermore, many of the carved and gilded wooden door panels are renowned for their remarkable ornamentation and complexity of the motifs which feature stylized and intertwined elements inspired by the natural world, mythical creatures, and scenes from the Buddha's life. Stenciled designs on a red or black background and ornamental motifs can also be found on many other elements and surfaces throughout the structures. The naga, a prevalent protective element, is commonly found on the corners of the roof and at entrances, while decorative stylized lotus leaves are often found at the top of pillars.

In the 18th century, there were approximately sixty-five wats in the Luang Prabang area. Of the more than thirty wats that have been restored or rebuilt, all are interesting, charming, and quietly inspiring in their own way with several becoming the site of ceremonies and events where mythical, religious, and traditional influences have been fused.¹⁰

Architectural Typologies

Wooden Houses



Figure 78 Wooden House, Ban Xieng Mouane 1921
Source: Somsanouk Mixay, Luang Prabang: An Architectural Journey (Vientiane : Ateliers de la Peninsule, 2004), 54.

Traditional Lao houses are typically made of wood and the surviving examples in Luang Prabang follow the construction pattern found all over rural Laos. The house is built on stilts, usually two metres high and made from a single piece of wood. The stilts support the whole frame of the house and are laid directly on the ground or on a flat stone.¹¹

Houses are constructed on a rectangular plan, with roof beams running across the length of the building. The symmetrical double-pitched roof is extended over one side to cover a veranda which is as long as the houses itself. A ladder-staircase to the veranda provides access to the house.

The area underneath the house is normally not enclosed, left open for a variety of uses, while the upstairs is used as the living area. The longitudinal space is divided into two sides, with a large living room opening to the terrace and bedrooms on the other side. The kitchen is located at the end of the living space.

The walls are made of planks, latticework or tressed bamboo panels, at times strengthened by a traditional rendering applied to gable walls. Ornamental woodwork, found on roof beams or gables, portals, verandas and railings, is rich and varied, with finishing of high quality.

Vents take the form of a decorated double portal. The construction date and motifs may be sculpted in plaster on the front gable.

¹⁰ SEAMEO-SPAFA Regional Centre for Archaeology and Fine Arts, Luang Prabang (Bangkok : SEAMEO-SPAFA, n.d.) 30.

¹¹ Somsanouk Mixay et al. Luang Prabang: An architectural Journey (Vientiane : Ateliers de la Peninsule, 2004), 51-96.

Masonry is used for roof finials, finished with sculpted plasterwork. A recurring decorative theme is an evolved form of the lotus flower, found in numerous variations of detailed outlines, sometimes fluid and sometimes geometric. The edges of roof planks are often decorated with fretwork floral motifs.

Railings are always wooden: a lattice is fixed on a simple wooden frame at the bottom, sometimes embellished with a frieze of motifs, or sometimes with a crossing lattice of vertical and horizontal posts.

Half Timbered Houses



Figure 79 Half-timbered house, 1922 Bann Vixun. Opposite Wat Vixun. Renovated in 1994. Now Loa Red Cross building

Source: Somsanouk Mixay, *Luang Prabang: An Architectural Journey* (Vientiane : Ateliers de la Peninsule, 2004), 60.

These houses follow the same traditional architectural model as wooden houses, but wall construction and materials differ. They are typically built on a rectangular plan. The stilts are either wood or square-sectioned masonry, fitted with a base and a simple cornice. The wall timbers are usually joined by a bamboo lattice, covered on both internal and external sides by a traditional wattle and daub, often made with the following materials: sand from the river; lime; organic binding agents: Yang Bong powder, obtained by finely grinding dried bark from the tree *Nothphoebe umbelliflora*; Khi Si resin taken from the Mai Phao tree (*Shorea siamensis*) and used as a hardening additive in a mortar for mouldings and decorative elements; Mak Fen (*Protum serratum*) or Mak Kham pits (*Tamarindus indisca*) can be used in place of Yang Bong; thinly sliced buffalo skin and plant fibers. The mortar can be reinforced with microfibrils by the addition of ground rice straw or husks from paddy-rice. Once affixed and painted, the cob displays remarkable properties of rigidity and longevity.

Roof finials show decorative variations, some with the lotus flower motif, others with nagas. The more minimalist are limited to a simple accentuation of the roof slope with a small piece of masonry work at the apex.

Railings are usually wooden, made of planks. The one masonry version forms the banister of a staircase.

Colonial Administrative Buildings



Figure 80 School principal's residence, 1922

Source: Somsanouk Mixay, Luang Prabang: An Architectural Journey (Vientiane : Ateliers de la Peninsule, 2004), 66.

Construction of colonial administrative buildings began in Luang Prabang in 1909. All buildings were constructed in brick masonry, in the colonial style common throughout the region.

Openings are much larger than those found on traditional Lao edifices and arches appear on facades in the upper part of bays. Segment arches are more commonly found over these large openings, while full arches are evident above smaller doors and windows. Covered walkways protect the interior spaces from direct sunlight.

Motifs on the facades and roof finials are inspired by traditional decorations, fashioned first in brick and then finished with mortar.

Wood is only used for roof frames. On the outside, it can sometimes be found as railings, columns, beams and the corbels supporting veranda openings. These wooden railings differ from the traditional Lao style. Railings are, however, usually made of mortar and plasterwork.

The introduction of new construction techniques and materials brought in features such as door handles, hinges and locks, slatted shutters and glass windows.

Brick and Wooden Houses



Figure 81 Brick and wooden house, 1920 Ban Xieng Mouane, Private house.
Source: Somsanouk Mixay, Luang Prabang: An Architectural Journey (Vientiane: Ateliers de la Peninsule, 2004), 76.

The ground floor of these mixed structure houses is built of brick and masonry, while the upper storey is wooden. Most follow a rectangular plan with a double-pitched roof. Doors and windows are of medium size, smaller than large western-style bay windows, but larger than the small windows usually found in traditional Lao houses.

The upper floors have balconies running the length of the façade, protected by a wooden railing. The linear arrangement of the sculpted wooden motif gives a double visual perspective; the solid parts of the wood have space between the carvings. The rail struts are first sawn to size and then carved or sculpted.

Roof finials are often finished with a sculpted plasterwork motif. A wide array of styles can be observed: simple accentuation of the roof slope, a minimal heart or lotus-flower shape, diamonds, small cornices lying on volutes, as well as outline patterns or more elaborate designs of plant life, with leaves, hearts, helixes and spirals. Vents take the form of a double portal or are decorated with plant motifs, sometimes with the date of construction above. Roof-edge plank show no specific carved decoration, being made simply of a slat that echoes the roof slope.

The gable has decorative double portals, often marked with the date of construction.

Brick and Half Timbered

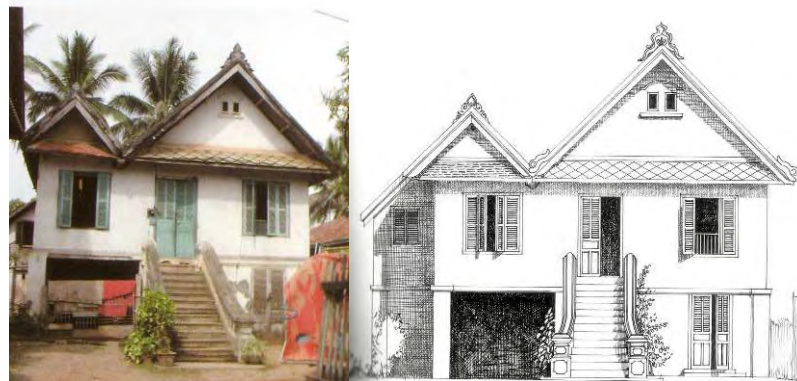


Figure 82 Brick and half-timbered house, 1934 Ban Thong Tialeune. Renovated 1960-70. Private house.

Source: Somsanouk Mixay, *Luang Prabang: An Architectural Journey* (Vientiane : Ateliers de la Peninsule, 2004), 84.

These houses marry elements from both traditional half-timbered Lao houses and colonial buildings. The mixed-technique constructions have proven very durable, with the brick inlays between the timbers providing a solid structure.

Brickwork is always rendered, as are half-timbered walls. A simple rectangular shape covered with a double-pitched roof is the most common form, although more complex arrangements do exist, such as a roof with two perpendicular ridges, sometimes creating a second rectangular form parallel with the first.

Among the elements taken from the colonial architecture are large-scale openings, with upright lintels or sometimes arches, masonry staircases or guard-rails, and the fact that these buildings have two storeys and no stilts. Decoration of the roof ridges and fretwork, and pediments ornamented with double portals or rose windows, or even entirely covered with wood, echo traditional Lao architecture.

Lao Colonial Houses



Figure 83 Lao colonial house, 1930. Ban Phone Heung. Renovated in 1990. Private house.

Source: Somsanouk Mixay, Luang Prabang: An Architectural Journey (Vientiane: Ateliers de la Peninsule, 2004), 91.

These private houses were built by wealthy Lao families to house French expatriates living in the city. The architectural style combines traditional Lao elements and the colonial influence.

Most houses are built in brick and mortar with two floors and vast interior spaces. Door and window openings are of large and equal dimensions, aligned with the two elevations at regular intervals.

The construction techniques followed those used for the administrative buildings. Openings are surmounted by segmented or basket-handle arches along galleries, verandas and loggias.

The decorative elements are more fluid, borrowed from the traditional Lao style and adapted, using woodcarving on roof edges. Delicate floral or animal motifs are often mould on the facades.

Shophouses



Figure 84 Shophouse, 1923. Ban Pa Kham.

Source: Somsanouk Mixay, Luang Prabang: An Architectural Journey (Vientiane: Ateliers de la Peninsule, 2004), 94-95.

This typology has been more significant than any other in the evolution of Luang Prabang as a city.

Brick shophouses line many of the town's streets, providing both a home and commercial premises to their owners. They are mostly of two floors, with the ground floor used as a shop and the upstairs reserved for living quarters.

Shophouses began to appear during the colonial period from 1910 and their construction greatly contributed to the commercial character of the urban fabric. Originally developed as single houses with two to five shops, they were later built in terraced rows along the main avenue. These buildings have today become the centre for the tourism trade, running from the Royal Palace Museum down to the primary school in Ban Sop.

Built on a rectangular plan, the ridge of the double-pitched roof is parallel to the street. The facades run along the street in a regular order, with supporting entrances approximately four metres high.¹²

Intangible Heritage

Festivals Celebrated in Luang Prabang

Although the majority of festivals (bound) celebrated throughout the year have been incorporated into Buddhist ceremonies and symbiotically timed to the Buddhist calendar, most are pre-existing festivals which incorporate mythical and indigenous elements.

1. January

Bound Khoun Khao

A harvest festival with ceremonial offerings to the spirit of the land.

Bound Pha Vet

A temple-based festival when the jataka or story of Prince Vestsantara (the Buddha's penultimate life) are recited. The festival lasts for three days and three nights. Visiting fortunetellers are also a popular attraction at this time.¹³

2. February

Bound Maka Bouxa

A temple-based festival held during the full moon commemorating the speech given by Bouddha to 1,250 enlightened monks. Temple goers circumambulate the vat three times with candles in a ceremony known as Vien Tian.¹⁴

Bound Khao Chi

Ceremonial offerings of a special sticky rice loaf are made at the Wat.

3. March

Bound Phara Vet

¹² Somsanouk Mixay et al. Luang Prabang: An architectural Journey (Vientiane : Ateliers de la Peninsule, 2004), 51.

¹³ UNESCO, IMPACT: The Effects of Tourism on Culture and the Environment in Asia and the Pacific Tourism and Heritage Site Management in Luang Prabang, Lao PDR (Bangkok : UNESCO, 2004), 29.

¹⁴ Ibid.

A three-day festival which commemorates King Vessanthara's reincarnation as the Buddha.

4. April

Bound Pi Mai

The essence of the New Year festival is the purification and renewal demonstrated by the aspersion of Buddha images and by the arrival of rain.

5. May

Bound Visakhabuxa

A ceremonial celebration of the Buddha's birth, enlightenment, and death. Respect is also paid to ancestors with sermons and an evening candlelit procession.

6. June

Bound Bung Fai

Held at the beginning of the agricultural season, a religious ceremony is followed by the launch of large, creatively designed, handmade rockets in a call for rain and a celebration of fertility.

7. July

Bound Khao Phansa

The ceremonial commencement of Buddhist lent, a three-month period during which monks spend the majority of their time in prayer and meditation.

8. August

Bound Khao Padabdin

Special offerings are made to the deceased. The annual boat race festival (Bound Soung Heua) is also held during this period along the Mekong River.

Bound Souang Heua

In Luang Prabang this festival is held during the ninth Buddhist lunar month and is an important part of the traditional agricultural cycle. The festival pays tribute to the naga, (mythical snake water deities) with the intention of attracting the naga from the inundated rice fields back into the river. This festival also commemorates the end of the rainy season and brings luck for an abundant harvest. Similar to the Loy Krathong festival in Thailand, this festival involves the ritual launching of small offerings, made of banana leaves and flowers, onto the river. These offerings are launched at night and are lit with candles in order to cleanse the giver of bad luck and to give thanks to the water spirits. On the following day, boat races take place on the river. By holding boat races, people ritually reclaim the land from the naga, chasing them from the fields and streams and back into the Mekong River.¹⁵

9. September

Bound Khao Salak

Held on the full moon, this festival involves the giving of offerings to a specific monk (decided by a lottery system). Offerings

¹⁵ Ibid., 30.

include daily necessities such as books, pens, sugar, coffee and cigarettes. Lao people also give tung peng (wax flower candles) to the monks. This ritual brings merit to the givers.

10. October / 11. November

Bound Ok Pansa

The ceremonial conclusion of Buddhist lent begins with offerings made at the Wat in the morning. A procession commences to Wat Xieng Thong and the Mekong River where, in the evening, small candlelit offerings are set adrift. The following day, offerings are made to the fifteen local guardian nagas.¹⁶

Boun Heua Fai

A festival for the phanga naga to bring good luck. Each village makes and decorates a boat. These boats are then paraded through the town and at night are launched on the river and ceremonially set on fire as offerings to the spirits.

12. December

Kinh Chiang (Peb Caub)

Lao Song (Hmong) new lunar year festival.¹⁷

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

¹⁶ SEAMEO-SPAFA Regional Centre for Archaeology and Fine Arts, Luang Prabang (Bangkok : SEAMEO-SPAFA, n.d.) 26.

¹⁷ UNESCO, IMPACT: The Effects of Tourism on Culture and the Environment in Asia and the Pacific Tourism and Heritage Site Management in Luang Prabang, Lao PDR (Bangkok : UNESCO, 2004), 30.

5.3 Heritage Tourism Planning

Heritage Tourism Planning	Problems	Resolutions
<p>Plan: Plan de Sauvegarde et de Mise en Valeur de Luang Prabang¹⁸ 1996 – 1998¹⁹</p> <p>Responsible Organization : La Maison du Patrimoine</p>	<ul style="list-style-type: none"> - loss of human rights - misunderstandings about the purpose of intangible heritage usage - political corruption 	<ul style="list-style-type: none"> - brainstorm the community's ideas - for local government: educate the tourism businesses through responsible heritage business programs and a sustainable tourism management plan - clear procedure of stakeholders, set up the manuals and use ICT.
<p>Plan: Cultural Heritage Management and Tourism: Models for Co-operation among Stakeholders 1999 – 2003</p> <p>Responsible Organization: UNESCO/Norwegian government</p>	<ul style="list-style-type: none"> - neither the public nor the private sector has accepted responsibility for beginning dialogue. - a lack of political will failed to decide on and implement an income-generating scheme for heritage conservation and management - a lack of faith on the part of some that the community has the ability to do so. 	<ul style="list-style-type: none"> - Authorities at a higher level should initiate such action, and at the local level the stakeholder workgroup could assume this responsibility. Establishing channels of communication is perceived to be a straightforward and initial step towards stakeholder involvement - Local businesses created their own ways of generating small funds for this kind of work. An acceptance of the 'user pays' principle. - Raising stakeholder capabilities is indeed a fundamental challenge in the stakeholder theory and process as raising the capabilities will allow stakeholders to participate and negotiate in collaborative decision-making.

¹⁸ Thai - แผนผังปกป้องรักษาและเสด็จให้มีคุณค่า

¹⁹ Chinon Development and City Planning Agency, Ten years of decentralized cooperation between the cities of Chinon and Luang Prabanh, (2004).

<p>Plan: National Ecotourism Strategy and Action Plan 2005 – 2010</p> <p>Responsible Organization: Lao National Tourism Administration</p>	<p>- Does not have an action plan. In fact, one could not be implemented.</p>	<p>- brainstorm with the provincial tourism officers to create their own tourism plan. (organized in May 2007)</p>
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Table 15 Heritage Tourism Planning: Problems & Resolutions

This examination of the heritage tourism planning project in Luang Prabang raises a number of issues for discussion relevant to heritage management and tourism development through stakeholder collaboration. First, with regard to establishing channels of communication between the heritage and tourism sectors, it is clear that in Luang Prabang, neither the public nor the private sector has accepted responsibility for beginning a dialogue.

Considering Laos' political system it seems appropriate that authorities at a higher level should initiate such action, and at the local level the stakeholder workgroup could assume this responsibility. The wider lesson is that although establishing communication seems a relatively simple step to take towards stakeholder collaboration, there needs to be clear direction and someone responsible for driving the issue forward. Given the different agendas of the heritage conservation bodies and the tourism sector, neither feels responsible for taking the first step. This was not necessarily unwillingness by either side but more a deficiency in the program that failed to introduce the system through which such communications could take place. Theoretically, establishing channels of communication is perceived to be a straightforward and initial step towards stakeholder involvement. However, in reality, there are many issues to consider before this can be achieved.

The second issue relates to the generation of income for heritage conservation through tourism. Evidence from Luang Prabang shows that the will of the local tourism sector should not be underestimated. As the stakeholder project, because of what may be considered a lack of political will, failed to decide on and implement an income-generating scheme for heritage conservation and management, local businesses created their own ways of generating small funds for this kind of work. This is a positive message for the heritage and tourism relationship as there seems to be awareness by the tourism sector of the importance of heritage resources for tourism. This is the first stage towards providing income for heritage conservation that will benefit all of the stakeholders. However, as has already been outlined, Luang Prabang has encountered the problem of an acceptance of the 'user pays' principle²⁰. Reconciling the differences in opinion between the local tourism industry and the heritage managers presents a barrier towards collaboration between the two sectors. Given the will of the local tourism community to become involved in

²⁰ Garrod, B., and A. Fyall, "Managing Heritage Tourism," *Annals of Tourism Research* 27 (2000) : 682-708.

the development of heritage tourism, stakeholder collaboration is likely to take place. However, the success of stakeholder collaboration in reconciling heritage management with tourism development is not enough for success. The attitudes of the heritage managers with regard to the issues concerning conservation and tourism need to be changed. All sides need to be convinced of the merits of working together to generate income for heritage preservation.

The third issue raised by the study relates to involving the local community in the decision making process and the notion that the right to participate does not equal the capacity to participate²¹. This research illustrates the willingness for people to be involved, but also a lack of faith on the part of some that the community has the ability to do so. Clearly the message here is there is a need to raise stakeholder capabilities.

Raising stakeholder capabilities is indeed a fundamental challenge in the stakeholder theory and process²² as raising the capabilities will allow stakeholders to participate and negotiate in collaborative decision-making. While this does not remove power imbalances, as identified by Hall (1999) and Healey (1998)²³, raising stakeholder capabilities is the first step towards community decision making. However, the stages of “manipulation” and “therapy” in Arnstein's (1969)²⁴ ladder of citizen participation should serve as a warning against involving the local community in decision making at a superficial or manipulative level.

Finally, the research reveals that many of the failures of the stakeholder project may not be because of fundamental flaws in the project itself but in its application within the specific environment, exacerbated by the wider problems of developing countries. The broader historical, political and economic conditions exert a powerful influence on the overall tourism development process²⁵. In a country where tourism faces not only planning and management challenges but also fundamental problems of development, stakeholder collaboration may seem difficult to achieve. It is these external factors that ultimately make the theoretical ideas of stakeholder collaboration problematic in application. Ultimately, Luang Prabang has offered an opportunity to explore the theoretical ideals for both stakeholder

²¹ Jamal, T., and D. Getz, “Collaboration Theory and Community Tourism Planning,” *Annals of Tourism Research* 22 (1995) : 186-204.

Jamal, T., and D. Getz, “Community Roundtable for Tourism Related Conflicts: The Dialectics of Consensus and Progress Structures,” *Journal of Sustainable Tourism* 7 (1999) : 290-313.

²² Medeiros de Araujo, L. and B. Bramwell, “Stakeholder Assessment and Collaborative Tourism Planning: The Case of Brazil’s Costa Dourada Project,” *Journal of Sustainable Tourism* 7 (1999) : 356-378. and Getz, D., and T. Jamal, “The Environment-Community Symbiosis: A Case of Collaborative Tourism Planning,” *Journal of Sustainable Tourism* 2 (1994) : 152-173.

Simmons, D. 1994 Community Participation in Tourism Planning. *Tourism Management* 15: 98-108.

²³ C.M. Hall, “Rethinking Collaboration and Partnership: A Public Policy Perspective,” *Journal of Sustainable Tourism* 7 (1999) : 274-289. and Healey, P., “Collaborative Planning in a Stakeholder Society,” *Town Planning Review* 69 (1998) : 1- 21.

²⁴ S.R. Arnstein, “Ladder of citizen participation,” *Journal of the American Institute of Planner* 4 (1969) : 216-224.

²⁵ Tosun, “Limits to Community Participation in the Tourism Development Process in Developing Countries,” *Tourism Management* 21 (2000) : 613-633.

collaboration and managing heritage tourism. The research reveals the inherent problems of trying to achieve a symbiosis of heritage management and tourism development using stakeholder collaboration.

Despite the project not meeting its objectives, communication between the tourism and heritage sectors has at least been initiated. It has made people in the community, at least to some degree, aware of the impacts of tourism and thus the need for planning. The idea of formally discussing development issues across stakeholder groups has been established and may raise knowledge and understanding of each other's views and challenges, which in turn may lead to a wider collaboration and development of alliances in the future. This is essential if the relationship between heritage conservation and tourism is to develop in a way that is beneficial for all the stakeholders concerned.

Plan de Sauvegarde et de Mise en Valeur de Luang Prabang (Master Plan for Heritage Preservation) by La Maison du Patrimoine

The Heritage House (Maison du Patrimoine) established in 1996 plays a key role in the restoration of the architectural heritage in Luang Prabang. It brings together several government ministries, and attracts sizeable funding from the French government (ADF-Agence du developement Francaise) and the European Union. No building work can be carried out in the protected zone without the permission from the Heritage House, and the people of Luang Prabang can come for help and advice on building and repairing housing²⁶. The town of Chinon in Central France also assists with the development and restoration of the town, and the town's Mayor has lobbied for Luang Prabang at the international level. The dominance of cultural attractions in Luang Prabang makes it an ideal site in which to study the development of heritage tourism.

The Conservation Area

The few studies which have so far been made of the architecture of Luang Prabang, emphasise the importance of the traditional wooden houses built on stilts. They constitute the oldest and most fragile heritage and have influenced all of the city's subsequent architecture. Even the koutis in which the monks live differ little from this traditional architecture.

The homogeneity struck the first western visitors in 1896. "All the houses are built in the same style, in wood and on stilts. The houses are reached by a little ladder. They are covered not with straw but with bamboo, crushed, split and separated into two halves which are then folded back on themselves lengthways, a provision for the rain. Along the main road, past the market, is the King's Palace, with its two wooden buildings facing each other, on either side of the gate. The building on the right side belongs to (Ounkham), who is eighty-four years old and who retains only nominal authority. The one on the left belongs to his son (Zakarín or Kham Souk), the true king."²⁷

²⁶ Francois Englemann, Luang Prabang: A Ghost Town Returns to Life. (1999) UNESCO Courier, July-August : 44-46.

²⁷ Francois Engelmann, Luang Prabang, (Paris : ASA Editions, 1997).

Wood is of great symbolic value in Laos and is associated with spirits and deities. The temporary shelters in the fields and the modest villagers' homes are made of bamboo, a lightweight material with many advantages which can almost be worked by one person singlehanded. Wood is a more durable and more expensive material, and requires a greater amount of work, mutual cooperation, and a larger workforce for the various building operations. A marked difference was once noticeable between the wooden houses of the aristocracy, the rich merchants, and the poorer homes made of bamboo. Until a few decades ago, rare woods such as teak were the exclusive property of the king.

Fire, insects, humidity and a fancy for modern life have proved fatal to many of these dwellings. The beautiful wooden houses which have survived down to the present time are therefore rare. In Luang Prabang, the royal capital, they are more numerous and of particular interest to the history of architecture.

The supporting pillars are faced with panels of lighter material such as plaited bamboo, wooden planks or cob. The floors are raised above ground level. In Luang Prabang there appears to be a link between the house's height above the ground and the owner's social status.

The houses of Luang Prabang are often very long, sometimes measuring over 30 feet in length, with sharply sloping roofs. The traditional balustrades, made of intricately carved wood, almost disappeared a few years ago. They are becoming more frequent again in modern buildings, which again use the traditional motifs as well as balustrades, roof ridges, etc.

Colonial Architecture

The important influence of early 20th-century French architecture transformed the face of the city though without revolutionizing it.

The majority of the administrative buildings were built between 1920 and 1925. The style is urban colonial, adapted for the tropics, in particular with regards to the roofs, the verandas and the ventilation system. Sometimes, they were also influenced by local or Vietnamese styles, adopted with more or less success by the French builders. The whitewashed public buildings and the residences of the civil servants used new materials, such as brick, tiles, stucco. These new public buildings set the tone for a new fashion. The homes of the prominent families of the city began, progressively, to borrow certain elements from the colonial buildings.

But the colonial-style houses that appeared at the time derived from previous wooden forms were influenced to varying degrees by European, Chinese and Vietnamese styles. The shapes became bolder, the lightweight materials used for the open-plan houses discreetly elevated above the ground gave way to more grandiose houses using more durable materials. The city plan changed little and mainly concentrated on technical aspects such as roadworks, drains and bridges. The very orderly layout of the city: "two wide streets running parallel to the river,

intersected by the streets at right angles, all the gables symmetrically aligned and surrounded by greenery...”²⁸, changed slightly with the emergence of new buildings. The colonial administration showed special consideration for the royal capital. The intricate brick patterns of the paved roads, which still exist in some parts of the city, is just one example of this concern for the cultural heritage.

A Green Oasis

The beauty of Luang Prabang results from the combination of practical architecture and nature. Greenery is present and visible around the city surrounded as it is by wooded hills. It is also present within the city itself with its many fruit and flower trees ranging from the tall coconut palms, in the gardens, to the banyan trees, the mango trees and the banana bushes used for hedging, the scarlet bougainvilleas trailed over pergolas, the sweet-smelling frangipani, and rows of flame trees and tamarinds. In every garden, no matter how humble, marigolds grow, their orange flowers reflecting the color of the Buddha. They are used for ritual offerings and to create the elegant conical bouquets for the Baci ceremony.

Herbs, bark, leaves and wild flowers are used to prepare traditional remedies or to season certain dishes. The people of Luang Prabang know the precise purpose of these plants and use them extensively, though some of these ingredients are used for only a single dish.

Flower offerings are a typical Laotian art which can be seen in a particularly simple and elegant form here. Not all flowers are suitable for the purpose. Red flowers are specifically used for offerings to spirits, white and yellow flowers are selected to decorate the pagodas, as long as their perfume is not too sensual. The red hibiscus, offered to spirits, belongs to the oldest Laotian cultural tradition, whereas the frangipani, the flower used in offerings in monasteries, symbolizes Buddhist philosophy.

Flowers play an important role in the daily costume of the Laotians: “there is not a woman in Luang Prabang who does not have, in the small lacquered basket hanging from her shoulder, alongside the daily shopping of fish and betel nuts, a small bouquet from which one or two flowers will be teased and laced into their hair.. Even the men themselves tuck flowers behind their ears,” say a 19th-century account. In 1897, another traveler noted “all the woman are well dressed, have a festive air and wear flowers in their hair”²⁹. However, this beautiful culture seems to be dying down, nowadays only senior citizens still keep the old tradition.

The Omnipresence of Water

Ever present, as floods during the rainy season, libations at the Pimai, the Laotian New Year, in ponds and streams, in the “Mother of

28 Ibid.

29 Ibid.

Waters” the Mekong, water is the essential element of Lao culture. Water from natural resources is used in every aspect of their day to day activity.

As soon as the monsoon rains start, young children dance naked in the flooded streets.

The monsoon, if it is not too severe, also brings the floods which fertilize the banks of the river, making agriculture possible after water level has dropped.³⁰

5.4 Heritage Preservation Stakeholders in Luang Prabang

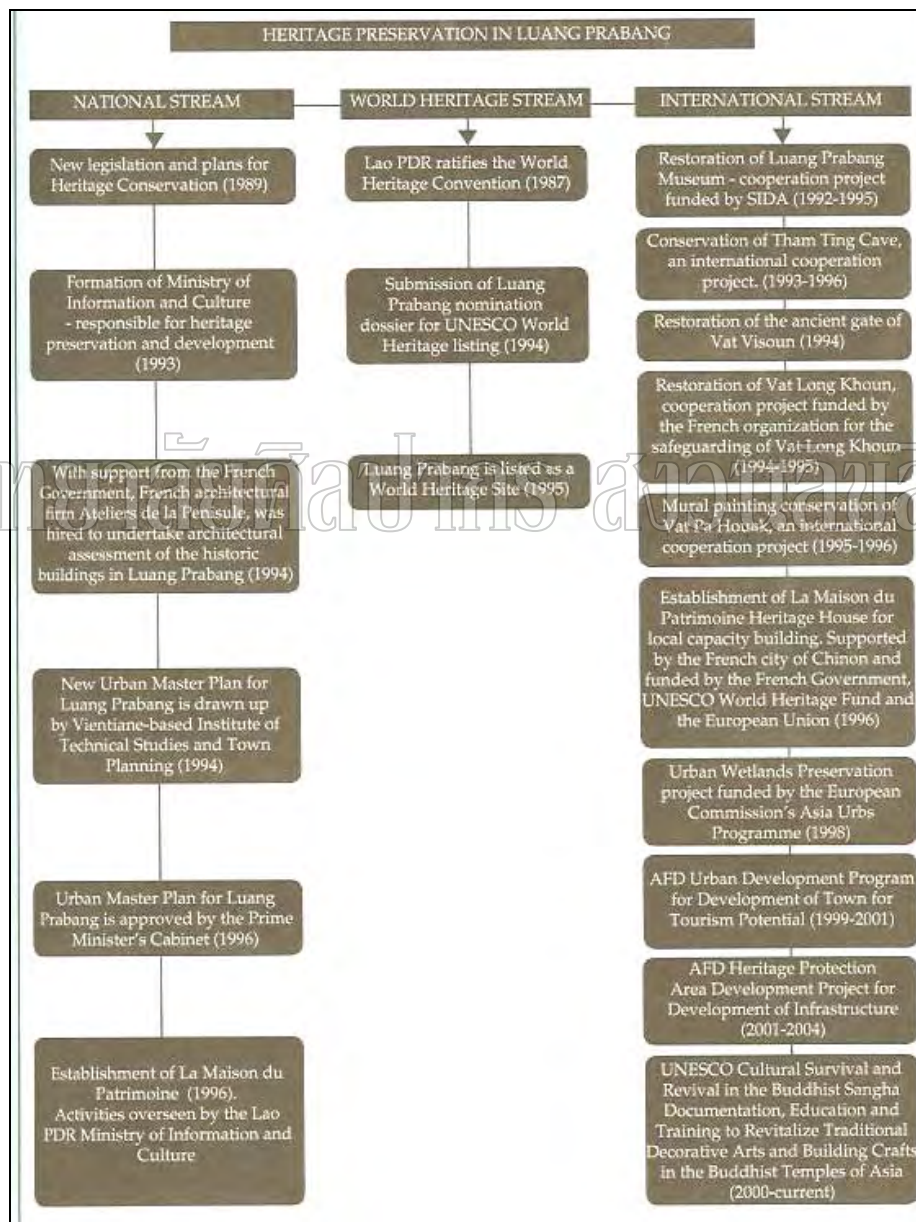


Diagram 6 Heritage Preservation in Luang Prabang

³⁰ Ibid.

Source: UNESCO, IMPACT: The Effects of Tourism on Culture and the Environment in Asia and the Pacific Tourism and Heritage Site Management in Luang Prabang, Lao PDR (Bangkok : UNESCO, 2004), 30.

5.5 Related heritage tourism projects

5.5.1 Cultural Heritage Management and Tourism: Models for Co-operation among Stakeholders (1999 – 2003)

The UNESCO/Norwegian government-sponsored pilot project at the World Heritage Site of Luang Prabang, Lao PDR aimed to synthesize heritage conservation and tourism development through stakeholder collaboration. The project officially ended in December 2001. With the intention of enhancing collaboration between the various tourism stakeholders and those involved in heritage conservation, UNESCO RACAP (United Nations Educational, Scientific and Cultural Organization Regional Advisor for Culture in Asia and the Pacific) and the Norwegian government joined forces to launch a three year project in December 1998 called “Cultural Heritage Management and Tourism: Models for Co-operation among Stakeholders”.

The project was designed to implement models for the preservation of heritage and the development of tourism as a local resource. The implementation was intended to form mutually beneficial alliances that were both economically profitable and socially acceptable to local inhabitants and other stakeholders, a philosophy well in line with the objectives of Agenda 21 (WTTTC 1996). Nine pilot sites were involved in the project in Asia and the Pacific, and this research explores one of these sites.

Objective

The objective of this project is to open and structure avenues of communication between the tourism industry and those responsible for the conservation and maintenance of cultural heritage properties. By developing and testing models for the preservation of heritage and development of tourism as a local resource, the aim is to form mutually-beneficial alliances that will be both economically profitable and socially acceptable to local inhabitants and other stakeholders.³¹

The overall project has an advisory group consisting of the Head of UNESCO RACAP, a person from the NWHO, and a person from the Directorate of Cultural Heritage, Norway. This group is responsible for the overall planning, contact with international experts on cultural heritage and tourism, and gives general planning advice. The overall project co-ordinator is located at UNESCO RACAP'S offices in Bangkok. A UNESCO culture consultant assists the stakeholder workgroup on site part time. However, it must be stated that the project co-ordinator visited Luang Prabang only two to three times a year mainly due to involvement in another project.

³¹ UNESCO, Objective of Cultural Heritage Management and Tourism project [Online], accessed 4 January 2008. Available from <http://www.unescobkk.org/index.php?id=2113>

5.5.2 Mekong Tourism Development Project

This project was approved by the Board on 12 Dec 2002³², Asean Development Bank gave Loan No. 1970-LAO(SF), that became effective on its signing on 07 Feb 03, and it will end on 30 Jun 08.

The Lao National Tourism Administration in partnership with the Asian Development Bank recently initiated the \$14.2 million Mekong Tourism Development Project.

At the regional level, this five-year project is developing collaborative links with tourism partners in Vietnam and Cambodia to encourage a greater and easier flow of tourists between the three countries.

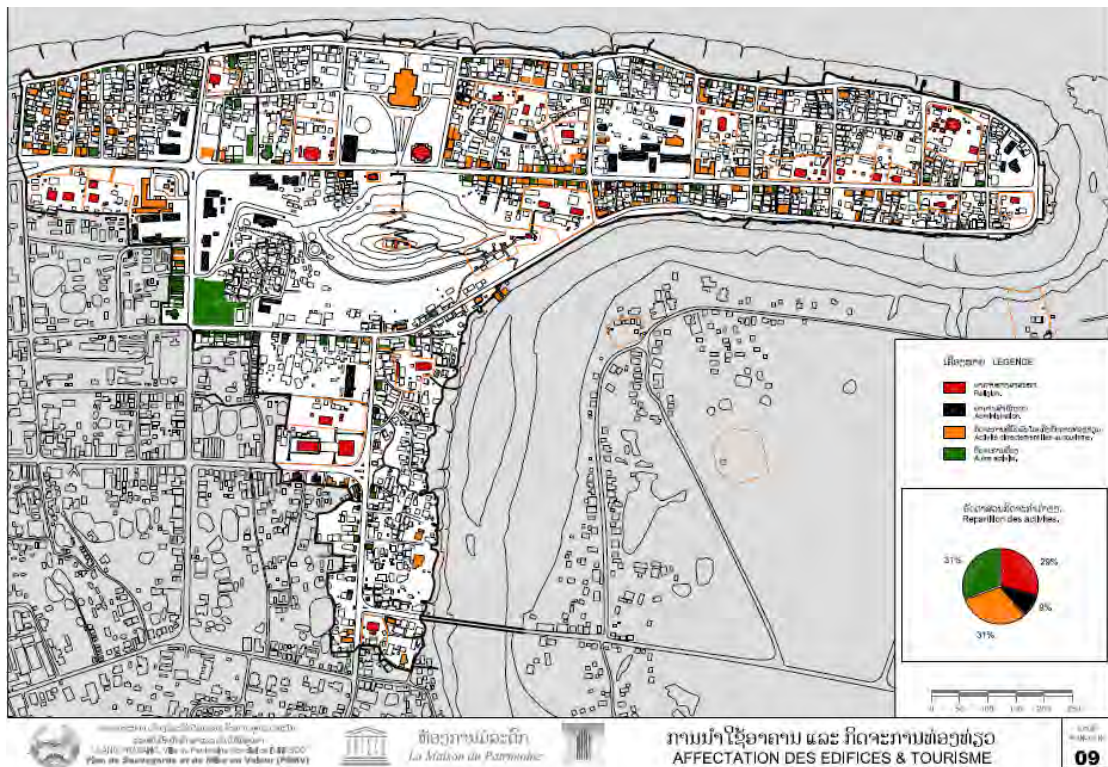
The Project will improve tourism-related infrastructure, support pro-poor community-based tourism projects in rural areas, facilitate private sector participation in tourism marketing and promotion, and ease the movement of tourists across borders. It will also establish mechanisms to increase sub-regional cooperation. It also aims to reduce poverty in the countries, contribute to economic growth, increase employment, and promote the conservation of the natural and cultural heritage.³³

At the national level the project is strengthening planning and management capacity through, for example, the creation of a National Tourism Marketing and Promotion Board. Four selected provinces - Luang Namtha, Luang Prabang, Khammouane and Champassak - will soon benefit from infrastructure projects that facilitate the movement of tourists both between and within provinces.

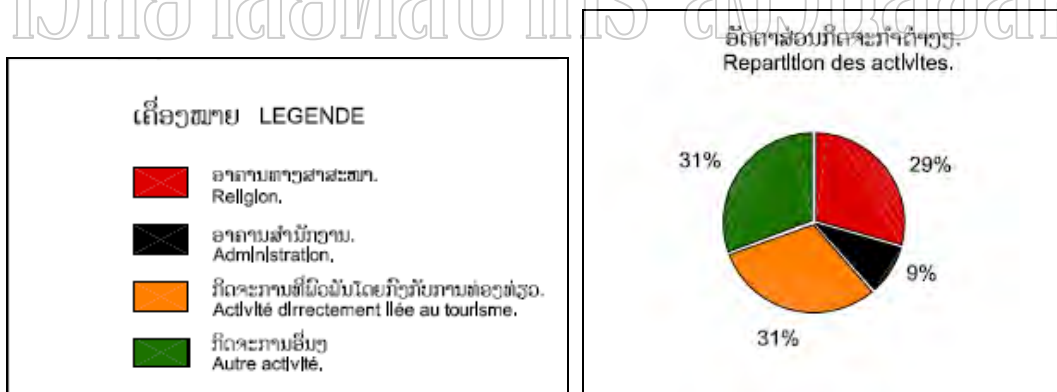
The Project will comprise four parts: tourism-related infrastructure improvements; pro-poor community-based tourism development; sub-regional cooperation for sustainable tourism; and implementation assistance and institutional strengthening.

³² Board Approval 12 Dec 2002, Last Review Mission 29 Jul 2007, Loan No. 1970-LAO(SF), Approval 12 Dec 02, Signing 07 Feb 03, Effectivity 06 Aug 03, Closing Original 30 Jun 08
Source : Asian Development Bank. GMS: Mekong Tourism Development Project : Lao PDR. [Online], accessed 31 December 2007 Available from <http://www.adb.org/Documents/PIDs/33434013.asp>

³³ Asian Development Bank. Cambodia, Lao People's Democratic Republic and Viet Nam Loan Nos. 1969/1970/1971: Greater Mekong Subregion (GMS) Tourism Development Project [Online], accessed 31 December 2007. Available from http://www.adb.org/Business/Opportunities/not/archive/cam1969_1970_1971.asp



มหาวิทยาลัยศิลปากร ส่วนอนุรักษ์มรดก



Plan 13 Tourism Activities Zoning in Luang Prabang

Source: La Maison du Patrimoine, Plan de Sauvegarde et de Mise en Valeur de Luang Prabang 1996 – 1998 [CD-ROM], 2000. Abstract from File: PSMV.

5.5.2.1 National Ecotourism Strategy and Action Plan 2005 – 2010

The only tourism government plan of Luang Prabang is a governmental plan. This means, in reality, the local government of Luang Prabang does not have a role in the launching of the plan. The tourism management plan is known as the “National Ecotourism Strategy and Action Plan 2005 – 2010” by Lao National Tourism Administration, supported by Asean Development Bank, as a Mekong Tourism Development project. This plan consists of the following 6 main outlines;

1. Lao ecotourism sector

2. Project and programs
3. Coordinating & consulting with stakeholders
4. Stakeholders at the centre level
5. Stakeholders at the local level
6. Goal, key objectives & action plan

The key to success will be a strong sense of partnership in taking forward the proposed action plans set out under the five key objectives which aim to: strengthen institutional arrangements for planning and managing ecotourism growth; support training, capacity building and the promotion of good practice; support environmental protection and nature conservation; provide socio-economic development and cultural heritage protection for development of ecotourism research and information.

Goals

To achieve meaningful gains the strategy will need to address a range of complex issues. In addition to the priorities to develop policy, regulatory and institutional frameworks, the following action plans focus on requirements to:

- develop infrastructure (quality accommodations, good roads and transportation networks, information and interpretation centres);
- improve access (physical and structural / 'red-tape' barriers) to ecotourism sites; and, develop ecotourism facilities, products and services that appeal to high spending tourists.

Ten Year Goals

- Strengthen national and provincial capacity and expertise in the ecotourism sector.
- Coordinate and, where necessary, guide and regulate the development of ecotourism to ensure that it adheres to guiding principles.
- Support local communities, the public and private sectors and ensure they are given sufficient freedom and assistance to develop and promote the sector.

Five Key Objectives

1. Strengthen institutional arrangements for planning and managing ecotourism growth;
2. Support training, capacity building and the promotion of good practice;
3. Support environmental protection and nature conservation;
4. Provide socio-economic development and cultural heritage protection for host communities; and,
5. Develop ecotourism research and information.

Guiding Principles

- Minimize negative impacts on Lao nature and culture
- Increase awareness among all stakeholders as to the importance of ethnic diversity and biodiversity conservation in the Lao PDR

- Promote responsible business practices, which work cooperatively with local authorities and people to support poverty alleviation and deliver conservation benefits
- Provide a source of income to sustain, conserve and manage the Lao protected area network and cultural heritage sites
- Emphasize the need for tourism zoning and visitor management plans for sites that will be developed as eco-destinations
- Use environmental and social base-line data, as well as long-term monitoring programs, to assess and minimize negative impacts
- Maximize the economic benefit for the Lao national economy especially local businesses and people living in and around the protected area network
- Ensure that tourism development does not exceed the social and environmental limits of acceptable change as determined by researchers in cooperation with local residents
- Promote local styles of architecture and infrastructure that are developed in harmony with the Lao culture and environment, that use local materials, minimize energy consumption and conserve local plants and wildlife

This plan is known as 2005-2010, however the actual plan itself did not appear in document form until 2007.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

5.6 Heritage Tourism Planning Level in Luang Prabang

Heritage Tourism Planning	International Level	National Level	Local Level
Plan: Plan de Sauvegarde et de Mise en Valeur de Luang Prabang 1996 – 1998 ³⁴ Responsible Organization : La Maison du Patrimoine	/	/	/
Plan: Cultural Heritage Management and Tourism: Models for Co-operation among Stakeholders (1999 – 2003) Responsible Organization: UNESCO/Norwegian government	/		
Plan: National Ecotourism Strategy and Action Plan 2005 – 2010 Responsible Organization: Lao National Tourism Administration			

Table 16 Heritage Tourism Planning Level in Luang Prabang

The local tourism planning is shown in the process below.³⁵

³⁴ Ibid.

³⁵ Interviewing Mr.Kettasone Sundara, Director of Tourism Marketing Division of Lao National Tourism Administration. How to elaborate Tourism Marketing Plan at provincial level (Tourism Strategy for each province) Training Program. 12-14 June 2007.

5.6.1 Ecotourism Stakeholders at the Centre-level

Stakeholders	Ecotourism Interests	Potential Benefits from Ecotourism Activity
Private Sector (guides, tour operators, accommodation and restaurants) and their associations that may be formed	developing and promoting a variety of businesses (facilities, products and services) upon which the industry depends	a variety of economic and social benefits associated with enterprise development, employment and income generation
National Tourism Administration (NTA)	a range of activities associated with: <ul style="list-style-type: none"> - policy issues - product and service development, promotion and management 	<ul style="list-style-type: none"> - new tourism markets developed - high profile of Lao tourism market - increase in visitor numbers to the Lao PDR
Ministry of Agriculture (MAF) / Department of Forests (DoF) / Division of Forest Resources and Conservation (DFRC)	a range of activities to ensure ecotourism policies and activity in and around NPAs are consistent with, and directly supporting, conservation objectives	<ul style="list-style-type: none"> - ecotourism helps fund biodiversity conservation and protected area management - greater public awareness of conservation issues - improved management of protected areas
Science Technology and Environment Agency (STEA)	policies to ensure symbiotic relationship between tourism, conservation and the environment	ecotourism supports national poverty alleviation and conservation objectives
Ministry of Finance (MoF)	<ul style="list-style-type: none"> - reviewing policies and allocating funds to government agencies with ecotourism agendas - reviewing the level of income received from ecotourism activities - promoting access to credit and business loans 	growth in foreign exchange helps finance government development objectives
Committee for Planning and Cooperation (CPC) / Foreign Investment Committee	<ul style="list-style-type: none"> - approving ecotourism policy - ensuring a coordinated and integrated development approach - developing rules and regulations for foreign investment in the sector 	cross-sector benefits from ecotourism activity encourages cooperation between government line agencies
Ministry of Foreign Affairs	setting of tourist visa fees, rules and regulations	increased income from visa policy
Ministry of Information and Culture (MIC)	a range of activities associated with the depiction of Lao culture and heritage	<ul style="list-style-type: none"> - increased income for the preservation of Lao heritage - the spread of knowledge of Lao culture around the world

Ministry of Public Security	safety and welfare of tourists	ecotourism growth increases sense of national pride, well-being and security
Ministry of Education (National University of Lao and private schools and colleges)	<ul style="list-style-type: none"> - producing informed ecotourism professionals - developing teaching and training courses directed towards tourism and ecotourism - undertaking research to guide the future direction of ecotourism activity 	development of new educational opportunities to benefit the nation
Ministry of Communication, Transport, Post and Construction (MoCTPC)	policies to develop and manage access routes to, and communications with, ecotourism sites	growth in foreign exchange leads to greater public funding for communications, transport, post and construction
Ministry of Public Health	policies concerned with the provision of health standards and facilities for tourists	ecotourism growth leads to greater public awareness of, and funding for, health and hygiene issues
Ministry of Industry and Handicrafts (MoIH)	policies to support and promote local industry	ecotourism growth leads to expansion of small and medium business opportunities
Lao National Front for Reconstruction (LNFR) and Lao Youth Union	informing members of the ecotourism agenda to expedite implementation of government policy	<ul style="list-style-type: none"> - growth in ecotourism income and business opportunities - increased sense of national pride and well-being
National Poverty Alleviation Committee (NPAC)	ensuring ecotourism activity is targeted towards poverty alleviation objectives	ecotourism activity reduces poverty
Lao Women's Union	mainstreaming gender issues into the ecotourism agenda	ecotourism business opportunities empower women
Non-government Organisations (NGOs) and Donor Agencies	providers of expertise to the ecotourism sector and funding for projects	assist government to achieve national objectives

Table 17 Ecotourism Stakeholders at the Centre-level

Source: Lao National Tourism Administration, National Ecotourism Strategy and Action Plan 2005 – 2010 [CD-ROM], 2007. Abstract from File: LNTA Plan

5.6.2 Ecotourism Stakeholders at the Local-level

Stakeholders	Ecotourism Interests	Potential Benefits from Ecotourism Activity
Private Sector (guide, tour operators, accommodation and restaurant providers, local entrepreneurs)	developing and promoting a variety of businesses (facilities, products and services) upon which the industry depends	a variety of local economic and social benefits associated with enterprise development, income generation and employment
Local Communities	developing and promoting environmentally and culturally-based products and services	increase in local business opportunities, sense of well-being and local pride
Provincial Cabinet	a range of activities associated with the identification, planning and management of sites and destinations	expansion of local economy and development projects and programmes that support local people
Provincial Tourism Office (PTO)	a range of activities associated with the planning, management and regulation of sites, destinations and service providers	<ul style="list-style-type: none"> - growth in tourist arrivals to provinces - raised profile of PTOs
Provincial Agriculture and Forestry Office (PAFO) / District Forestry Office (DFO) / NBCA	a range of activities, including planning and management of sites, destinations and service providers to ensure ecotourism supports conservation objectives	<ul style="list-style-type: none"> - increased funding for management of protected areas - greater local awareness of biodiversity conservation issues
Department of Information and Culture (DIC)	a range of activities associated with the depiction of Lao culture and heritage, and the management of heritage sites, at the local level	<ul style="list-style-type: none"> - increased funding for conservation of heritage sites - spread of knowledge of local culture around the world
Department of Science, Technology and Environment	assessment of ecotourism activities to ensure symbiotic relationship with conservation and environmental objectives	ecotourism activity provides local jobs and income, and supports biodiversity conservation
Department of Public Security (DoPS)	safety and welfare of tourists	ecotourism growth increases sense of local pride, well-being and security

Department of Industry and Handicrafts (DoIH)	creating a favourable environment for the production of tourist souvenirs	ecotourism activity diversifies the local economy and industry
NGOs and Donor Agencies	providers of expertise and support to ecotourism projects at the local level	assist local government to achieve Provincial objectives
Department of Finance (DoF)	- income received from tourism activities - funds allocated to agencies concerned - promoting access to credit and business loans	increased income from direct and indirect taxation on ecotourism-related activity for provincial development programmes
Department of Communication, Transport, Post and Construction	developing and managing access and transit routes to ecotourism sites	greater provincial funding for communications, transport, post and construction
Department of Education	overseeing and promoting knowledge and understanding of ecotourism in schools and colleges	the development of new educational opportunities to benefit the nation
Department of Planning and Cooperation (DPC)	ensuring cooperation and synergy in ecotourism planning	cross-sector approach of ecotourism activity encourages cooperation between government agencies
Department of Public Health (DoPH)	the provision and management of health services for tourists	ecotourism growth leads to greater local awareness of, and funding for, health and hygiene issues
Lao Women's Union / GRID Centres	mainstreaming gender issues into the ecotourism agenda	ecotourism business opportunities empower women
Lao National Front for Reconstruction provincial branches and Lao Youth Union	informing members of the ecotourism agenda to expedite implementation of government policy	increase in local business opportunities, sense of well-being and local pride

Table 18 Ecotourism Stakeholders at the Local-level

Source: Lao National Tourism Administration, National Ecotourism Strategy and Action Plan 2005 – 2010 [CD-ROM], 2007. Abstract from File: LNTA Plan

5.7 Tourism Statistics of Luang Prabang

Country / Destination	Period	Year		% Change
		2005	2006	
Maldives	Jan-Sep	263,467	434,987	65.1
Vanuatu	Jan-Jul	66,789	87,541	31.1
Bhutan	Jan-Jul	5,882	7,546	28.3
Tonga	Jan-Mar	6,738	8,025	19.1
Thailand (air arrivals in Bangkok)	Jan-Sep	6,096,142	7,188,802	17.9
Cambodia	Jan-Jul	794,547	936,439	17.9
Macau SAR	Jan-Aug	12,321,130	14,146,971	14.8
Chile	Jan-May	929,560	1,062,839	14.3
India	Jan-Aug	2,454,352	2,785,328	13.5
Samoa	Jan-Aug	62,084	69,681	12.2
Sri Lanka	Jan-Aug	362,049	405,487	12.0
Hong Kong SAR	Jan-Aug	15,165,923	16,741,787	10.4
Myanmar	Jan-Sep	158,454	174,824	10.3
Lao (PDR)	Jan-Jun	552,863	608,073	10.0
Singapore	Jan-Aug	5,877,182	6,462,157	10.0

Table 19 Travel Statistics, as of October 19, 2006, specifically by country/destination, the year-to-date results were: Top tier: >10% year-on-year growth
 Source: PATA, Travel Statistics [Online], accessed 20 octobre 2006. Available from <http://www.pata.org/patasite/index.php?id=111>

These statistics show the overview of country / destination in Asia, Laos' percentage of change was ranked 14th.

Port of Entry	2005	Regional Visitors	Percent Share	Percent Change
Grand Total	1,095,315	807,550	2005 (%)	05/04 (%)
Wattay Airport	105,533	21,495	10.22	22.25
Friendship Bridge	541,016	441,332	52.37	19.93
Boten	29,373	26,940	2.84	12.13
Houei Xay	59,613	19,920	5.77	14.57
Dan Savanh & Dane Savanh	135,686	126,560	13.13	18.62
Vang Tao	95,325	75,389	9.23	78.18
Nam Phao	42,456	37,427	4.11	-22.93
Thakhek + Naphao	25,021	22,816	2.42	120.86
Mouang Ngeun	14,384	14,156	1.39	89.79
LuangPrabang	33,064	8,273	3.20	24.28
NamKan	11,700	11,552	1.13	13.47
NamSoy	2,144	1,690	0.21	500.56

Table 20 Tourist Arrivals by Port of Entry, 2001-2005

Source: Lao National Tourism Administration, Laos Tourism Statistics 2001-2005 [CD-ROM], 2007. Abstract from File: LNTA stat.

In 2005, the port of entry to Loas, Luang Prabang was ranked 7th, the percentage change was 24.28 %, and ranked 5th.

Border Check Point	2005					Total 2005
	Official	Visit	Business	Travel	Other	
Total	54,714	455,250	41,837	31,071	349,227	932,099
Mittraparp bridge	16,865	378,909	10,781	4,356	254,145	665,056
- Border Pass		328,687			254,121	582,808
- Passport	16,865	50,222	10,781	4,356	24	82,248
Savannakhet	15,126	35,674	7,784	6,128	189	64,901
- Border Pass	2,010	32,608		4,379	189	39,186
- Passport	13,116	3,066	7,784	1,749		25,715
Wattay Airport	11,130	9,171	1,863	149	-	22,313
- Border Pass						-
- Passport	11,130	9,171	1,863	149		22,313
Champasak	474	10,524	138	4,730	3,311	19,177
- Border Pass	31	8,628		3,487	3,311	15,457
- Passport	443	1,896	138	1,243		3,720
Luang Prabang	84	321	38	4	-	447
- Border Pass						-
- Passport	84	321	38	4		447
Xiengkhouang	746	1,067	5	322	927	3,067
_Border Pass	406	1,015		319	927	2,667
_Passport	340	52	5	3		400

Table 21 Out-going Lao Travellers, 2003-2005

Source: Lao National Tourism Administration, Laos Tourism Statistics 2001-2005 [CD-ROM], 2007. Abstract from File: LNTA stat.

Border Check of Luang Prabang is ranked 4th, as the landlocked area in Chapter 1 introduction and early part of this chapter describe. The tourists who went to Luang Prabang applied for a passport to the destination and the time spent in Luang Prabang took more than 3 days 2 nights for the border pass to be approved.

Province	2003	2004	2005
Vientiane Municipality	437,059	544,253	653,212
Champassak	65,827	63,963	99,044
Khammoune	18,782	12,260	13,633
Bokeo	45,469	79,006	89,027
Luang Namtha	29,720	41,658	49,258
Savannakhet	64,050	118,821	192,560
Luang Prabang	99,150	105,513	133,569
Bolikhambay	34,418	55,087	63,579
Xieng Khouang	5,062	15,015	24,174
Saravanh	5,800	6,400	8,000
Oudomxay	23,911	54,695	54,721
Huaphanh	2,204	588	3,175
Xayabouli	6,728	16,005	15,914
Vientiane Province	47,899	82,521	92,657
Phongsali	5,732	6,543	9,452
Attapeu	9,149	9,668	13,740
Sekong	2,242	4,232	6,526

Table 22 Visitors by Province 2003-2005

Source: Lao National Tourism Administration, Laos Tourism Statistics 2001-2005 [CD-ROM], 2007. Abstract from File: LNTA stat.

Provinces Visited	2002	2003	2004	2005
	%	%	%	%
Vientiane	98	93	96	98
Luang Prabang	68	61	68	64
Xieng Khouang	8	13	9	11
Khammouane	1	4	2	4
Savannakhet	3	14	8	10
Champassak	4	17	12	16
Luang Namtha	6	7	6	7
Xayabouli	1	2	1	1
Bolikhambay	2	2	1	2
Huaphanh	1	2	1	2
Bokeo	7	7	5	10
Oudomsay	6	6	5	7
Attapeu		4	2	2
Phong Saly		2	1	3
Saravanh		3	2	2
Sekong		3	2	1
Saysomboun		1	1	1

Table 23 Province visited 2002-2005

Source: Lao National Tourism Administration, Laos Tourism Statistics 2001-2005 [CD-ROM], 2007. Abstract from File: LNTA stat.

	Port of Entry Luang Prabang
Country	
Grand Total	33,064
Asia and Pacific	12,501
ASEAN	8,776
Brunei	6
Indonesia	64
Malaysia	109
Myanmar	39
Philippines	110
Singapore	249
Thailand	8,152
Vietnam	28
Cambodia	19
Non-ASEAN	3,725
Australia	1,365
China	93
India	70
Japan	1,614
Korea	140
New Zealand	257
Taiwan	47
Others	139
Europe	13,969
Austria	391
Belgium	335
Denmark	219
Finland	65
France	3,166
Germany	2,730
Greece	41
Italy	681
Netherlands	611
Norway	179
Russia	46
Spain	570
Sweden	283
Switzerland	787
United Kingdom	3,383
Others	482
The Americas	5,981
Canada	1,081
USA	4,584
Others	316
Africa & Middle East	613
Israel	338
Others	275

Table 24 Tourist Arrivals to Laos by Port of Entry in 2005

Source: Lao National Tourism Administration, Laos Tourism Statistics 2001-2005 [CD-ROM], 2007. Abstract from File: LNTA stat.

When tourists come to Luang Prabang, the port of entry table separates the source of tourists section. For ASEAN, Thailand has the most tourists coming; non-ASEAN is Japan; the most European tourists come from the United Kingdom; from the Continent of American, the USA has the first ranking of tourists; and in Africa and the Middle East, Israel has the first rank.

Province	Occupancy Rate		
	2003	2004	2005
Bokeo	72%	65%	67%
Champassak	45%	42%	58%
Houaphanh	33%	28%	29%
Luang Prabang	69%	57%	70%
Luang Namtha	54%	52%	57%
Savannakhet	49%	58%	60%
Vientiane Municipality	69%	55%	64%
Khammouane	53%	21%	43%
Oudomxay	43%	62%	52%
Vientiane province	41%	43%	52%
Xieng Khouang	27%	32%	40%
Bolikhamxay	35%	58%	65%
Saravanh	38%	21%	42%
Xayabouli	36%	29%	37%
Phongsaly	33%	21%	29%
Attapeu	56%	63%	50%
Sekong	29%	42%	37%
Average	45%	44%	50%

Table 25 Room Occupancy Rates by Province, 2003-2005

Source: Lao National Tourism Administration, Laos Tourism Statistics 2001-2005 [CD-ROM], 2007. Abstract from File: LNTA stat.

The occupancy rates of Luang Prabang decreased in 2004 from 2003, but had a positive increase from 2004 to 2005.

Province	Type				
	Hotel	GH, Resort	Restaurant	Entertainment	Total
	2005	2005	2005	2005	2005
Attapeu	2	10	27	3	42
Bokeo	4	20	32	2	58
Bolikhamsay	10	16	41	6	73
Champassak	25	101	15	16	157
Houaphanh	3	36	32	4	75
Khammouane	5	13	10	6	34
Luang Namtha	3	47	10	5	65
Luang Prabang	17	146	102	7	272
Oudomxay	6	57	34	4	101
Phongsaly	4	32	29	0	65
Saravane	0	22	13	0	35
Savannakhet	10	57	53	4	124
Sayabouli	2	45	25	8	80
Sekong	2	15	20	0	37
Vientiane Municipality	58	166	67	40	291
Vientiane Province	5	110	92	27	234
Xieng Khouang	8	24	28	3	63
Saysomboun	1	6	4	2	7
Total	165	923	630	135	1,813

Table 26 Number of Hotels, Guesthouses, Resorts, Restaurants and Entertainment Establishments, 2005

Source: Lao National Tourism Administration, Laos Tourism Statistics 2001-2005 [CD-ROM], 2007. Abstract from File: LNTA stat.

From the above table, Luang Prabang had the second rank in the number of accommodations, restaurants and entertainment in 2005, the first was Vientiane Municipality.

Province	Hotels			Guest Houses			Total		
	No	Room	Bed	No	Room	Bed	No	Room	Beds
Attapeu	2	66	107	10	124	164	12	190	271
Bokeo	4	79	133	20	230	321	24	309	454
Bolikhamxay	10	259	375	16	176	195	26	435	570
Champassak	25	732	1177	101	884	1151	126	1616	2328
Houaphanh	3	48	102	36	290	473	39	338	575
Khammouane	5	192	192	13	202	202	18	394	394
Luang Namtha	3	71	100	47	465	676	50	536	776
Luang Prabang	17	551	918	146	1171	1,917	163	1722	2835
Oudomxay	6	156	524	57	547	827	63	703	1351
Phongsaly	4	85	173	32	188	355	36	273	528
Saravanh	0	0	0	22	230	295	22	230	295
Savannakhet	10	394	542	57	863	1142	67	1257	1684
Sayabouli	2	50	50	45	381	481	47	431	531
Sekong	2	40	72	15	132	188	17	172	260
Vientiane Municipality	58	2,471	3,023	166	2,420	2,921	224	4891	5944
Vientiane Province	5	618	638	110	1189	1973	115	1807	2611
Xieng Khouang	8	144	204	24	297	429	32	441	633
Saysomboun	1	18	33	6	65	69	7	83	102
Total	165	5974	8363	923	9854	13779	1088	15828	22142

Table 27 Number of Hotels, Guest Houses, Rooms, and Beds, in 2005

Source: Lao National Tourism Administration, Laos Tourism Statistics 2001-2005 [CD-ROM], 2007. Abstract from File: LNTA stat.

According to the table above, Luang Prabang has the second rank of accommodations, with guesthouses having more than hotels.

Statistics show that there has been an 850% increase in tourist arrivals to Luang Prabang from 1996 to 2000³⁶. The accommodations available are mainly small hotels and guesthouses but also includes two modern hotel resorts, each with 80 rooms, that were recently opened in the South part of the town.

5.8 Tourism impacts; Experiences from Lao people

After implementation there were several impacts to the local culture. Those impacts can be divided into tangible and intangible impacts; they are as follows:

Tourism VS Tradition

These concerns go to the heart of the debate. While being a World Heritage City has undoubtedly brought Luang Prabang's residents economic benefits, it is also slowly eroding their traditional ways— perhaps inexorably.

³⁶ Lao National Tourism Administration, Laos Tourism Statistics 2001-2005 [CD-ROM], 2007. Abstract from File: LNTA stat.



Figure 85 Alms offering, Luang Prabang

Some native Luang Prabang residents complain that those selling such offerings are from the countryside or from the other side of the river. “We don’t like them doing that because it doesn’t seem to be good manners,” one such resident said. The chief concern of people like him is that selling alms to foreigners gives rise to wrong perceptions about these offerings.

Whether that is true or not, there are already unflattering descriptions of the ceremony on Internet travel sites. For example, a backpacker wrote to introduce Luang Prabang and the alms ceremony thusly: “Wake up early and watch the monk rice-parade.” The language used does not seem to show any respect for the alms ceremony, critics say, adding that these words portray alms offering as part of a cultural ‘show’ instead of the religious ceremony that it is.

Tara Gujadhur, sustainable tourism advisor for Netherlands Development Organization (SNV) who has worked here for two years in tourism promotion, agrees that “alms offerings seem to have become more like a show (for tourists).”³⁷

She points out that the tourists often disturb the monks’ activities and ceremonies due to lack of cultural understanding. For example, she says, some tourists take pictures of the monks at very close range, zapping monks’ faces with high-power flashbulbs. Other tourists sit on top of tour buses to observe the ceremony or get a good angle for a photograph – not realizing that being on higher ground than monks is a no-no in Buddhist communities.

In her two years in Luang Prabang, Gujadhur too has seen the city changing. She feels that more new people are coming into the city, bringing new economic activities with them, such as trading, hotels, restaurants. While these create employment opportunities for local people, there could also be long-term costs.

“As a World Heritage site, Luang Prabang has more opportunities from tourism and economics, but the government and residents might not yet have thought about the long-term effect of this development,” said Gujadhur.

³⁷ Interviewing Tara Gujadhur, sustainable tourism advisor for Netherlands Development Organization (SNV) 12-14 June 2007.



Figure 86 Textile of Bann Phanom

Even local handicraft is being affected by the changes in Luang Prabang. Duangdueang worries that commercialization could erode the quality of local goods, wrecking the reputation of heritage cities. “It is true that those who sell things will benefit, but the handicraft they think they could sell more of might be those with very simple designs. When they need to sell them in a big lot, they might need to make them fast. So we can imagine about the quality and artistic work, which might be lower when you think only of quantity. She muses, “I wonder whether this kind of thing is destroying local culture.”

Even the celebration of the Lao traditional New Year in April has been taking on a commercial flavor, with all the attendant beauty pageants, Duangdueang added. The onset of the contests, she says, often induces young women to skip classes in order to prepare for the Miss New Year (Miss Sankhan in Lao) competition. Warns Duangdueang: “By concentrating only on catering to tourism, I’m afraid the Luang Prabang people will lose their identity in the end.”

Francis Engelmann, special advisor with Heritage House, which works to promote and preserve Luang Prabang’s cultural heritage, thinks that after the city became a World Heritage site, it was not only ordinary life but also religious life that began changing.

“The learning of the Sangha and religious life of the monks are being disturbed, as has been seen in the “Tak Bat” (alms offering) ceremonies which have become a disaster now. Some monks feel uneasy with how the tourists behave. A monk said to me ‘we think people behave like we were monkeys in the zoo’,” says Engelmann.

Buddhism

Luang Prabang’s identity as a city, where Buddhism is practiced – monks are often seen throughout the city – may itself be under threat.

For instance, ordination as a monk is a traditional part of the life of young men. With the large number of tourists around, novices often use encounters with foreign tourists as opportunities to practice English. While this may be a natural consequence of being a tourist spot, Engelmann observes that it has larger implications -- the city might one day no longer be appropriate for monks to study Buddhism anymore. Indeed, some monks are thinking of moving out of the city

for their studies, and returning to the city's temples only when they feel sufficiently strong in their dharma.

For 86-year-old 'The Right Venerable Khamchan Veerajitthera', the abbot of Wat Saen Sukharam and chief of the Northern Ecclesiastry, the chief concern is about young monks' who could be swayed or corrupted from their religious principles by the culture of tourism in Luang Prabang. "I do not see many changes in religious life yet," says the abbot. But he also concedes: "I am concerned about the principles of the monks in the temple. Hence, whenever possible, I gather them together and preach to them."³⁸

Tangible Heritage

Cutting trees

"One of villagers wanted to cut a tree that was so high that it affected his house when the rainy season came. This person suddenly decided to cut the tree and did not tell the officer. After, the French officer drove his motorcycle past this house, an argument occurred. The villager try to clarify that if he did not cut the tree, the roof would be demolished. But the officer did not try to understand the situation, and complained to him."³⁹

Satellite dishes

As Luang Prabang is a landlocked area, the television waves cannot access to the site. So satellite dishes are the gateway to the world. Every house has an Ang Dao Tiern (satellite dishes) along with the French colonial buildings. The government has a project to put electronic wires under the ground, and take the satellite dishes away.⁴⁰

Taking out the satellite dishes would give new meaning to the physical city. The government, which is controlled by La Maison du Patrimoine, manages the cultural assets by getting benefits from tourism. The power of money has an affect on the physical area, with the cooperation of the Lao government and UNESCO.

Dismantling the Mekong Stars

Two to three years ago, in the protected area of Luang Prabang, there was gossip about dismantling of buildings' with the material, zinc. Zinc is the material of fences, walls and roofs etc. This news made the villagers discontent since all buildings have to be dismantled away from the river.

Many villagers have build many restaurants along Khan River. If the officers of La Maison du Patrimoine order them to dismantle them, they would have to do it immediately. This situation will be a

³⁸ Sutthida Malikaew, Luang Prabang & Buddhism [Online], accessed 20 July 2008. Available from http://www.newsmekong.org/balancing_heritage_and_development_in_luang_prabang

³⁹ Pattarapong Kongvijitr, Space and meaning of tourism in Luang Prabang (Bangkok : Thammasat University), 51.

⁴⁰ Ibid., 52-53.

cause of problems to the residents that do not have the money to take care of this.

Bann Chiang Muan: role of conservation practice

Bann Chiang Muan used to be a royal house in Luang Prabang. Now the government uses this house as a role model of conservation practice with support from the Europe Committee, French government and World Heritage Committee. For academic knowledge there are the Department of Museums and Archaeology, Ministry of News and Culture and architects from Avignon School

The old man (owner of Bann Chiang Muan) moved outside of the city to welcome tourists to see his house. There are not local people that go to this house. The significance of space is different between the two groups; the government and local people.⁴¹

Intangible Heritage

Woven textile⁴²

Bann Pha Nom is located about three kilometers away from Luang Prabang, this is a Tai Lue Village. The villagers moved from Sipsong Panna to this area 200 years ago. In the past, Pha Nom villagers were the main labors of Chao Maha Cheevit (King) in Luang Prabang. Before the revolution, in 1975, this group of people had duties to be weavers, dancers and servants of the king.

In 1989, when the new policy “New Imagination” was instituted in Kaisorn Phromviharn. The government had a policy to support commerce and to openly welcome investments to the country. Bann Pha Nom was given support to make weaving a family industry for the welcoming of tourists. Subsequently, this village became the main attraction of Luang Prabang.

At present, Bann Pha Nom is dummy project of Laos to develop the village to be a cultural village.

Women laborers in the village spend time weaving. They are proud to be Lue (present status) and a cultural village that is imaginative with benefits to the economy. This case shows that the government can step up the tourism system efficiency. There are no protesting villagers and it has become a fine culture for developing the new economy.

Lao traditional dance

The story Santi told was about his offers, and those of the Lao government, to get Luang Prabang listed on the United Nations’ register of the World Heritage. He spoke of his work not only to restore the villa, but to revive the arts that had once enlivened the former royal capital. He had assembled a traditional dance troupe,

⁴¹ Ibid., 60-61.

⁴² Ibid., 53-55.

clothing them in fine brocades and royal heirlooms. The authorities were supportive, but wary of glorifying the royal past. They asked him to change the hotel's original name, the Villa de la Princess, and insisted that he hand over the dancers' antique costumers, and replace them with copies.⁴³

'They're worried about the costumes being damaged. In the time of the king, the dancers might perform once or twice a year. Now it's once or twice a day,' he explained.",⁴⁴

Ticket revenues at That Phousi

At That Phousi, ticket revenue management uses the auction system, paid directly to the central government by annual payment. There was gossip about the auction winner having a closed relationship with the high government officer in the Ministry of Culture office.

High amounts of tourists also generate high revenues for Luang Prabang. The news of corruption provoked dissatisfaction in travel agents and other commerces. When Luang Prabang became a World Heritage, there was disagreement. In 1999-2000, the official Lao tourism year, the benefits and disagreements doubled. Tourists increased to a high volume, at the same time, the government tried to use its power to benefit from the prosperity.⁴⁵

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

⁴³ Christopher Kremmer, Bamboo palace (Bangkok : n.p., 2003), 5.

⁴⁴ Pattarapong Kongvijitr, Space and meaning of tourism in Luang Prabang (Bangkok : Thammasat University), 66.

⁴⁵ Ibid., 65-66.

Chapter 6

Development of the Thailand Tourism Industry

6.1 Overview of Thailand Tourism Development

6.1.1 Preamble

The pre-revolution period

Tourism promotion campaigns in Thailand began in 1924¹ with Phra Chao Borommawonther Grom Phra Kamphaengphet Akarayothin who was the Commissioner of the Railway Department. In that year, he sent general information about Thailand to tourists in the United States of America. Furthermore, the State Railway of Thailand established a tourism promotion unit, working under the Advertising Division, responsible for entertaining, providing services, and promoting Thailand to inbound tourists. This division was located at Noppawong Bridge and later moved to Hua Lumpong Railway Station. When Phra Chao Borommawonther Grom Phra Kamphaengphet Akarayothin was promoted to Minister of Commerce and Transportation, it was also transferred to this location.

The prosperous period of tourism started during the absolute monarchy period in the reigns of King Rama VI (1910-1925), and King Rama VII (1925-1932). Tourism began as a fashion for the royalty, started by King Rama VI at Haad Chao Samran (Beach of Joy), Petchaburi, and later at Mrigadayavan Palace² in Hua Hin (due to the infestation of flies and insects at the former site). Therefore, Hua Hin seaside resort and the Thailand first royal golf course were the first choices for tourists during the reign of King Rama VII. As the country developed, more railways and small two-lane roads were constructed, leading to the improvement of the standard of living. Those citizens who could afford a luxurious life, such as high-ranking government officers, rich merchants, and royal courtiers, also joined in a newly formed hobby known as vacationing during hot summer and winter holidays. However, the passion came to an abrupt halt during the turmoil of the military revolution (on June 24, 1932) which put King Rama VII under constitutional reign (1932-1934).³

The significance of a tourism promoting campaign was recognized in 1936. The Minister of Economics proposed a project to support the Thailand

¹ Tourism Authority of Thailand, History of T.A.T. [Online], accessed 27 July 2008. Available from <http://thai.tourismthailand.org/about-tat/>

² Office of Phra Ratchaniwet Mrigadayavan Foundation, Mrigadayavan Guidebook, (n.p., n.d.).

³ Mahasarakam University, Phra Bat Somdet Phra Pokklao Chaoyuhua [Online], accessed 30 July 2008. Available from <http://www4.msu.ac.th/satit/studentProj/2546/M104/BANGKOK/r7.html>

tourism industry to the cabinet. The objectives of the project⁴ were promoting tourists' destinations, visitors' services, and accommodation maintenance. In addition, for this project, the Minister proposed to set up a Tourism Association. The cabinet met on November 4, 1936, and accepted the concept of this project, but denied the establishment of the Tourism Association. After acceptance, the cabinet set up a committee working under the Commercial and Tourism Supporting Section, Ministry of Economics, Commerce Division. During World War II, the section was devastated by a bomb, so it was temporarily closed.

While World War II was raging between 1940-1945 the result to the country was the devaluation of the Thai Baht. This incident also affected the tourism industry. On August 10, 1949, the cabinet approved reviving the Tourism Promoting Unit, and agreed to have it supervised by the Ministry of Commerce and Transportation, working under the Advertising Department. The unit, previously the Office of Ministers, was renamed the "Office of Tourism Promoting." In 1950, the unit was elevated to division status and named the Tourism Office by a Royal Decree to restructure the Advertising Department in the Office of Ministers.⁵

American Cold War Period

Following this change, the Cold War started in September of 1954; the United States, France, Great Britain, New Zealand, Australia, the Philippines, Thailand, and Pakistan formed the Southeast Asia Treaty Organization, or SEATO.⁶ SEATO had been one of the bulwarks of America's Cold War policy in Asia, but the Vietnam War did much to destroy its cohesiveness and question its effectiveness. The purpose of the organization was to prevent communism from gaining ground in the region.⁷ This led to tourism problems in Thailand involving prostitution, this will later be discussed in 6.1.4 Thailand tourism problems.

Although called the "Southeast Asia Treaty Organization," only two Southeast Asian countries became members. The Philippines joined in part because of its close ties with the United States and in part out of concern over the nascent communist insurgency threatening its own government. Thailand, similarly, joined after learning of a newly established "Thai Autonomous Region" in Yunnan Province in South China, expressing concern about the potential for Chinese communist subversion on its own soil. The rest of the region was far less concerned about the threat of communism to internal stability.

⁴ Tourism Authority of Thailand, History of T.A.T. [Online], accessed 27 July 2008. Available from <http://thai.tourismthailand.org/about-tat/>

⁵ Ibid.

⁶ A&E Television Networks, SEATO Disbands [Online], accessed 25 July 2008. Available from <http://www.history.com/this-day-in-history.do?id=2583&action=tdihArticleCategory>

⁷ U.S. Department of State, SEATO [Online], accessed 26 July 2008. Available from <http://www.state.gov/r/pa/ho/time/lw/88315.htm>

Headquartered in Bangkok, Thailand, SEATO had only a few formal functions. It maintained no military forces of its own, but the organization hosted joint military exercises for member states each year. As the communist threat appeared to change from one of outright attack to one of internal subversion, SEATO worked to strengthen the economic foundations and living standards of the Southeast Asian States. It sponsored a variety of meetings and exhibitions on cultural, religious, and historical topics, and the non-Asian member states sponsored fellowships for Southeast Asian scholars.

Beyond its activities, the SEATO charter was also vitally important to the American rationale for the Vietnam War. The United States used the organization as its justification for refusing to go forward with the 1956 elections intended to reunify Vietnam, instead maintaining the divide between communist North Vietnam and South Vietnam at the 17th parallel. As the conflict in Vietnam unfolded, the inclusion of Vietnam as a territory under SEATO protection gave the United States the legal framework for its continued involvement there.

With the arrival of the U.S. Government to Thailand, on 20 February 1957, Mittraparp Road⁸ was thus named and it was the first asphalt-concrete road in Thailand that was supported with funds from the U.S. Government. This road is the gateway to Thailand's north-eastern region, the land of folk life and local culture.

Modern Thailand Tourism Industry

In 1958, when Field Marshal Sarit Dhanarajata was convalescing at Walter Reed Hospital, U.S.A., he studied attractive tourism activities. In addition, he wanted to support domestic tourism. Later that year, he got the Prime Minister to announce a Royal Decree replacing the Tourism Office⁹ with an independent official organization named the Tourism Promotion Organization (T.P.O.).

In the beginning, the organization's official office was located in a building of the Information Department. On February 26, 1960, the office moved to Sri Ayudhaya Road, and the official opening ceremony occurred on 18 March 1960. The organization's main responsibility was to promote Thailand tourism worldwide.

Ten years later, by the early 1970s, members began to withdraw from SEATO. Neither Pakistan nor France supported the U.S. intervention in Vietnam, and both nations began pulling away from the organization in the early 1970s. Pakistan formally left SEATO in 1973, because the organization had failed to provide it with assistance in its ongoing conflict against India. When the Vietnam War ended in 1975, the most prominent reason for

⁸ Thai Wikipedia, [Mittraparp Road](http://th.wikipedia.org/wiki/Mittraparp_Road) [Online], accessed 24 June 2008. Available from [http://th.wikipedia.org/wiki/](http://th.wikipedia.org/wiki/Mittraparp_Road)

⁹ Tourism Authority of Thailand, [History of T.A.T.](http://thai.tourismthailand.org/about-tat/) [Online], accessed 27 July 2008. Available from <http://thai.tourismthailand.org/about-tat/>

SEATO's existence disappeared. As a result, SEATO formally disbanded in 1977.

From 1960 onward, Thailand tourism boomed. The Tourism Promotion Organization needed to be restructured in order to extend its authority and responsibility in tourism development, tourism resources preservation and conservation, and tourism promotion. Thus, the Tourism Authority of Thailand Act, and Tourism Industry Business Arrangement Act, were drafted. These two acts provided authority and responsibility for the government's tourism organization in several areas, including tourism development and promotion, tourism resources preservation and conservation, and visitors' safety.

The drafts were proposed for approval to the National Legislative Assembly working in the parliament, at the 41st meeting, Friday 20 April 1979. The Tourism Industry Business Arrangement Act was denied, while the Tourism Authority of Thailand Act was approved, and announced in the special issue of the Government Gazette (96th Gazette, 72nd section), on 4 May 1979.¹⁰ As a result of this announcement the Tourism Authority of Thailand (T.A.T.) was established.

6.1.2 Thailand economic and social development

To understand policy management in Thailand, political development in Thailand needs to be understood first. Up until 1992, the Thai political regime evolved from authoritarianism and military control, through various periods of 'semi-democratic' regimes (for example, Prem's reign, 1980-88, as a non-elected prime minister leading an elected parliament). Since 1992, Thailand can be described as a fully democratic system, with a rural based, elected government, i.e. elected and installed by the rural population.¹¹ Ministers are largely parliamentarians from various provinces who think locally, rather than nationally (let alone internationally). The influence of primarily Western trained economic technocrats varied under different political regimes. Their glory days were those under the Prem (1980-88) and Anand (1991-92) governments.¹²

Government policy in Thailand is manifested in national and sectorial plans. The first national development plan (NDP) was implemented from 1963 – 1966, and followed by development plans of 5 year intervals i.e. 1967 – 1971; etc., leading to the present. The task of drafting the NDP is assigned to the National Economic and Social Development Board (NESDB). After evaluations and reviews, the plan is approved by the cabinet and subsequently used to regulate the yearly national budget. Hence, each ministry develops its own plan in accordance with the NDP. Government

¹⁰ Ibid.

¹¹ Anek Laothamatas. 1995. "Politic Economic Revolution: Democracy Alliance Enhancement." In Thailand Social Castigation. Bangkok: Social Sciences Association of Thailand.

¹² Mingsarn Kaosa-ard, "Economic Development and Institutional Failures in Thailand," vol. 13, no.1, in TDRI Quarterly Review, ed. Belinda Fuller and Ryratana Suwanraks (Bangkok : TDRI, 1998), 3-11.

projects are approved by the Bureau of the Budget, if they are consistent with the NDP. Generally, the national and sectorial plans do not set priorities according to cost-benefit estimates, nor do they take into account budget constraints. After the plans are translated into investment programs and projects, the Bureau of the Budget considers them in the context of resource constraints. As a result, all ministries tend to include as many ideas as possible in the plans. Moreover, the NDP is ineffective with regard to policies and projects involving government spending. National development plans are generally ineffective at providing guidelines for institutional reform, such as, the implementation of the Polluter-Pays-Principle¹³ and the innovative uses of economic instruments, for example taxes or charges.

In the early 1990s, the national planning evolved into a more people-centered rather than project-oriented approach. The 8th NDP (1997 - 2001) was indicative of this viewpoint. Line ministries resorted to more and more sectorial planning which, if approved by the Cabinet, could also have been used as a budget reference. In addition, sectorial master plans were also used to divide responsibilities of involved agencies, both in the public and the private sector.

Another important feature of Thai policy making is that legislation supporting each line minister is usually brief, vague and bestows substantial discretionary powers to the ministers via ministerial regulations and in particular, notifications (notifications being the actual means for policy implementation). The parliamentarians' incentive is therefore to hold executive posts in these ministries rather than to legislate.

6.1.3 The Thailand economic and social development and tourism development phases

The table below describes the phases of the Thailand economic and social development, and tourism development plans. The table starts with the first Thailand tourism development plan in 1977 in which the Tourism Authority of Thailand aimed for quantitative goals for both tourists and revenue, and in 1994 the development tended to conserve nature and a self-sufficient economy that involved qualitative destinations.

¹³ The Polluter Pays Principle is a principle in international environmental law where the polluting party pays for the damage done to the natural environment. It is regarded as a regional custom because of the strong support it has received in most Organisation for Economic Co-operation and Development (OECD) and European Community (EC) countries. International environmental law itself mentions little about the principle. Source : Wikipedia, [Polluter pays principle](http://en.wikipedia.org/wiki/Polluter_pays_principle) [Online], accessed 7 February 2008. Available from http://en.wikipedia.org/wiki/Polluter_pays_principle

Year	Development of government unit	Economical, political, environmental, and tourism situation	Quantitative growth	National Economic and Social Development Plan
1960	The Tourism Authority of Thailand (T.A.T.) was established on 18 March 1960; a more empowered entity than the original, Tourist Promotion Organization (T.P.O.).			
1963-1976				1 st – 3 rd National Economic and Social Development Plans
1977	First tourism development plan incorporated in the 4 th national economic and social development plan.	First tourism development plan, handled by Netherlands consulting company. This plan emphasized economics and the environment.		4th National Economic and Social Development Plan (1977 -1981) 1. Increased foreign currency and decreased the running deficit. 2. Revealed clearly how to promote tourism. 3. Increased the amount of tourists from 11% to 19%.
1979		Oil crisis		

1980		First tourism year promoted in Thailand “Visit Thailand Year”		
1981-1982			Foreign tourists increase to more than 2 million (2,015,615 tourists); first rank of export, Visit Thailand Year a success .	5th National Economic and Social Development Plan (1982 -1986) 1. Increased foreign tourists / longer stays / increased revenue. 2. Decelerated outbound Thais. 3. Increased the amount of tourists from 8.5% to 21.5%. 4. Conservation and preservation of tourist destinations. 5. Support of government and private investments 6. Encourage private sectors
1983		World economic recession – effects of fuel the shortage	Foreign tourists decrease by -1.24% due to world economic recession	
1986		United Nations proposes “Our Common Future” document, related to ecotourism		

				to decrease costs, improve tourists' services, and increase competitiveness.
1987		Visit Thailand Years 1987	Foreign tourists increase to more than 3 million	6th National Economic and Social Development Plan (1987-1991)
1988	Chatchai Shoonhawan's government expands tourism marketing and foreign investments to create jobs and technology	<ul style="list-style-type: none"> - Gulf War - Oil crisis - T.A.T. proposes "The World Our Guest" to improve the situation. 	Foreign tourists decrease by -4% and tourism income decreases to 2 nd rank	<ol style="list-style-type: none"> 1. Build relationship system between development and support. 2. Improve quality of tourism products. 3. Establish business and service standards. 4. Improve safety conditions. 5. Expand opportunities by increased marketing. 6. Promote Thais visit Thailand campaign. 7. Create good image and better understanding. 8. Elevate investment and SMEs.
1992	Chuan Leekpai's government 1. Support private sector in tourism development.	<ul style="list-style-type: none"> - Infamous May Incident - Implement Tourism, Business and Tourist Guides Act 1992 		7th National Economic and Social Development Plan (1992-1996) 1. Promote Thailand to be the gateway to Indochina

	<p>2. Develop Thailand to be the gateway to Southeast Asia.</p> <p>3. Conserve and develop tourist destinations.</p> <p>4. Support local, regional, and international coordination.</p>			<p>and neighbouring countries.</p> <p>2. Conserve and develop tourist destinations.</p> <p>3. Upgrade human quality of tourism.</p>
1994		- T.A.T. pushes ecotourism.	Foreign tourist increase by more than 6 million	
1995	<p>Bunharn Silapaarcha's government</p> <p>1. Support investments</p> <p>2. Balance tourism</p> <p>3. Thais visit Thailand.</p>	T.A.T. proposes Special Ecotourism, 1995-1996		
1996	<p>Chaowalit Chongjaiyut's government</p> <p>1. Conservation of destinations.</p> <p>2. Continue the Centre of the Region policy.</p> <p>3. Thais visit Thailand.</p>		Foreign tourists more than 7 million	
1997	<p>Chuan Leekpai's government</p> <p>1. Expand and reduce</p>	<p>- ASEAN economic crisis</p> <p>- King Bhumipol presents "Self-Sufficient Economy"</p>		8th National Economic and Social Development Plan (1997-2001)

	obstacles. 2. Modify services structure by quality destinations. 3. Foreign policy/ promote tourism cooperation.	concept on 4 December 1997.		1. Improve quality of life. 2. Tourism centre of southeast Asia. 3. Increase tourists from 7% to 15%.
1998		- Implement "National Ecotourism Committee. - Amazing Thailand 1998-1999 - Self-Sufficient Economy is adapted in agriculture and rural areas.		
1999		Open Phuket Fantasy	8 million tourists	
2000		Amazing Thailand 2000	9 million tourists	
2001	Thaksin Shinawatr's government 1. Improve service industry. 2. National policy on tourism.	- World Trade incident; September 11, 2001. - Create management company to promote longer stays in Thailand.	10 million tourists	
2002	Build up Ministry of Tourism and Sports.	- Bali Bomb - Thailand Smile Plus - Amazing Thailand Experience Variety 2002-2003		9th National Economic and Social Development Plan (2002-2006) 1. Develop sustainable tourism to increase work

2003	Set up office “Designated Areas for Sustainable Tourism Administration” (DASTA).	<ul style="list-style-type: none"> - SARs outbreak - Unseen in Thailand - Mega projects: Bangkok City of Fashion, Kitchen of the World, Medical Hub, Aviation Hub, Detroit of Asia, Tourism Capital of Asia - Thailand Elite Card 		<p>opportunities and spread out income to local community.</p> <ul style="list-style-type: none"> - Development of quality tourist destinations to support the growth of Thai and foreign tourists. - Encourage community participation. - Promote longer stays for groups and quality foreign tourists.
2004	Build up Thailand Incentive and Convention Association	<ul style="list-style-type: none"> - Bird flu epidemic - Thailand Happiness on Earth - Southern Thailand incidents - TSUNAMI 		<p>2. Develop capacity of service industry.</p> <ul style="list-style-type: none"> - Promote health and sport tourism, restaurants, international education, service and product quality, role of local people and community organizations.
2005	Open new tourist destination in Chiang Mai, known as Night Safari, to increase tourism income and enhance the standard of global tourism	<ul style="list-style-type: none"> - Open Siam Niramit, New International Standard Theatre, 1 November 2005 - Open Siam Paragon, 9 December 2005, new perspective of shopping 	Decrease in tourists 11,516,936; down - 1.15% due to TSUNAMI incident.	<ul style="list-style-type: none"> - Develop capacity of service industry. - Promote health and sports tourism.
2006	Interim Prime Minister Surayut Julanont, prime minister announced tourism policy to the national legislative	<ul style="list-style-type: none"> - “Thailand Grand Invitation 2006”, celebrate King Bhumipol’s 60 years of reigning - Open Suvarnabhumi 		<ul style="list-style-type: none"> - Endorsement of restaurants and food shop businesses. - Foster support for international education.

	<p>assembly, Thailand.</p> <p>1. Quality tourism; improvement of standards and safety.</p> <p>2. Accentuate Thai identity and culture, as well as natural conservation.</p>	<p>International Airport</p> <ul style="list-style-type: none"> - Thailand coup d'etat, 19 September 2006 - Royal flora expo, Chiang Mai 		
2007		<ul style="list-style-type: none"> - Thailand tourism marketing plan 2007 - Campaign "Amazing Thailand" Come Back, acclimatize tourism concept to generate happiness to Thais, as "tourism is a part of life." - Tourism Authority of Thailand presents "Maintain Beautiful Thailand" project. 	14.5 million tourists	<p>10th National Economic and Social Development Plan</p> <ul style="list-style-type: none"> - Emphasizing a self-sufficient economy to build human capacity and integration. - Unambiguous administration and fairness. - Distribute benefits and development all over the country impartiality. - Manage natural and environmental resources in a sustainable way. - Fabricate balance and augment competence and stability for the country.

2008		Amazing Thailand	Estimate 15.7 million tourists, 15.5 Billion Baht	
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Table 28 Thailand economic and social development and tourism development phases

Source: Adapted from Industry and Tourism Commission, The Prime Minister's Office, "Thailand Tourism way based on sufficiency economy," 25 May 2007.

6.1.4 Thailand Tourism Problems

There are a number of issues related to development for the purpose of attracting tourists, particularly deciding what are the positives (benefits) and negative effects (problems) resulting from them.¹⁴ The previously mentioned impacts have influential results on the social and cultural fabric of the people in the country. They can be identified by the following topics: drugs, nightclubs, and amphetamines, to name but a few.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

¹⁴ Adapted UNESCO, The benefits and problems of mass tourism [online], accessed 8 June 2008. Available from http://www.unesco.org/education/tlsf/TLSF/theme_c/mod16/mod16task02/mod16task02.htm

Examples of benefits from the tourism industry are seen in many forms. One is that international tourists bring foreign currency into the host country; about 547,782 million Baht was spent in Thailand in 2007. The package holidays have become a major form of international tourism, and the government has tried to offer investment incentives to tourism developers and operators. These may include tax incentives, speeding up import licenses and the purchase of land, labour availability, and guaranteed pay rates. This makes tourism generate funding for the host country, including the infrastructure (roads¹⁵, power, water, etc.), interest on loans, profits to overseas operators, building and maintenance, and imports used in tourism operations. Some forms of tourism have greater import demand than others (e.g. international hotels compared with guesthouse accommodations). Tourism increases the demand for agricultural products and local crafts. The One Tambon One Product (OTOP) is one of Thailand's handicraft industry projects. The One Village One Product movement was originally started in Oita Prefecture in Japan. The purpose of this campaign was to improve upon/refine the locally available resources and produce goods that were internationally accepted. Inspired by this idea, the Thai government (Thaksin Shinawatra 2001 - 2006) promoted local industry through the manufacturing of attractive specialty products based on the abundant indigenous culture, traditions, and nature. This campaign was called, One Tambon One Product (OTOP) in Thailand because the target area was an administrative unit called, Tambon or sub-district which is the equivalent of an English village or town.¹⁶ Tourism development can diversify the economies of countries that may have previously been reliant on primary or extractive industries, which are subject to the fluctuation and, in some cases, the general decline of commodity prices. Tourism development is less dependent on high technology, and the returns in terms of profits and employment are more immediate than many other forms of development. This new development has lessened the trend that is usually very concentrated in a few small areas. Typically, this leads to particularly strong growth in capital cities. Tourism is the world's largest growth industry.

The problems of sex tourism and AIDS started from the period that T.A.T. began in 1960 with the primary goal of turning Thailand into a tourism destination. At the time, less than 100,000 tourists were visiting Thailand. That soon changed, however, as the Vietnam War¹⁷ escalated and Thailand became a rest and recreation (R&R) base for war-weary American soldiers. Prostitution as an occupation grew dramatically from its Thai based, more or less stable clientele to an increasingly large

¹⁵ On 20 February 1957, Mittrparp Road was named and it is the first asphaltic concrete road in Thailand that was supported fund from U.S. Government. Source: Thai Wikipedia, [Mittrparp Road](http://th.wikipedia.org/wiki/Mittrparp_Road) [online]. Accessed 24 June 2008. Available from <http://th.wikipedia.org/wiki/>

¹⁶ Thai-OTOP-city.com, [Background about OTOPTOP](http://www.thai-otop-city.com/background.asp) [online], accessed 22 June 2008. Available from <http://www.thai-otop-city.com/background.asp>

¹⁷ The Vietnam War, also known as the Second Indochina War, the Vietnam Conflict, and, in Vietnam, the American War, occurred from March 1959 to April 30, 1975. The war was fought between the communist Democratic Republic of Vietnam (North Vietnam) and its communist allies and the US-supported Republic of Vietnam (South Vietnam). Source: Wikipedia, [Vietnam War](http://en.wikipedia.org/wiki/Vietnam_War) [Online], accessed 24 June 2008. Available from http://en.wikipedia.org/wiki/Vietnam_War

and fleeting dependency on foreigners.¹⁸ This was when so-called “sex tourism”¹⁹ first took hold in Thailand. The concept was introduced because of the end of the cold war and the thousands of soldiers that remained after the war ended. Other Southeast Asian countries that had served as bases during the cold war were affected by this as well.

Even though the Tourism Authority of Thailand saw prostitution as an unwelcome tourist attraction and did not encourage or promote the sex industry, the Thai government understood that it was inevitable. Although the government passed a Prostitution Prohibition Act in 1960,²⁰ six years later it undercut that ban by passing an Entertainment Places Act, containing enough loopholes to encourage coffee shops and restaurants to add prostitution to their menus.

Another critical factor in sustaining this industry were men from other nationalities who dream of Asian women and imagine them as being more liberal and available than ones of their own country. Finally, it was spurred on by a government that needed foreign currency and the by local and immigrant business people who invested in the industry.

By 1986, Thailand had made more money from tourism than any other commercial activities, including its main export of rice. However, by October 1987, a strong drop on visitors alarmed tourist officials. The cause was one that is always linked to prostitution, the AIDS epidemic.

An example of tourism’s un-sustainable effect in Thailand was the rise in abusing children for use in the sex trade,²¹ which was directly related to the rampant spread of AIDS. Thailand was fast approaching a crisis.²² AIDS a certain outcome of prostitution. In the beginning, the Thailand government was afraid to openly discuss the issue, fearing an even bigger loss of future visitors. However, finally, after two groups of feminists (Empower and Friends of Women) and Mr. Mechai Viravaidya²³ began distributing brochures alerting Thais about AIDS, the government spread the word, and women working in bars and sex houses were tested for HIV. Thailand gained an international reputation as a “safe sex” model in the fight against AIDS, principally because of its successful “100 percent condom” campaign in the 1990s.

¹⁸ Alex Da Silva, Thailand's Tourism Industry [online], accessed 27 January 2008. Available from http://bosp.kcc.hawaii.edu/Horizons/Horizons2002/Thailand_tourindustry.html

¹⁹ Ibid.

²⁰ Ibid.

²¹ The Asian Journal, The Problem of Child Sex Tourism and Sex Trafficking in Asia [online], accessed 8 June 2008. Available from <http://www.rsi.sg/english/theasianjournal/view/2005050415095/1/.html> - Melissa Kwee, President of the National Committee of the United Nations Development Fund for Women, or UNIFEM sheds light on the life of one such child prostitute.

²² American University, Tourism in Thailand [Online], accessed 8 June 2008. Available from <http://www.american.edu/ted/thaitour.htm>

²³ He is a politician and activist in Thailand who has popularized condoms in that country. Since the 1970s, Mechai has been affectionately known as "Mr. Condom", and condoms are sometimes referred to as "mechais" in Thailand. Source: Wikipedia, Mechai Viravaidya [Online], accessed 24 June 2008, Available from http://en.wikipedia.org/wiki/Mechai_Viravaidya

With respect to drug users, however, the Thai government rejected similarly effective HIV prevention programs in favour of policies of arbitrary arrest, mass incarceration, and forced drug treatment. Syringe exchange, a strategy recommended by the World Health Organization (WHO) that allows drug users to exchange blood-contaminated syringes for sterile ones, is opposed by the Thai government despite its proven record of accomplishment in reducing HIV transmission without increasing drug use. Methadone, a prescription drug that reduces heroin craving and its associated risks, is severely limited in Thai drug treatment centres. An estimated 1 percent of Thai drug users were receiving HIV prevention services as of February 2004,²⁴ including those who obtained condoms through the 100 percent condom program.

In the end, however, prostitution thrived. Modern day Thailand has not changed and there is not a single neighbourhood in Bangkok that is free of sex commerce. The venues include brothels, hotels, night clubs, massage parlors, bars, barbershops, parks, karaoke lounges and even golf courses. At the top end are private member clubs, advertised in the glossy magazines. At the bottom are locked brothels, where women and even young girls are virtually enslaved. Thai women working in prostitution had to learn new sexual skills in the 1980's that they had not needed in the 1960's.²⁵ This happened because now, their new customers from other nations and civilians had new tastes.

Another problem that tourism overall has created in Thailand is the tremendous growth of commerce centres such as Chiang Mai and Bangkok. This has led to an uneven distribution of financial benefits in favour of large enterprises while costs are shouldered by local people who have no direct gain from tourist promotion. In addition, the tourist industry is expanding too fast and already shows signs of expansion beyond a host city's carrying capacity. This is seen in the traffic congestion as hundreds of thousands of city dwellers rush out of their homes heading to their work places.²⁶ Above all, the country loses a huge amount of money annually due to this unresolved traffic problem.

Ironically, behind the skyscrapers there stands a long line of shabby houses occupied by the so-called "slum dwellers" who live among civilization. They experience a tough life in a city where the cost of living is very high. They have to struggle to survive. Some slum children are undernourished and some of them are abandoned by their parents. Thus, there is a saying that the city is a heaven for the rich and a hell for the poor, as the poor have to work hard just to make ends meet.

Even though city life is quite tough, people prefer to live in the city, as it is the centre for almost everything. Whether it be educational institutions or business centres the city is a window to the outside world. Opportunities for higher education and better jobs are greater than in the countryside. Every year rural people migrate to the city with the aim of gold digging. Some may be successful while fail to get anything and return home empty handed. It may be right to say that city life may be

²⁴ Human Rights Watch Organization, [The War on Drugs, HIV/AIDS, and Violations of Human Rights in Thailand](http://www.hrw.org/campaigns/aids/2004/thai.htm) [online], accessed 5 July 2008. Available from <http://www.hrw.org/campaigns/aids/2004/thai.htm>

²⁵ Thanaphol Jadjaidee. [Essays on Thailand](http://www.thailandlife.com/citylife.html) [Online], accessed 9 June 2008. Available from <http://www.thailandlife.com/citylife.html>

²⁶ Ibid.

suitable to one person but be not for another. Anyone who wants to seek a fortune in a city should think about this carefully.

Thailand is now suffering the consequences of fast growth in its tourism industry. While it seemed at first that technology and monetary investments were ideal factors for the promotion of third world countries to the status of the world's top nations, there are consequences which accompany such changes. Thailand has recently seen the seeds of corruption sprouting more and more at an uncontrollable rate.

Often, if not always, when capitalistic ideas are introduced to the minds of those in power, money speaks much louder than respect. The problems capitalism has brought to Thailand are identified with the prostitution industry, an increase in social class distinctions, ecological problems, and an infrastructure that is unprepared to cope with these things. Today this poses a major problem with few workable solutions for countries.

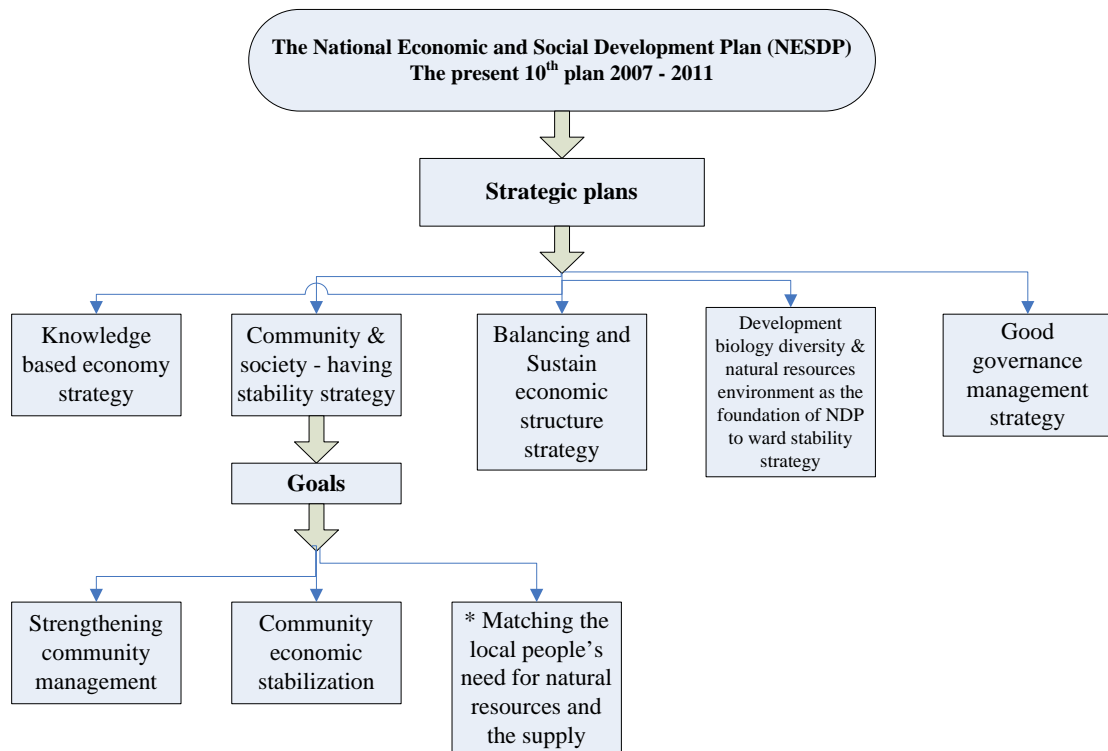
To solve the problems described above is a difficult task. However, a solution can be found to all of the negative impacts tourism has created in Thailand, by promoting a new strategy, which leads to sustainable tourism. This is a better option for social disparity as well as for cultural preservation. Efforts should also be made to try to discourage the sex industry. However, stopping the prostitution industry means taking a big chance at losing a lot of money. Thailand is still an incredible tourist destination; its people are incredibly friendly and the country itself is beautiful. Unfortunately, corruption acts like a cancer and when urbanized centres start to grow bigger and bigger, problems such as crime and prostitution follow its growth. Those who dominate the prostitution commerce and its people clearly have links with the government, and the suffering majority has no power to effect change.

For the tourism business section, the informational asymmetry and fragmentation of capacity suppliers in the tourist industry provide travel intermediaries with market power. Market structure is characterized by over-capacity in off-peak seasons, high fixed costs and low variable costs, leading to product underpricing. Forward sales of capacity at low contract prices surrender profits from consumer surplus to intermediaries enjoying benefits.²⁷ The creation of formal future contracts in rooms and seats permit operators to hedge demand uncertainty and retain more of the profits.

6.2 The complexity of Thailand organizations relating to tourism and governmental policy review.

To illustrate the complexity of the organization and management of government policies, the following flowchart is listed below.

²⁷ Hoontrakul, Pongsak and Ryan Peter. An Economic Analysis of the Tourism Industry - Implications of the Online Travel Intermediary [Online], accessed 15 June 2008. Available from http://papers.ssrn.com/sol3/papers.cfm?abstract_id=494622



* This goal is linked to the T.A.T. marketing plan.

Diagram 7 The structure of the national economic and social development plan

In conjunction with the launching of five strategies in 2007, the government has set up 19 ministries and assigned specific tasks to each ministry. However, overlapping duties have taken place and has sometimes led to the formation of problems. As far as Thailand tourism policy is concerned, the Tourism Authority of Thailand (T.A.T.) has assigned this to the Ministry of Tourism and Sports.

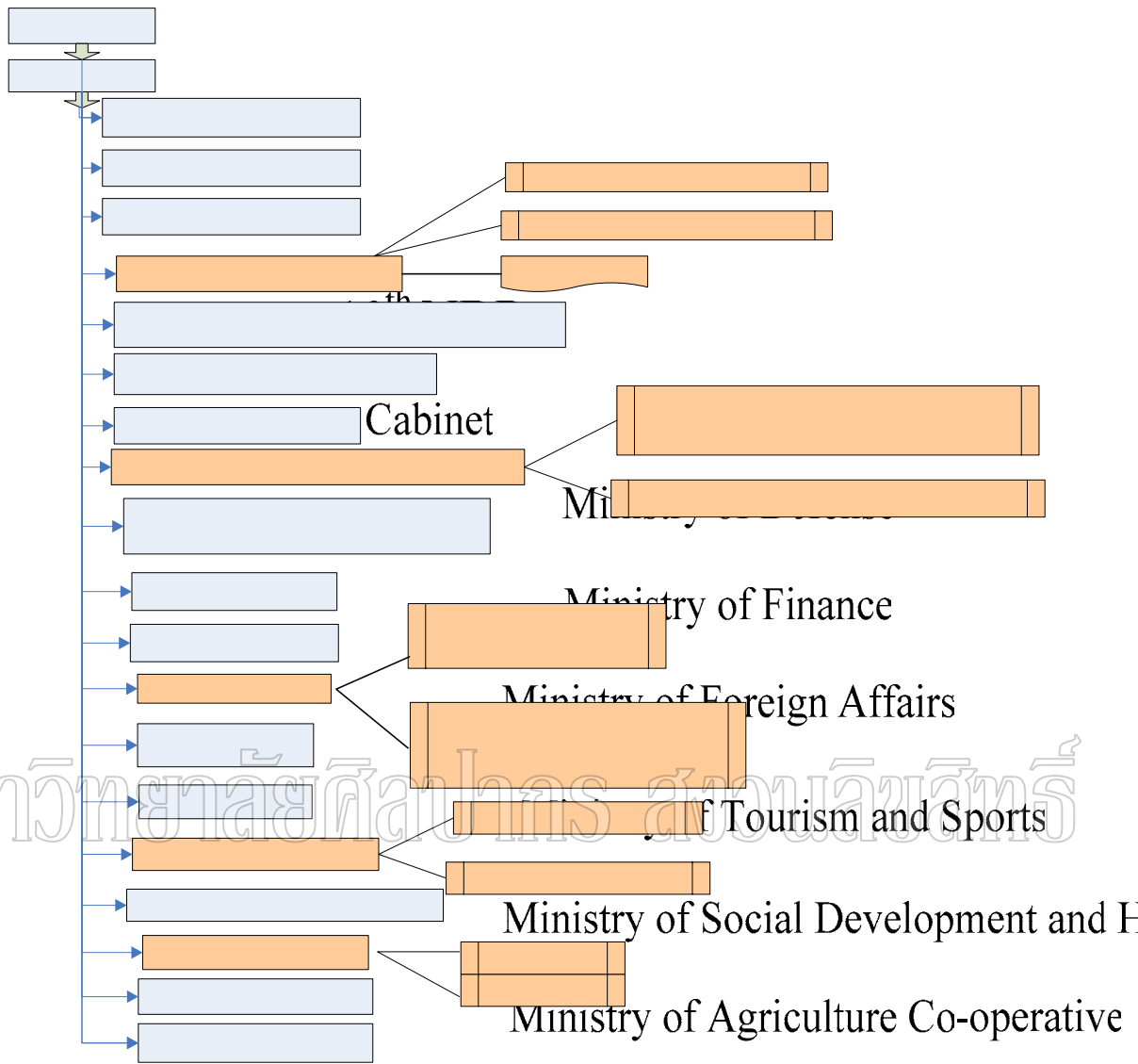


Diagram 8 The structure of Thailand ministries

 = Overlapping / inter related governmental agencies assigned cultural and tourism management

6.2.1 Thailand tourism organizations and policies

The background of the Ministry of Tourism and Sports (MOTS) is established in accordance with Chapter 5 Section 14 of the Amending Ministry Act, Sub-Ministry and Department B.E. 2545 (2002) and commissioned with the duties and responsibilities on the promotion, support and development of the tourism industry, sports, sports education and other areas as specified by the law. There are four offices under the Ministry as follows:

1. Office of the Minister
2. Office of the Permanent Secretary
3. Office of Sports and Recreation Development
4. Office of Tourism Development

Ministry of Commerce
Ministry of Interior

Ministry of Justice

Depart
admin

Depar
to

According to the Royal Decree transferring administration affairs, authorities and duties of government agencies as specified in Chapter 4, Section 22 to Section 26 of the Amending Ministry Act, Sub-Ministry and Department Act B.E. 2545 (2002)²⁸, the assets, budget, debts, rights, obligations, civil servants, employees and existing positions of the Physical Education Development, and the Ministry of Education, excluding the Red Cross Youth Bureau and Scout Bureau, shall be transferred to the Ministry of Tourism and Sports.

Section 27: The promotion of the movie industry under the Office of Public Relations Plan and Policy Development, Public Relations Department, shall be transferred to the Office of Tourism Development, Ministry of Tourism, and Sports.

Section 28: Authority and tasks of the Ministers of the following government agencies shall be transferred to the Minister of Tourism and Sports:

1. Sports Authority of Thailand
2. Tourism Authority of Thailand



Diagram 9 The organizational chart of the Ministry of Tourism and Sports

Source: Adapted from the Ministry of Tourism and Sports, Organization and executive [Online], accessed 23 February 2008. Available from

http://www.mots.go.th/tourism/index.php?lang=en§ion=profile§ion_id=30&category=history&cate_id=68

Section 29: Unless the transfer of authorities and duties is clearly specified elsewhere, the authority and tasks of the Ministries regarding the following laws shall be transferred to the Ministry of Tourism and Sports:

1. Boxing Act B.E. 2542 (1999)
2. Touring Business and Tour Guide Act B.E. 2535 (1999)
3. Federation of Tourism Industry of Thailand Act B.E. 2544 (2001)

²⁸ Ministry of Tourism and Sports, profile [online], accessed 23 February 2008. Available from http://www.mots.go.th/tourism/index.php?lang=en§ion=profile§ion_id=30&category=history&cate_id=68

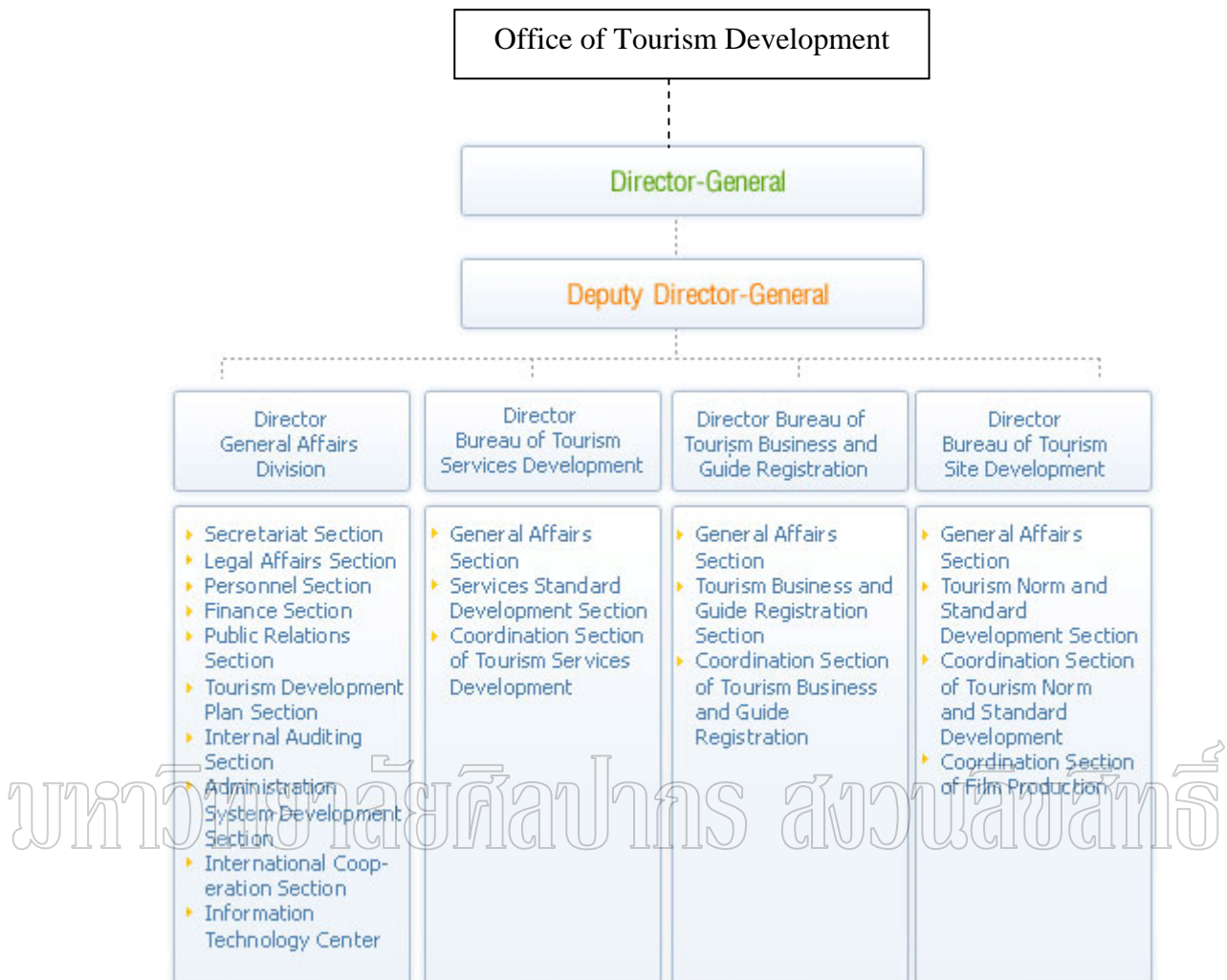


Diagram 10 Organizational chart of the Office of Tourism Development, the Ministry of Tourism and Sports

Source: Office of Tourism Development, Office of tourism development, structure [Online], accessed 23 February 2008. Available from <http://www.tourism.go.th/office.php?otype=4>

Another significant organization, which was assigned to the Ministry of Tourism and Sports, is the Tourism Authority of Thailand (T.A.T.), which was established on 18 March 1960. T.A.T. was the first organization in Thailand to be specifically responsible for tourism promotion.

TAT supplies the data on tourist information to the public, stimulating people in Thailand with the intention of encouraging both Thai and international tourists to travel inbound and outbound around Thailand. T.A.T. conducts studies to create tourist destinations development plans, and co-operates with and supports the production and development of personnel in the field of tourism.

Since the inception of the first local office of TAT in Chiang Mai in 1968, there are now 22 regional offices throughout Thailand. TAT has also established many overseas offices, New York being the first international branch opened in 1965.

During the past 43 years, TAT has since established 15 more international offices in different parts of the world.

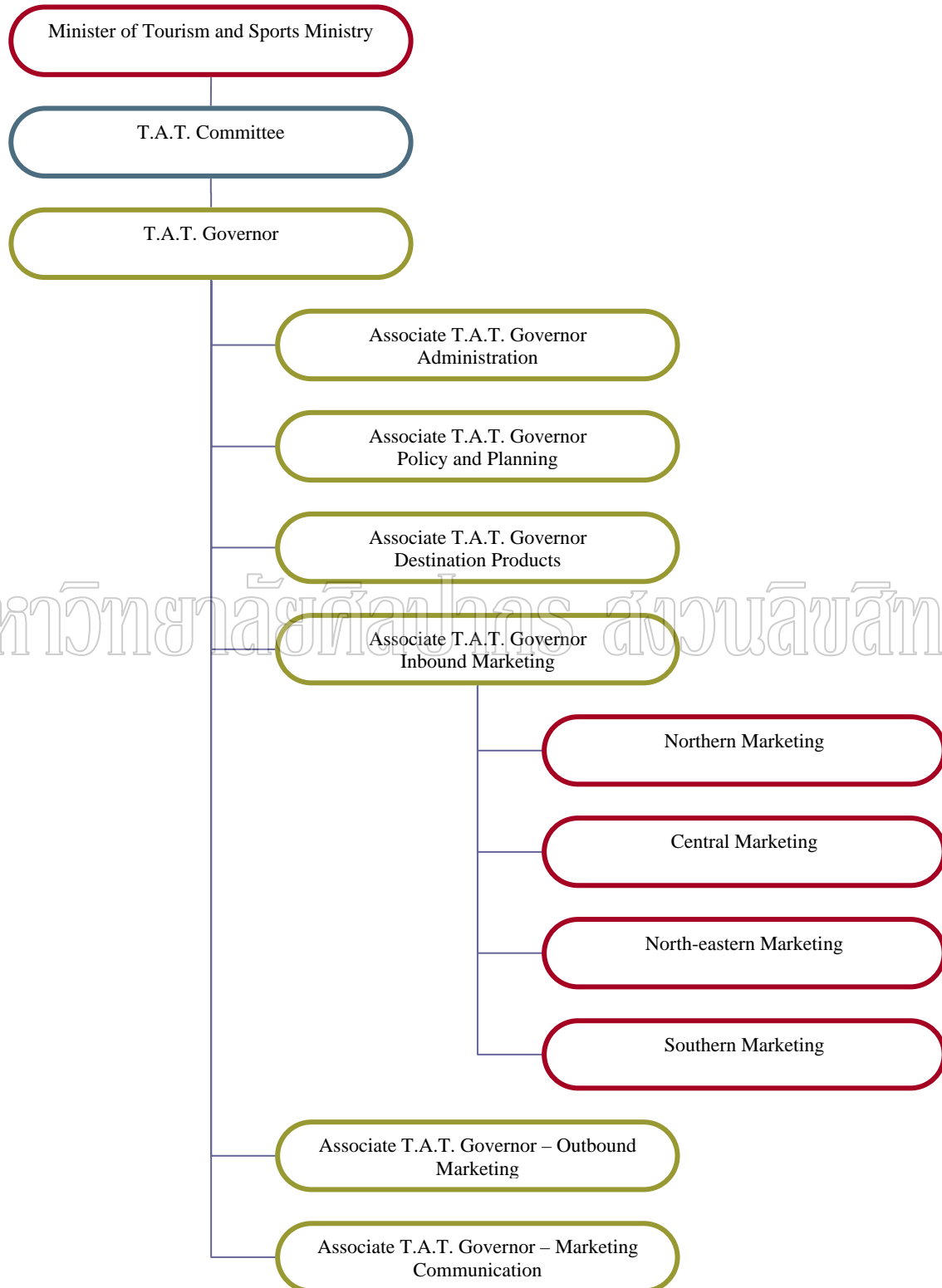


Diagram 11 The organizational structure of the Tourism Authority of Thailand

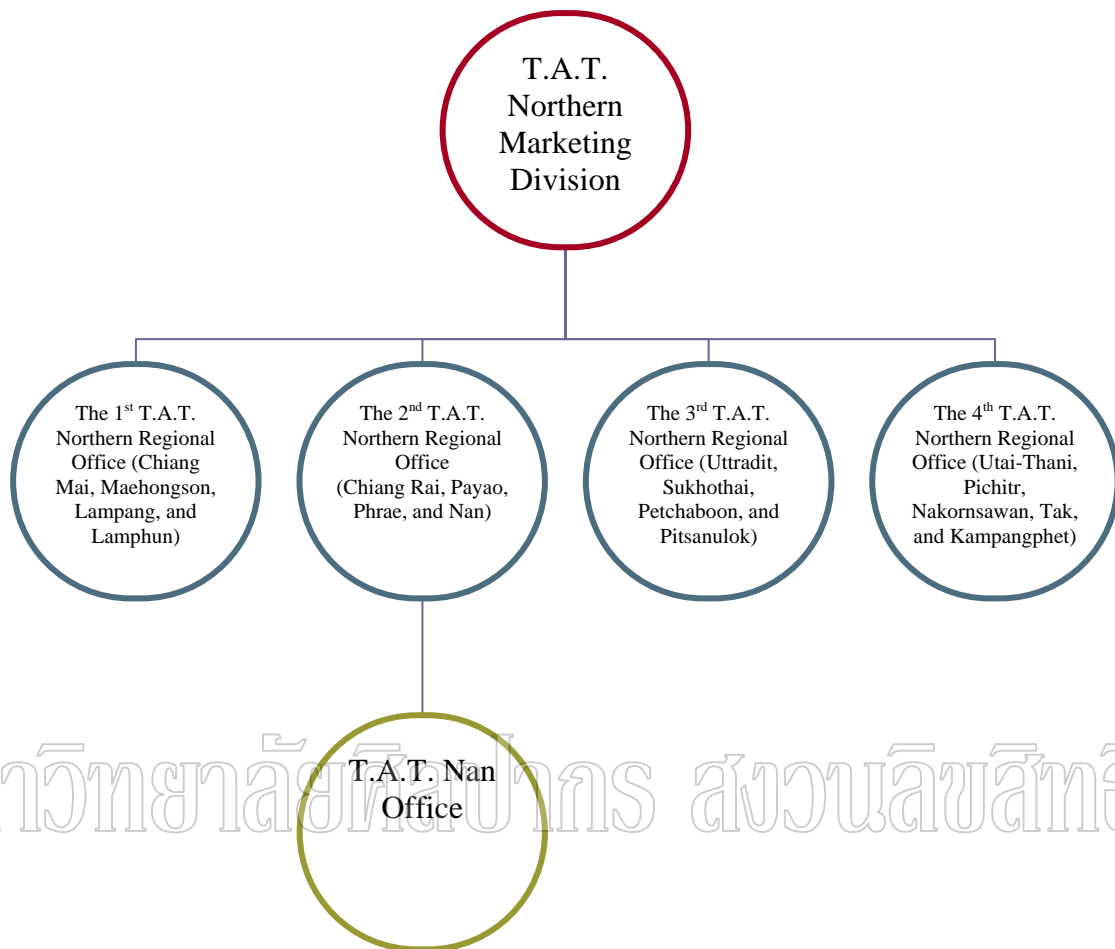


Diagram 12 The internal Northern Marketing Division Offices of the Tourism Authority of Thailand

Furthermore, the Tourism Authority of Thailand divides the northern marketing division into 4 four offices, the 1st Northern Regional Office, the 2nd Northern Regional Office, the 3rd Northern Regional Office, and the 4th Northern Regional Office. The Nan tourism office is grouped in with the 2nd Northern Regional Office, including Chiang Rai, Payao, Phrae, and Nan.

From the expansion of regional offices, the development of the Thailand tourism industry grew rapidly. The tourism industry plays a significant role in the economy of the country. Its contribution has increased from 50,023 million baht in 1987 to more than 547 billion baht in 2007. In fact, it is the primary source of income of foreign currency for all of the industries in Thailand. However, at the same time, it has also introduced into the country huge negative impacts on both the social and cultural fabrics due to several factors. All of which can make the industry unsustainable in the near future.

This chapter will later try to identify the fore mentioned factors and try to outline the major contributors, which could be utilized to launch a probable and sustainable tourism development plan in the country as a whole, as well as in the specific area of the old city of Nan.

It could be stated that the prevailing concept of the T.A.T. (Tourism Authority of Thailand) since its conception has been to initiate and promote, on almost yearly intervals, exciting events in order to advertise and excite tourists both from abroad and locally. For example, the elephant round up festival in Surin province was first organized in 1961 and continues to the present.²⁹ The Loy Krathong festival in Sukhotai has been handled by T.A.T.'s Department of Fine Arts since 1977 to the present for re-atmosphere of 700 years ago of Sukhotai.³⁰ Other events include: Thai Culture 1994, Thai Cultural Heritage, Culture and Development 1995, Culture and Tourism 1996, Culture and Mass Media 1997, Amazing Thailand for five years (1998 - 2002) and again in 2007 – 2008, Unseen in Thailand 2001 – 2004, Unseen Paradise II: Stay in Style 2005 and 72 Hours of Amazing Thailand 2007³¹ to name but a few. Most have been successful campaigns considering that the number of foreign tourists has increased from 2.01 million in 1981 to 14.46 million in 2007.³²

Year	International						
	Tourist		Average	Average Expenditure		Revenue	
	Number	Change	Length of Stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1998	7.76	+ 7.53	8.40	3,712.93	+ 1.12	242,177	+ 9.70
1999	8.58	+ 10.50	7.96	3,704.54	- 0.23	253,018	+ 4.48
2000	9.51	+ 10.82	7.77	3,861.19	+ 4.23	285,272	+ 12.75
2001	10.06	+ 5.82	7.93	3,748.00	- 2.93	299,047	+ 4.83
2002	10.80	+ 7.33	7.98	3,753.74	+ 0.15	323,484	+ 8.17
2003	10.00	- 7.36 *see footnote no.33	8.19	3,774.50	+ 0.55	309,269	- 4.39
2004	11.65	+ 16.46	8.13	4,057.85	+ 7.51	384,360	+ 24.28
2005	11.52	- 1.51 *see footnote no.34	8.20	3,890.13	- 4.13	367,380	- 4.42
2006	13.82	+ 20.01	8.62	4,048.22	+ 4.06	482,319	+ 31.29
2007	14.46	+ 4.65	9.19 ^P	4,120.95 ^P	+ 1.80	547,782 ^P	+ 13.57

Table 29 Tourism Statistics in Thailand 1998 – 2007

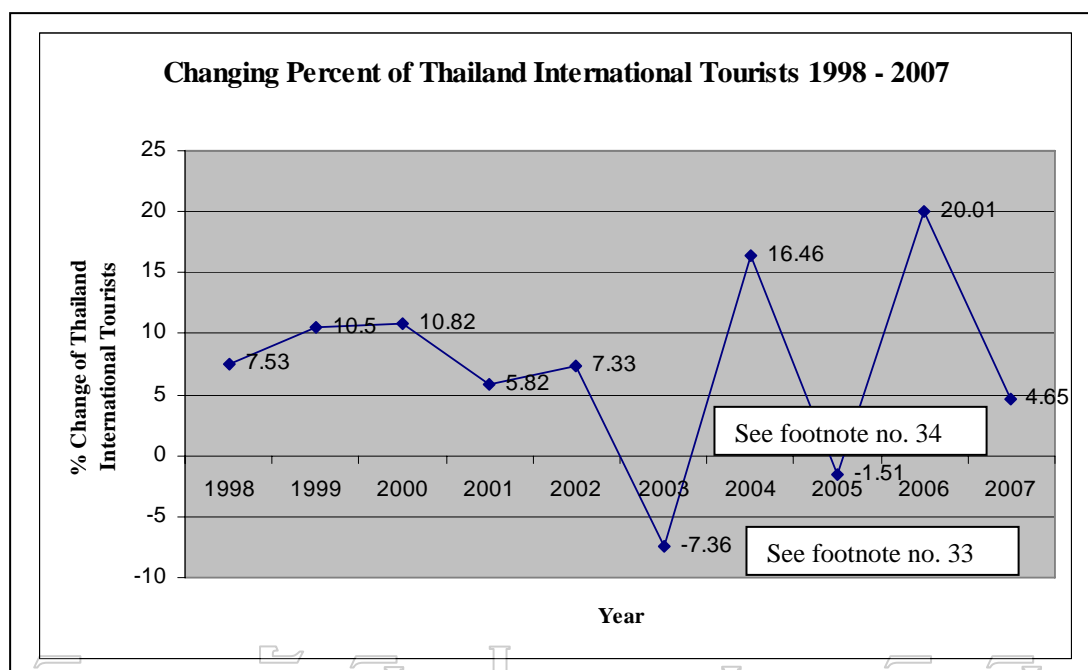
²⁹ Adapted from [Thaibestfair.com](http://www.thaibestfair.com), [Elephant round up festival in Surin province](http://www.thaibestfair.com) [online], accessed 22 June 2008. Available from <http://www.thaimocyc.com/thaibestfair/nganchang.asp>
This website cited the data from Naew Na Newspaper 22 November 1991 and Chuen Srisawad : 1994 Thai Khadi Research Institute : 1985.

³⁰ Royal Thai Army, [History of Loy Krathong in Sukhotai](http://www.rta.mi.th/22254u/Index_music_2/index6.htm) [online], accessed 22 June 2008. Available from http://www.rta.mi.th/22254u/Index_music_2/index6.htm

³¹ Virginia Henderson, [Dissertation in Architectural Heritage Management and Tourism - Silpakorn University 2007](http://www.silpakorn.ac.th/2007) (Bangkok : Silpakorn University, 2008).

³² Tourism Authority of Thailand, [Target of Tourism in Thailand 1997-2006](http://www2.tat.or.th/stat/web/static_index.php) [online], accessed 27 January 2008. Available from http://www2.tat.or.th/stat/web/static_index.php

Source: Tourism Authority of Thailand, Tourism Statistics in Thailand 1998 – 2007 [online], accessed 27 January 2008. Available from http://www2.tat.or.th/stat/web/static_index.php



Graph 1 Changing percentages of Thailand international tourists

Source: Adapted from the Tourism Authority of Thailand, Tourism Statistics in Thailand 1998 – 2007 [online], accessed 27 January 2008. Available from http://www2.tat.or.th/stat/web/static_index.php

From the table above, in early 2003, tourism around the globe experienced detrimental impacts from two major incidents; namely, the American–Iraqi conflict and the Severe Acute Respiratory Syndrome (SARS)³³ epidemic in Asia. SARS caused the most detrimental impact in Thai tourism history, especially in the month of May. Thailand’s tourism situation in 2003 began to improve in July, which partly resulted from public and private partnership in marketing promotion. Pricing measures were used to attract international visitors, in addition to travelling security provided by the Royal Thai Government during the hosting of the APEC conference in October, as well as the launches of low-cost airlines fares towards the end of the year. In conclusion, the year 2003 saw 10,004,453 international arrivals to Thailand, representing a decrease of 7.36 percent and generating tourism revenue of 309,269 million baht, a drop of 4.39 percent from the previous year. The average length of stay amounted to 8.19 days, with an average tourist expenditure of 3,774.50 baht per person per day, which was slightly different from 2002.

Later, in 2005, the World Tourism Organization (WTO) estimated that the average growth of international tourists would be 5.5%, lower than in 2004 when the

³³ Tourism Authority of Thailand, Tourism Situations 2003 [online], accessed 22 June 2008.

Available from http://www2.tat.or.th/stat/web/static_tsi_detail.php?L=&TsiID=9

growth of world tourism experienced a 10% expansion, with 808 million international tourists. Therefore, the tourism industry, in Thailand, saw a slowdown, because of the world economic downturn.³⁴ The expected region to grow at a higher rate was the Asia Pacific (+10%), owing to the fact that tourists paid more attention to finding new attractions in this region, especially in Cambodia, Vietnam, India and China, where there were high growth rates in the number of visitors. Other regions in the lower ranks were Africa (+7%), the Americas (+6%), Europe (+4%), and the Middle East (+3%), respectively.³⁵

In Thailand, the Tsunami disaster and the disturbance in the three southern provinces, as well as the increased market competition in new destinations (Vietnam, China, and India) and tourism product creation (Japan, Hong Kong, and Korea) were key factors in Thailand's steady decline in tourism in 2005, with 11.52 million inbound visitors, a 1.15 %³⁶ decrease from the previous year. However, this slowdown was not that severe, due to the attempts of the public and private sectors to stimulate markets and recover the attractions affected by the disaster as fast as possible. These resulted in a slight impact by the above-mentioned factors on the Thai tourism industry.

In the first quarter, the Tsunami dramatically discouraged the growth of Thai tourism which was -10%³⁷ because visitors from all over the world were shocked by the unexpected terrible damage. Moreover, they waited and looked forward to hearing about new safety and security measures, and what the disaster would bring in its wake. Nevertheless, in the second quarter, the situation gradually began to recover. The rate of the slowdown decreased to -1%³⁸ and improved to a positive growth during the second half of the year, with a growth rate of 2% in the third quarter and 4% in the final quarter, when compared with the same periods in the previous year. In addition, most tourists who previously preferred visiting beaches and the sea changed to visit other alternative provinces in the Gulf of Thailand, such as Trat, Hua Hin and Samui, rather than the Andaman coast. Those destinations have had the highest occupancy rate during the past five years. In addition, the ceremony to commemorate the first anniversary of the Tsunami disaster created a good image for Thailand's and showed the world that all affected areas had recovered.

For almost a century, the tourism policy in Thailand has emphasized expanding the number of foreign tourists visiting the country through aggressive international advertising campaigns. This policy exists despite the fact that tourism problems in recent years have been the result of excessive demands on resources. The Thai government increased the state budget for 2007 to 1.56 trillion Baht (about US\$ 46.285 billion) upon finding that debt burdens incurred from various projects

³⁴ Tourism Authority of Thailand, Tourism Situation Concerning Inbound Foreign Visitors in 2005 [online], accessed 22 June 2008. Available from http://www2.tat.or.th/stat/web/static_tsi_list.php

³⁵ Ibid.

³⁶ Ibid.

³⁷ Ibid.

³⁸ Ibid.

launched by the previous government totaling over 100 billion Baht (about US\$ 2.737 billion).³⁹ The large tourism budget share highlights the emphasis placed on advertising; out of a 9,161 million baht budget for T.A.T. in 2007, 70% was allocated to the Marketing Department⁴⁰.

Tourism policy is an area which, to date, has not been greatly influenced by executive decisions. One major reason for this is the small government budget involved. Much of the tourism budget is utilized for promotional purposes overseas. This occurs because higher-level government officials incorrectly perceive tourism in Thailand as suffering from demand problems. In the tourism master plan approved by the Cabinet in 1997 for an example, budget requests for the rehabilitation of tourism sites in the provinces were requested. However, owing to budget constraints, the budget package was postponed until the prevailing fiscal situation improved. An evaluation of government management reveals this as a major obstacle to a sustained tourism boom.⁴¹

Nowadays, Thailand endeavours to improve the situation by issuing five-year tourism marketing and promotion plans (2007-2011)⁴² which reflect the national agenda: striving to maintain a delicate balance between economic growth and the achievement of sustainable development. The idea of a “self-sufficient economy” was promoted by His Majesty King Bhumibol Adulyadej, Rama IX. The pursuit of Thailand’s new concept of “self-sufficient economy” tourism has presented Thailand with a golden opportunity to adjust many of the tourism policies and marketing strategies in line with the self-sufficient economy principles of His Majesty the King to create a better balance between development and marketing.

"Self-Sufficient Economy" is a philosophy that stresses the middle path as the overriding principle for appropriate conduct by the populace at all levels. This applies to conduct at the individual, family, and community levels, as well as to the choice of a balanced development strategy for the nation so as to become modernised in line with the forces of globalization while shielding against inevitable shocks, internal and external, and excesses that arise.⁴³

³⁹ Thai Visa, Thailand raises national budget for 2007 [online], accessed 22 June 2008. Available from <http://www.thaivisa.com/forum/lofiversion/index.php/t92828.html>

⁴⁰ Manager newspaper, Tourism budget in 2007 [online], accessed 7 February 2008. Available from <http://www.gotomanager.com/news/details.aspx?id=46247>

⁴¹ Mingsarn Kaosa-ard, “Economic Development and Institutional Failures in Thailand,” vol. 13, no.1, TDRI Quarterly Review, ed. Belinda Fuller and Ryratana Suwanraks (Bangkok : TDRI, 1998), 3-11.

⁴² Tourism Authority of Thailand, Introducing sufficiency economy [online], accessed 24 June 2008. Available from http://www.tatnews.org/tat_corporate/3490.asp

⁴³ TDRI, Sufficiency economy [online], accessed 24 June 2008. Available from The 1999 TDRI Year-end Conference Distribution Material www.chaipat.or.th/chaipat/journal/dec00/eng/e_economy.html

To conclude the matter, the following chart illustrates the existing process development plan for Thailand tourism from the national development level down to the provincial level, such as the Nan tourism plan.

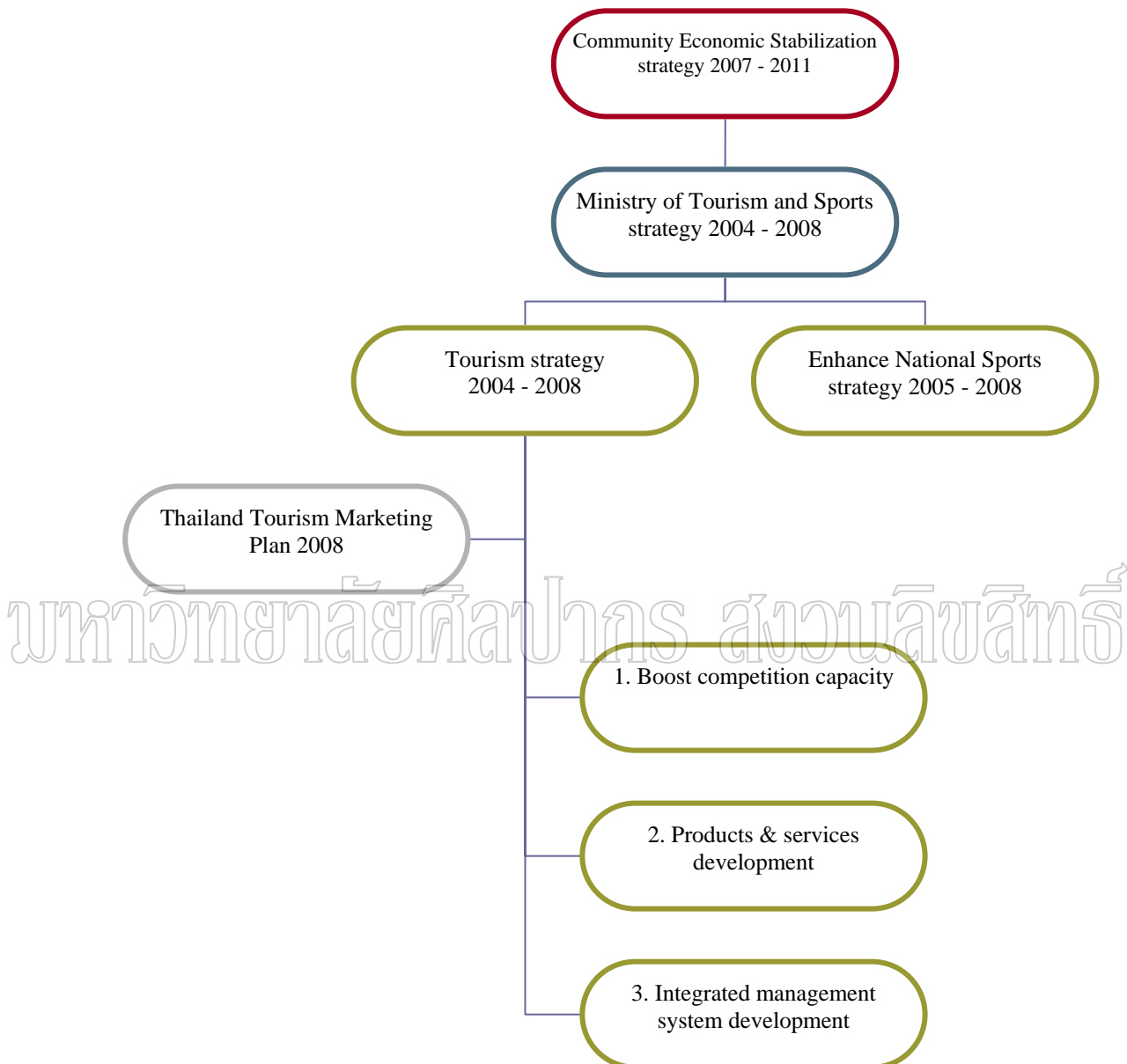


Diagram 13 The linking of the National Economic and Social Development Plan with the Thailand Tourism Plan

Source: Adapted from the Ministry of Tourism and Sports, Four years tourism strategy 2005-2008, [CD-ROM], 21 December 2004. Abstract from: MOTS stg 47-51.

For the tourism marketing plan of T.A.T. 2008, policy-wise, there was a key shift in strategy with the focus being placed on 'quality' over 'quantity'. This means attracting 'quality' visitors to a 'quality' destination. With 'Quality visitors' being defined as those who are socially and environmentally aware, and are responsible

travellers with a keen interest in learning about the places and communities they visit. As a result, they are more likely to have a longer average length of stay.⁴⁴

The marketing direction aims to:

1. Raise visibility and awareness to build and strengthen the “Thailand” brand.
2. Further develop the capabilities of the Thai tourism industry to increase Thailand’s international competitiveness.
3. Promote Quality Tourism.
4. Maintain the existing market share and encourage repeated visits.

To achieve the above, the following critical steps are being undertaken simultaneously.

- Promotion of quality tourism.
- Re-aligning marketing efforts by focusing on increasing the yield and expenditures per visitor rather than only by headcount.
- Promoting awareness by using e-marketing channels in conjunction with traditional marketing channels
- Maintaining the existing market share by working with strategic partners This includes the use of viral marketing (word of mouth), relationship marketing, loyalty and reward campaigns to promote referrals and to encourage individuals who have previously travelled to Thailand and repeat visitors to recommend destinations to family and friends.
- Offering travel promotion packages and special offers.
- Launching joint promotions with restaurants, airlines, and tour operators.
- Participating in travel trade shows in various markets.
- Organizing international road shows.

⁴⁴ Tourism Authority of Thailand, Marketing Amazing Thailand to the world: 2008 Marketing Plan [online]. Accessed 24 June 2008. Available from http://www.tatnews.org/tat_corporate/3490.asp

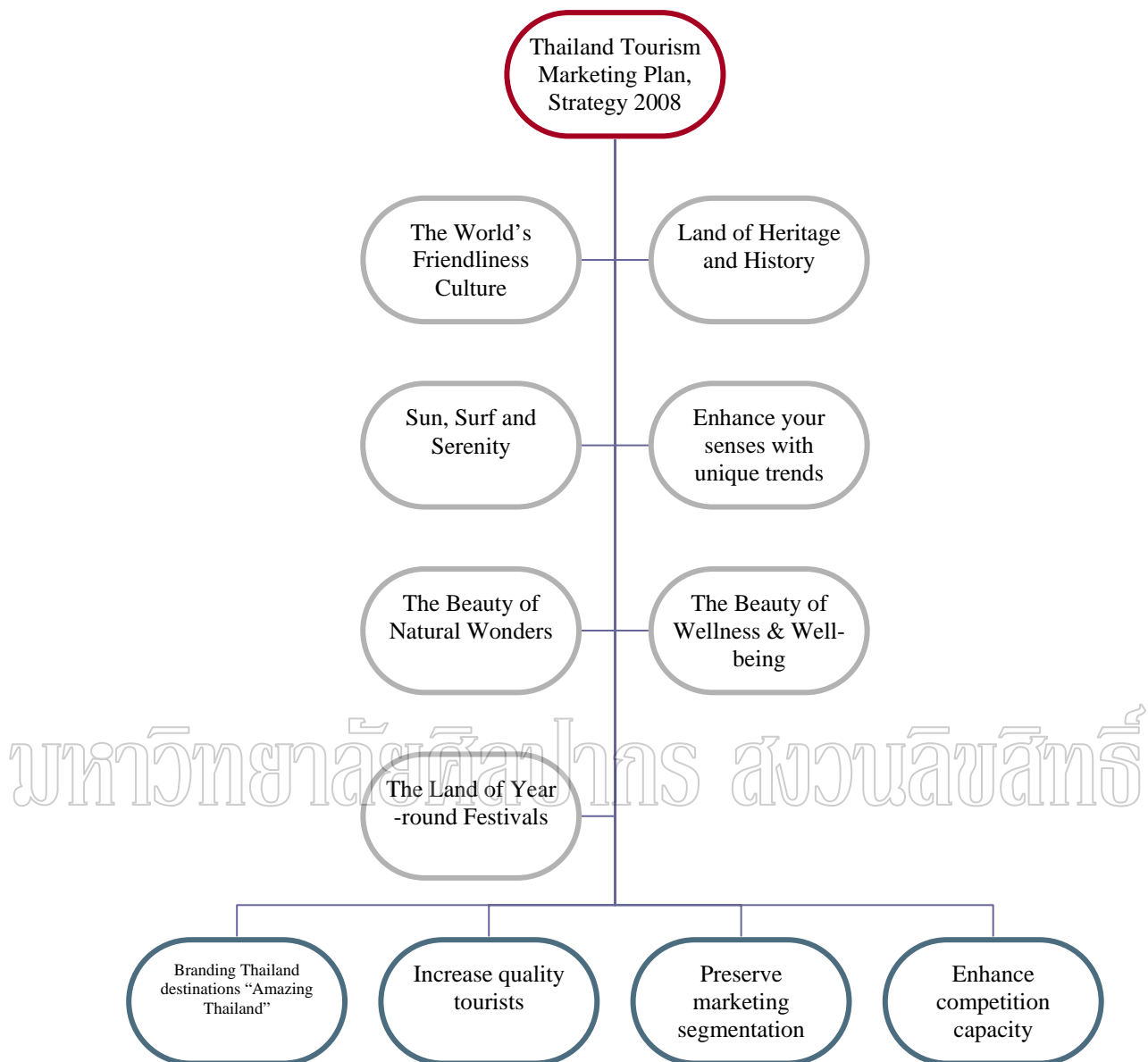


Diagram 14 Thailand tourism marketing plan 2008

Source: Adapted from Tourism Authority of Thailand. Thailand tourism marketing action plan 2008 [CD-ROM]. 2008. Abstract from File : marketing action plan 2008.

To develop tourism products, T.A.T. launched Brand “Amazing Thailand” to increase differentiation. This year (2008), T.A.T. also proposed groups of products and initiated seven Themes for each group to accentuate the tourists’ experience along with the products’ appeal.

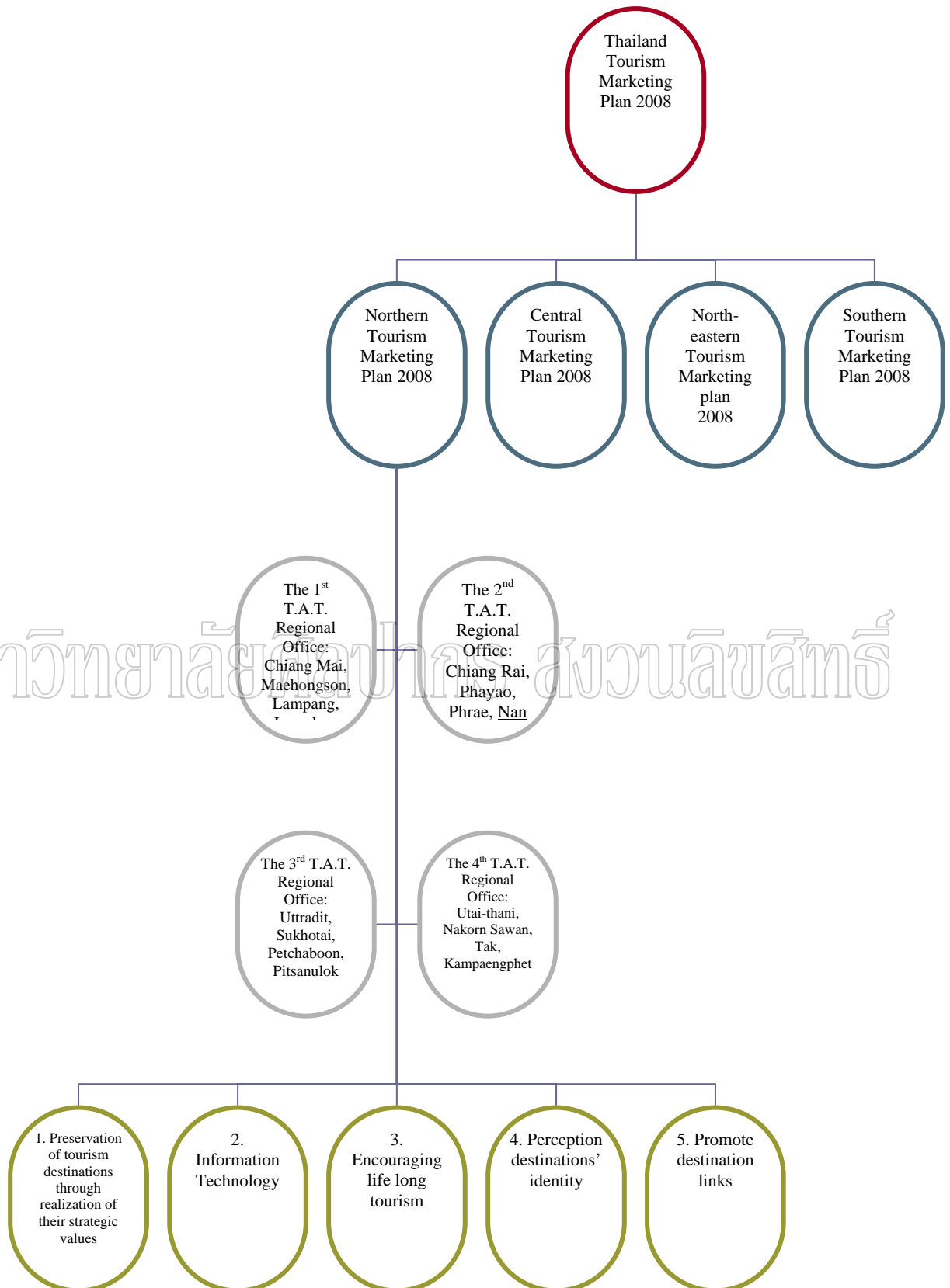


Diagram 15 The 8 upper northern provinces (Chiangmai, Lampang, Lamphun, Maehongson, Chiang Rai, Payao, Phrae, and Nan) marketing plan, year 2008

Source: Adapted from Tourism Authority of Thailand. Tourism Authority of Thailand organize tourism business owners seminar to guideline upper northern provinces [online], accessed 19 February 2008. Available from <http://thai.tourismthailand.org/news/content-489.html>

In 1998-2002 and 2007-2008, the Tourism Authority of Thailand implemented the “Amazing Thailand” policy for seven years, and again in 2008, then the northern marketing division followed up this campaign by presenting the five strategies shown above.

Due to the fact that the Nan tourism marketing plan was imposed on the northern region and the T.A.T. office in Nan, there was no other option but to follow the plan.

It could be seen that the T.A.T. tourism marketing plan in 2008 emphasized increasing the number of ‘quality tourists’ and increasing expenditures per visitor rather than a numeric headcount. None have mentioned about reducing the problems of sex tourism, child prostitution, AIDS, drug use, the migration of rural people to big and popular tourists’ destinations i.e. Pattaya, Phuket, etc, which supplies those lustful tourists with young and poor girls and boys. Perhaps, T.A.T. sees itself as a tourism-promoting agency, while the consequence of the problems are the job of other governmental authorities i.e. the Royal Thai Police, Ministry of Public Health, etc. However, the weight of all problems fall on the Office of Tourism Development and the Ministry of Tourism and Sports, which should provide guidelines, regulations, laws, etc, for regulating the tourism industry in Thailand to the path of sustainable tourism. Unfortunately, with the complexity and overlapping of regulations and authorities of other governmental agencies, the problems remain unsolved.

Using the previous information, of both the organizational charts and diagrams, the author would like to develop a sustainable tourism development plan for the old city of Nan to be the role model of Thailand.

6.2.2 Other related tourism organizations

In order to complete the complex picture the author would like to explain here that besides T.A.T., which has offices in every province in Thailand, there are other authorities involved, both on national and local levels, such as, the Office of Provincial Cultural Affairs, the Department of Fine Arts, the Ministry of Culture, the Provincial Cultural and Natural Conservation Division, the Office of Environmental Policy and Planning, the Ministry of Natural Resources and Environment, the Department of Public Works and Town and Country Planning, the Ministry of the Interior, and other local authority organizations, such as, Nan Provincial Authority Administration, Muangtued Sub-district Authority, and Nan Municipality.

Ministry of Culture

Firstly, the Ministry of Culture serves as the core agency in bringing an integration of good values, ethics, art and culture to the people in order to support and strengthen individuals, communities, and societies in processes of learning and networking in aspects relating to culture at various levels, including that of local, regional, national, and international groups and communities.

Three major inter-related and coordinated functions are concerned with religion, art, and culture.⁴⁵ The details are described below:

1. Culture: culture involving Thai identity that can be sustained and can exist in harmony with the changing of time while not relying solely on the Ministry of Culture.

2. Religion: the function relating to religion is closely linked with cultural work.

3. Art: a wide range of responsibilities covering every branch of art, tangible and intangible, are needed here.

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⁴⁵ Provincial cultural office, The responsibility of provincial cultural office [Online], accessed 12 March 2008. Available from <http://www.geocities.com/culturephunga/nati.htm>

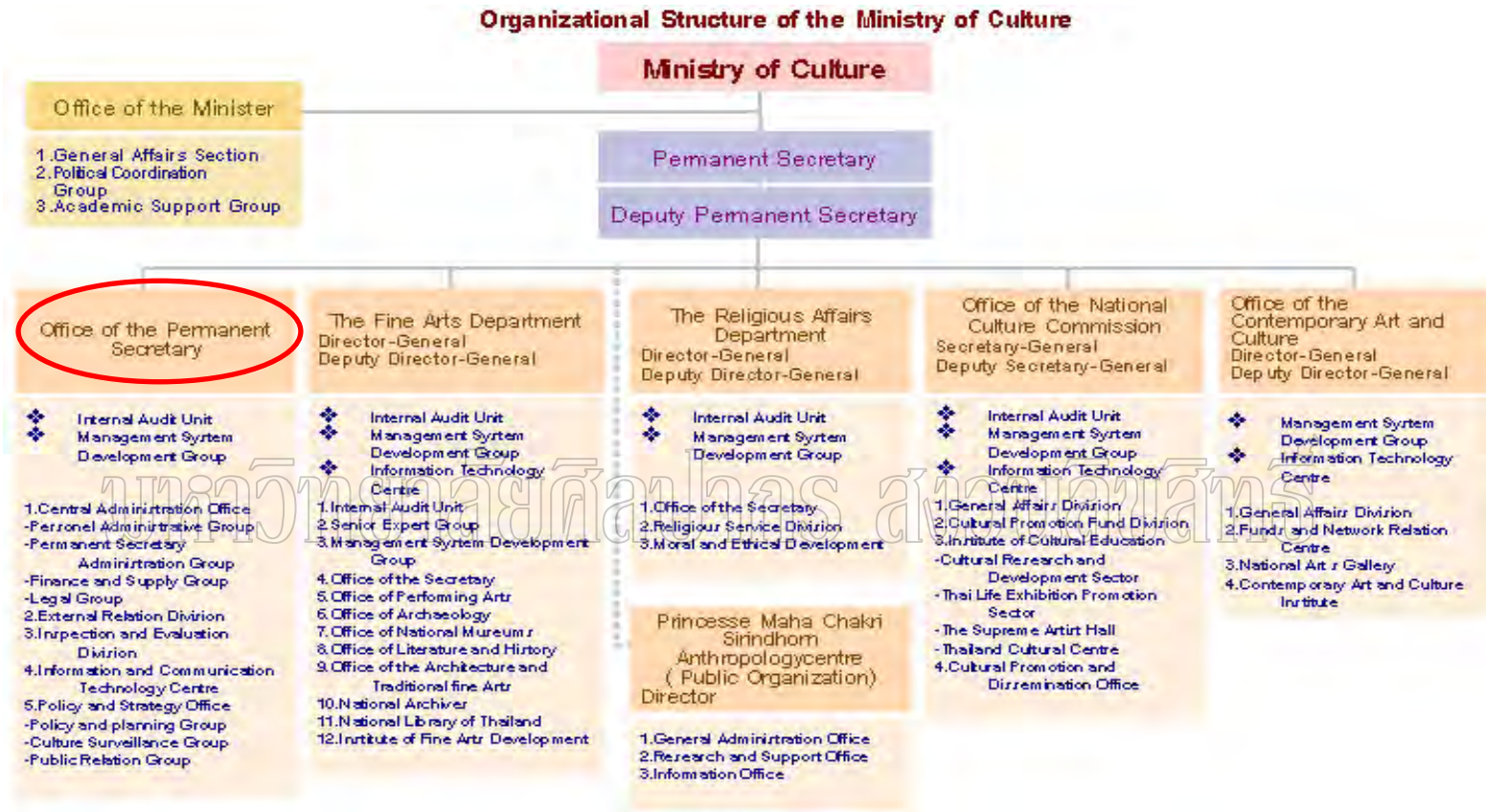


Diagram 16 Organizational structure of the Ministry of Culture

Source: Ministry of culture, Organizational structure of the Ministry of Culture [Online], accessed 17 March 2008. Available from <http://www.m-culture.go.th/culture01/library/library.php?courseid=N2Q=&pid=244&lang=th>

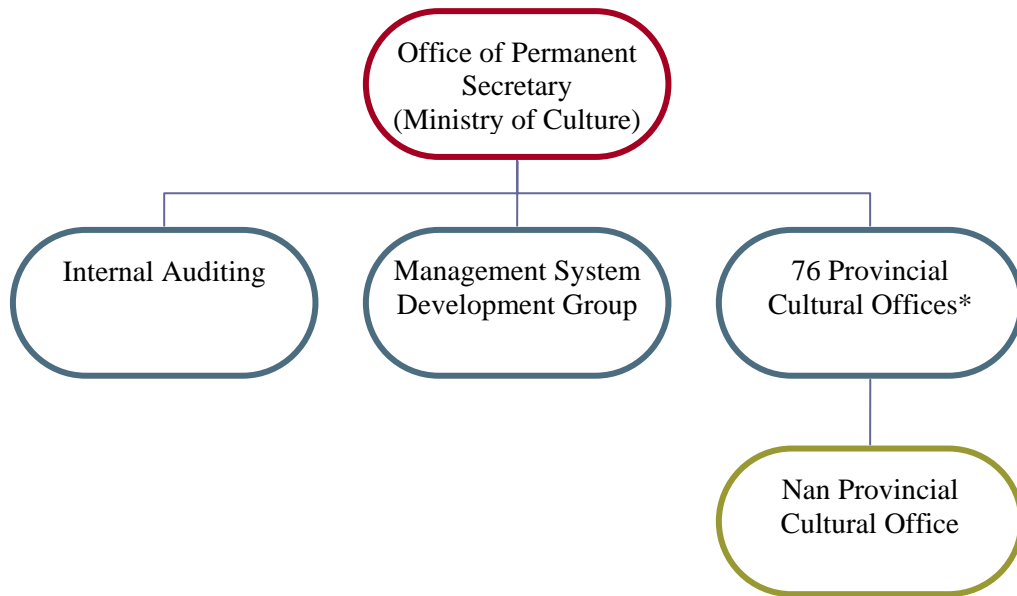


Diagram 17 Organizational structure of the Ministry of Culture, showing provincial, cultural offices*

Source: Adapted from the Ministry of Culture, Organizational structure of Office of Permanent Secretary, Ministry of Culture [Online], accessed 17 March 2008.

Available from <http://www.m-culture.go.th/culture01/library/library.php?courseid=NWY=&pid=186&lang=th>

Department of Fine Arts

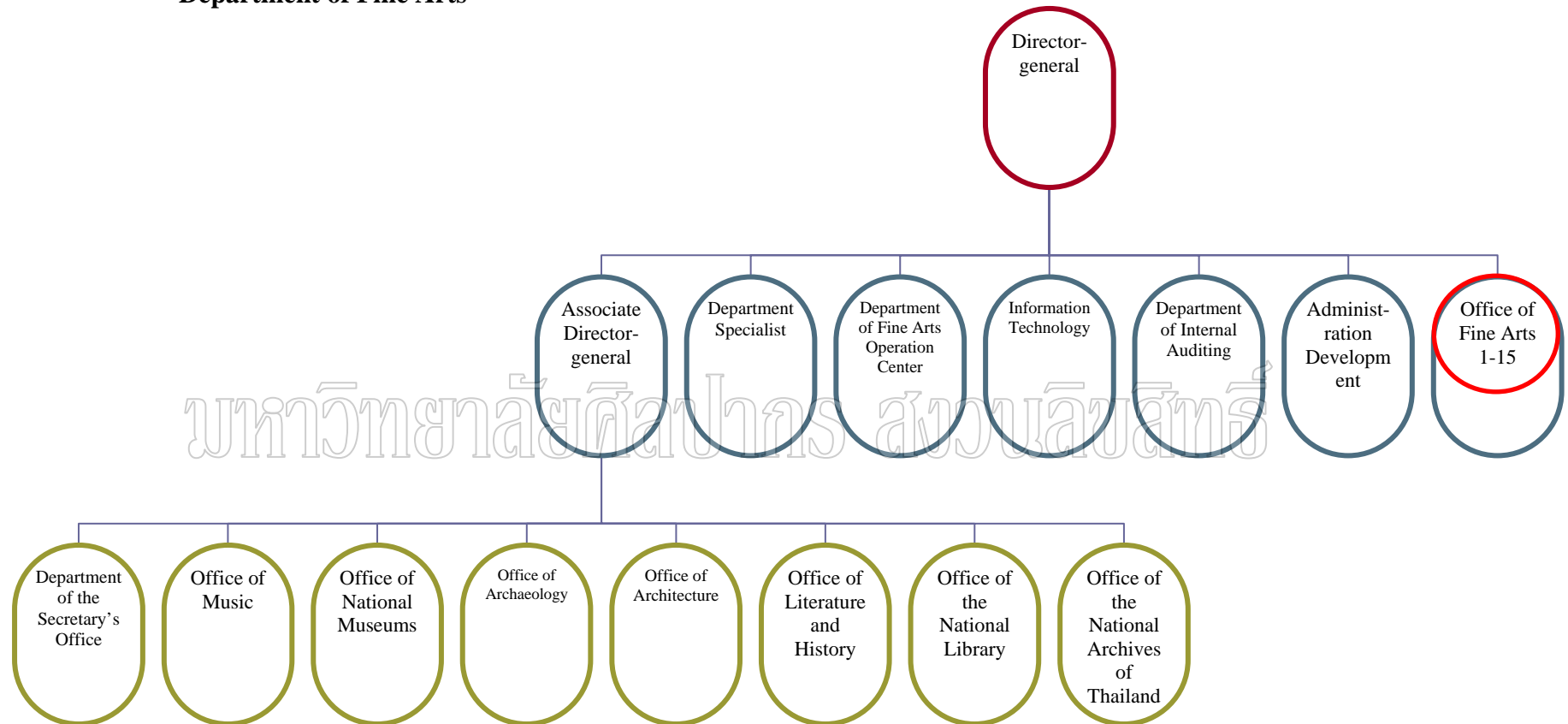
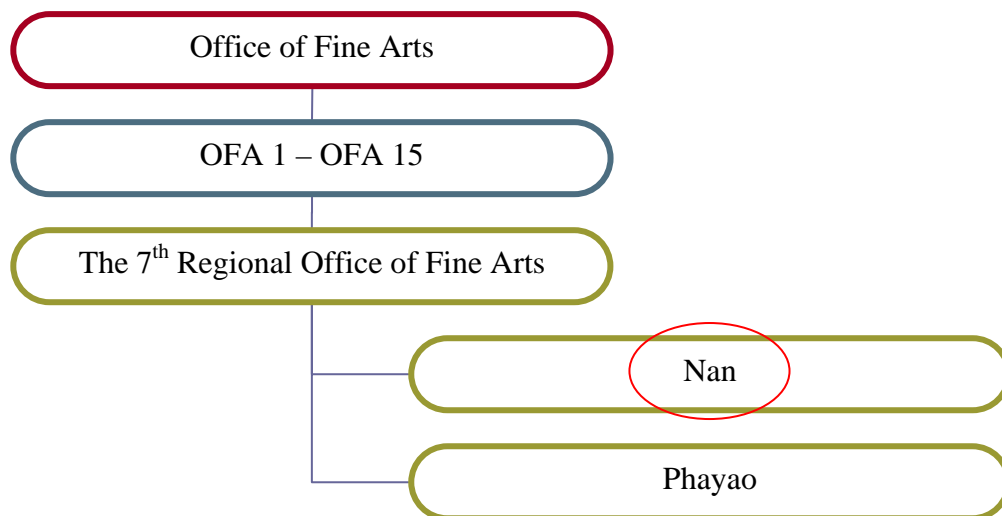


Diagram 18 Organization chart of the Department of Fine Arts

Source: Adapted from the Department of Fine Arts, [The structure of the Fine Arts Department](http://www.finearts.go.th/th/Personal/organization.htm?PHPSESSID=4170ed3e59c604c5452587078bd6e46c) [Online], accessed 12 March 2008. Available from <http://www.finearts.go.th/th/Personal/organization.htm?PHPSESSID=4170ed3e59c604c5452587078bd6e46c>



*OFA = Office of Fine Arts

Diagram 19 Structure of Office of Fine Arts, showing the 7th Regional Office of Fine Arts

Source: adapted from the Department of Fine Arts, Office of Fine Arts structure

[Online], accessed 12 March 2008. Available from

<http://www.finearts.go.th/th/Personal/organization.htm?PHPSESSID=4170ed3e59c604c5452587078bd6e46c>

The 7th Regional Office of Fine Arts is responsible for maintaining, conserving, restoring, creating and researching related archaeological works and historical sites which aesthetically enhance the national art and culture. Two units in the office are the Nan National Museum and Payao National Archives. Their tasks are as follows:

1. Study, research and analyse archaeological evidence, to develop archaeology, art, and cultural heritage works.
2. Conserve and restore historical sites by using academic knowledge.
3. Study, research, and analyse antiques and historical sites for the conservation, restoration, master planning, and management of the Historical Sites Conservation Operation Centre.
4. Survey, register, and protect historic sites according to the local authorities' distribution laws for historic sites, antiques, artefacts, and national museums.
5. Manage historical parks, archaeology sites, historic places, monuments, cultural world heritages, for the Department of Fine Arts' archaeology benefit fund.
6. Operate and support other related organizations.⁴⁶

The historic sites that can develop the capacity to become tourists' destinations should be located on access road sites or be easily accessible by vehicles. The responsibility of the Fine Arts Department is to preserve and

⁴⁶ The 13th Regional Office of Fine Arts, Office of Fine Arts responsibility [Online], accessed 12 March 2008. Available from http://www.songkhla.thai-culture.net/detailcontent.php?sub_id=56

conserve them. The Department of Fine Arts (F.A.D.) is a major player in promoting cultural tourism. F.A.D. officers are educated about the significance of local historical sites and should encourage the local people to be proud of their cultural and historical heritages. As a result, the local community would be capable of welcoming tourists, helping them experience the local culture. The fact is that most of the historical sites lack local tourists' guides⁴⁷ both in manpower and in documentation. Training young local people to act as youth cultural guides could help fill this gap. Further suggestions on the coordination of all stakeholders to improve tourist destinations are proposed in the second part of this chapter.

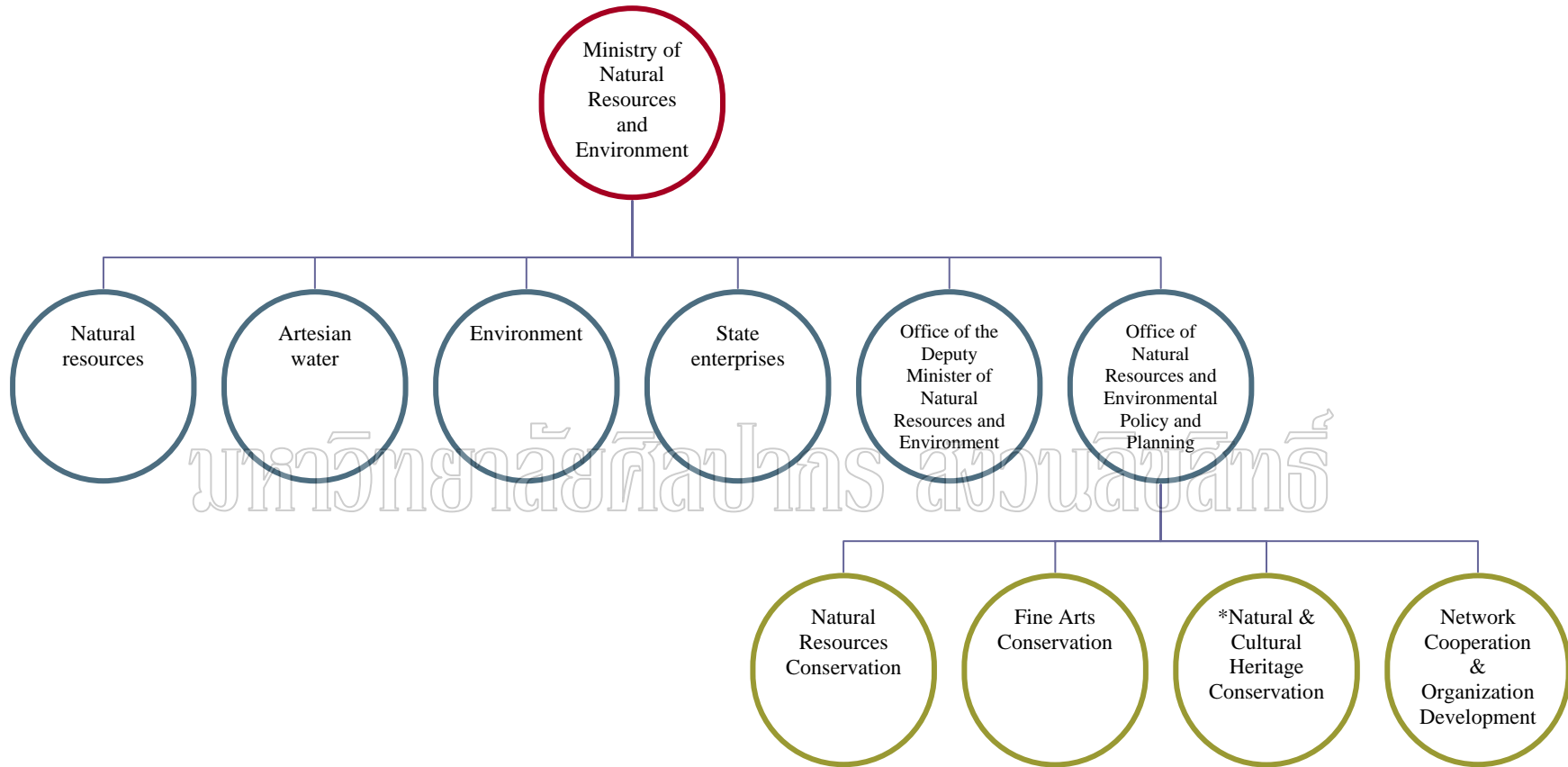
Ministry of Natural Resources and Environment, Natural and Cultural Conservation Division

The Ministry of Natural Resources and Environment, Natural and Cultural Conservation Division (Nan province), initiates policy, plans, guidelines and measures; and projects implementation on the protection of and solution to conservation problems by gathering data, giving advice on cultural conservation problems, enhancing understanding on the importance of conservation, and by augmenting consciousness.⁴⁸

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⁴⁷ Veerachai Choosaengthong, Sanctuary and ancient city land [Online], accessed 13 March 2008. Available from <http://www.stou.ac.th/thai/offices/oce/knowledge/4-50/page2-4-50.html>

⁴⁸ Natural and Cultural Environmental Conservation, The responsibility of Natural and Cultural Environmental Conservation [Online], accessed 12 March 2008. Available from http://www.onep.go.th/ncecd/doing/doing_cul.htm



* Related to the sustainable tourism plan

Diagram 20 Ministry of Natural Resources and Environment organization chart

Source: Adapted from the Ministry of Natural Resources and Environment organization chart, The structure of the Ministry of Natural Resources and Environment [Online], accessed 12 March 2008. Available from <http://nan.mnre.go.th/MNRE/main.jsp>

Ministry of the Interior, Office of Provincial Public Works and Town Planning

The Ministry of the Interior, Office of Provincial Public Works and Town Planning, is responsible for town planning, public relations, broadcasting activities, and enhancing understanding of town planning.⁴⁹ This office designates land usage and town planning impact; gives advice on the engineering and architecture of the town network that links with the infrastructure and building planning; tests physical strength, and assess costs.

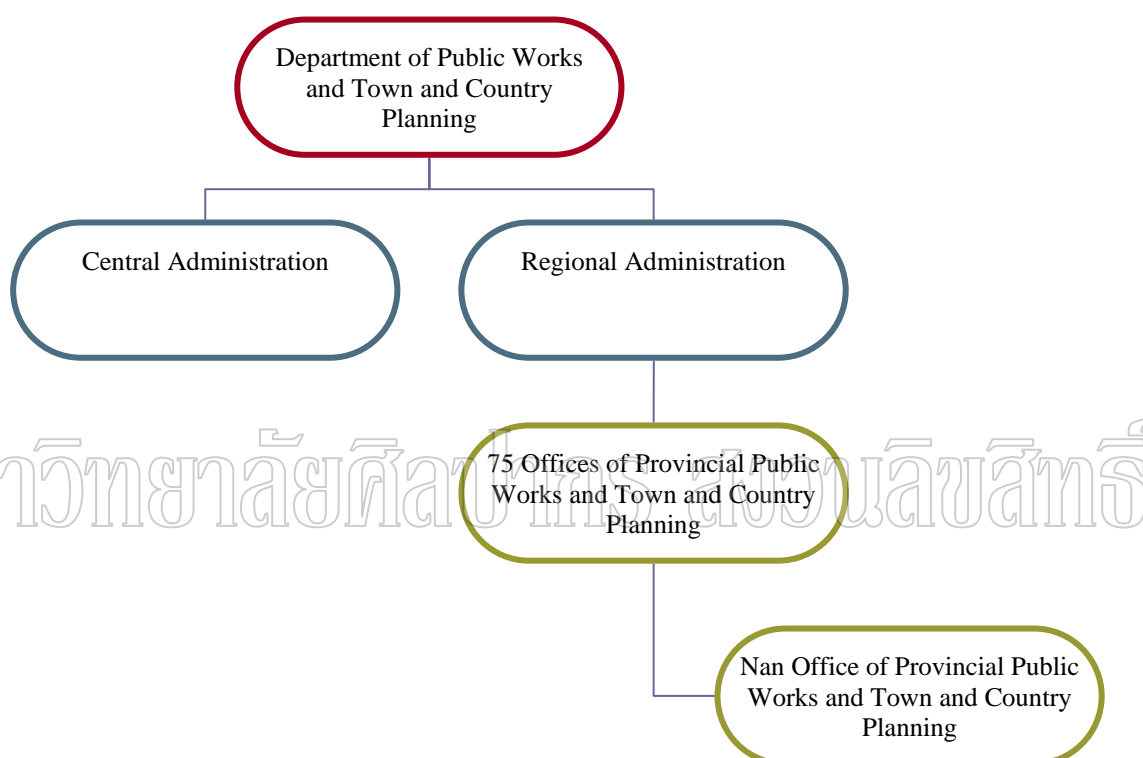


Diagram 21 Department of Public Works and Town and Country Planning Structure, linked to Offices of Provincial Public Works and Town and Country Planning
Source: Adapted from Ministry of the Interior, Department of Public Works and Town and Country Planning Structure [Online], accessed 17 March 2008. Available from <http://www.dpt.go.th/01org/orgchart.html>

6.2.3 Local authority structure

The politics of Thailand currently take place in the framework of a constitutional monarchy, whereby the Prime Minister is the head of government and a

⁴⁹ Department of Public Works and Town and Country Planning - Payao, office of provincial public works and town and country planning responsibility [Online], accessed 12 March 2008. Available from <http://www.dpt.go.th/Sub-Web/RegionalWeb/phayaodpt2004/frontdpt.htm>

hereditary monarch is head of state. The Judiciary is independent of the executive and the legislative branches.⁵⁰

Thailand has been ruled by kings since the thirteenth century. In 1932, the country officially became a constitutional monarchy, though in practice, the government was dominated by the military and the elite bureaucracy. The country's current constitution was promulgated in 2007.⁵¹

The power of the King of Thailand is under the constitution but is a symbol of national identity and unity. King Bhumibol, who has been on the throne since 1946, commands an enormous amount of popular respect and moral authority, which he has used on occasions to resolve political crises that have threatened national stability.⁵²

Thailand's most recent previous constitution was promulgated in 1997 and called the "People's Constitution".⁵³ It was considered a landmark in terms of the degree of public participation involved in its drafting as well as the democratic nature of its articles. It stipulated a bicameral legislature, both houses of which are elected. Many human rights are explicitly acknowledged, and measures were established to increase the stability of elected governments. Unfortunately, this Constitution was misused by the Thaksin government (2001 - 2006). Former Prime Minister, Dr. Thaksin Shinawatra came to the power by advocating the people's popularity policy promising funds for poor rural people as well as several incentives. At the same time, he managed to get control of nearly every organization committee that, according to the Constitution's legal provision, promises fairness and openness to the public. As his power grew, his strong handed governing style lead to criticism of rampant corruption and many un-answerable incidents i.e. 2,500 dead because of his promotion of the, so called, narcotics war. The last straw on the camel's back was his tax fee sale of the satellites which belonged to Thailand's Quota, and Mobile which later was one of the many justifiable causes for the military's coup d' etat on 19 September 2006⁵⁴. The generals promised to stay in power until a new Constitution was drafted and successfully supported by the Thai's in a referendum. A majority Referendum lead to the disablement of the interim civil government set up by the Generals supporting the 2007 Constitution.

The general election was held on 23 December 2007⁵⁵, and the new civilian government came to power on 29 January 2008.⁵⁶

⁵⁰ Wikipedia, [Politics of Thailand](http://en.wikipedia.org/wiki/Politics_of_Thailand) [online], accessed 9 June 2008. Available from http://en.wikipedia.org/wiki/Politics_of_Thailand

⁵¹ Ibid.

⁵² Ibid.

⁵³ Wikipedia, [Constitution of Thailand](http://en.wikipedia.org/wiki/Constitution_of_Thailand) [online], accessed 9 June 2008. Available from http://en.wikipedia.org/wiki/Constitution_of_Thailand

⁵⁴ Wikipedia, [Thanksin Shinawatra](http://en.wikipedia.org/wiki/Thaksin_Shinawatra) [online], accessed 5 July 2008. Available from http://en.wikipedia.org/wiki/Thaksin_Shinawatra

⁵⁵ Wikipedia, [Member of parliament election](http://th.wikipedia.org/wiki/Member_of_parliament_election) [online], accessed 5 July 2008. Available from http://th.wikipedia.org/wiki/Member_of_parliament_election

Therefore, in Thailand, the local government, under the Ministry of the Interior, is in charge of the Provincial, as well as the local government. Administratively the country is divided into 76 provinces. The Provincial Governors and District Officers are appointed by the National Government and are the major authorities in the provincial government, acting as representatives of the National Government. The provincial governments directly supervise the activities for Local Authorities. Provinces are divided into a number of districts, headed by district officers falling under the responsibility of the Provincial Governor. A district is divided into sub-districts or “Tambons” which are headed by a sub-district chief, locally called “Kamnan”. A sub district consists of several villages, headed by village heads.

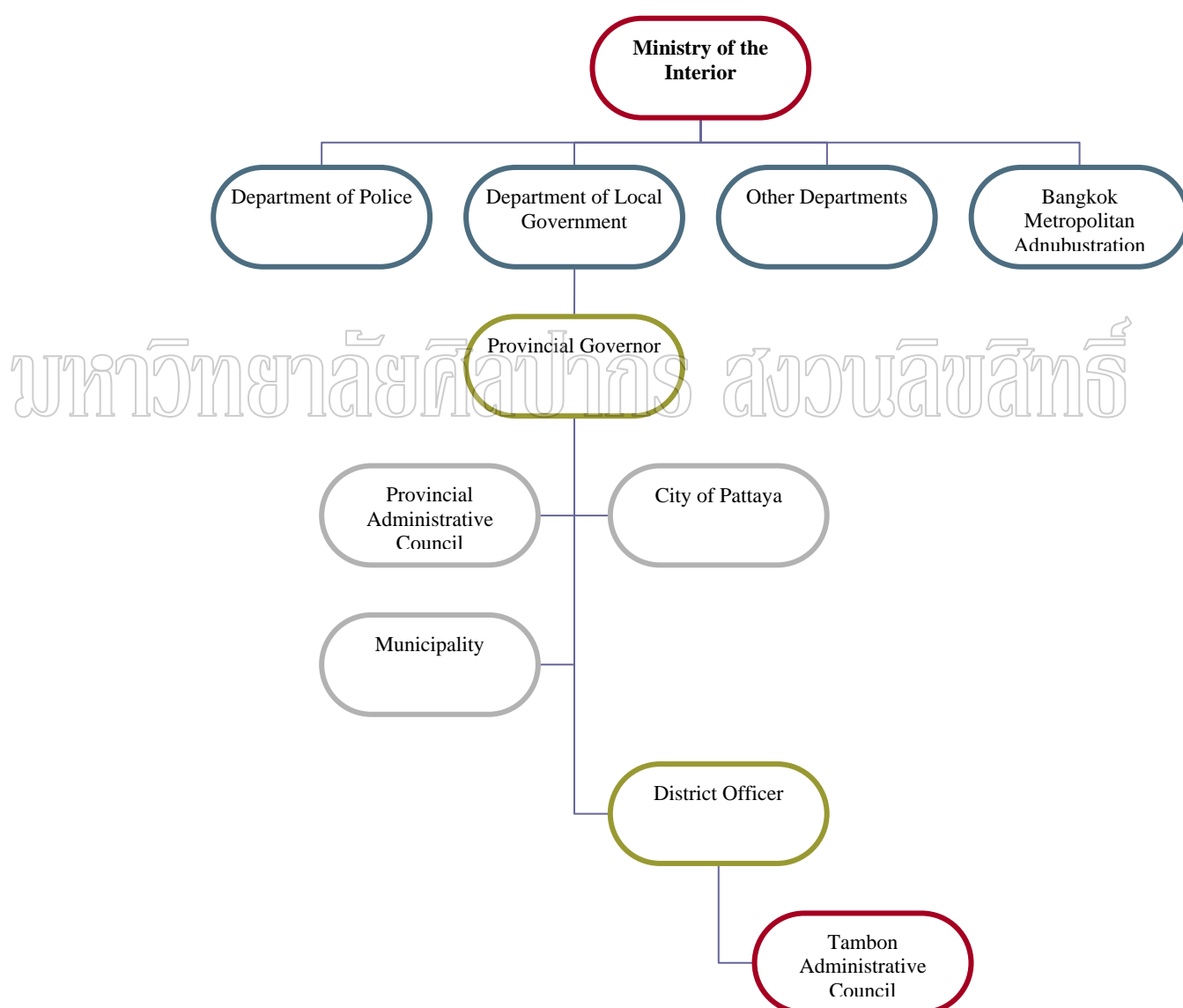


Diagram 22 Local authority structure

⁵⁶ Wikipedia, [Samak Sundaravej](http://th.wikipedia.org/wiki/Samak_Sundaravej) [online], accessed 5 July 2008. Available from <http://th.wikipedia.org/wiki/>

Source: Department of the Environment, Water, Heritage and the Arts – Australian Government, Local authority structure [Online], accessed 14 May 2008. Available from <http://www.environment.gov.au/esd/la21/guide/pubs/thailand.pdf>

Local authorities in Thailand are currently organized into six different jurisdictions, equally distributed among urban and rural areas. Urban-based branches of local authorities include; the Bangkok Metropolitan Administration (BMA), a strong-executive form of local authority specific to Bangkok; the Municipality, governing urban centres in the provinces; and the City of Pattaya, a local authority in the form of a city-manager, specific to Pattaya. Rural-based branches of local authority include; the Provincial Administrative Organization (PAO), constituting local authority at a provincial level; the Tambon Administrative Organization (TAO).

Each of these branches of Local Authority operates independently from the others. However, the National Government, through the Department of Local Administration, the Ministry of the Interior subjects all of them to a considerable degree of control.

A municipality is based on an elected council-mayor form of local authority, and generally resembles the division of power at the national level. A municipality council acts as a legislative branch of government and possesses the power to create policies relating to local authority functions, while the municipal executive board constitutes the executive branch and implements provincial and national legislation, and local authority policies.

Local authority functions may be classified into three types which are statutory, discretionary and those specified by other legislations. The laws that establish each particular form of local authority specify statutory and discretionary functions. All forms of local authority perform similar functions, although urban local authorities are responsible for more complex services than their rural counterparts. The following specifications of local authority functions are based on those of urban local authorities.⁵⁷

Statutory functions	<ul style="list-style-type: none"> - Maintenance of law and order - Provision of public transport - Provision of sanitary services (water supply, waste disposal, sewage and drainage) - Provision of fire engines - Prevention and control of communicable diseases - Provision of slaughterhouses - Provision of public health services - Provision of welfare for mothers and children - Provision and maintenance of public recreation areas and facilities - Provision of primary education
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⁵⁷ Department of the Environment, Water, Heritage and the Arts – Australian Government, Local authority structure [Online], accessed 14 May 2008. Available from <http://www.environment.gov.au/esd/la21/guide/pubs/thailand.pdf>

Discretionary functions	<ul style="list-style-type: none"> - Provision of market places, ports and ferry services - Provision of crematoriums - Provision and maintenance of hospitals - Provision of public utilities - Provision and maintenance of parks, zoos and recreation areas as well as sport facilities - Provision of vocational training - Promotion of citizen's occupations - Improvement of slum dwellings - Maintenance of government enterprises
Functions specified by specific legislation	<ul style="list-style-type: none"> - The Voice Advertisement Act of 1950 - The Civil Registration Act of 1956 - The National Order and Cleanliness Act of 1960 - The Car Park Act of 1960 - The City Planning Act of 1975 - The Building Control Act of 1979 - The Civil Defense Act of 1979

Table 30 Local authority functions

Source: Department of the Environment, Water, Heritage, and the Arts – Australian Government, Local authority functions [Online], accessed 14 May 2008. Available from <http://www.environment.gov.au/esd/la21/guide/pubs/thailand.pdf>

Local authority revenue is drawn from four main sources, which are tax collections; fees, licenses and fines; donations, grants, loans and subsidies by the National Government; and revenue from properties, public utilities, and Local authority enterprises.

There are three types of utilized taxes⁵⁸:

1. Taxes collected by local authorities include housing tax, land tax, signboard tax, and slaughtering tax.

2. Additions on National Government taxes - legislation allows local authorities to collect an additional percentage on top of those tax categories collected by the National Government. These taxes include value-added tax on goods and services and specific business taxes levied on certain business, liquor, excise and gambling taxes. The National Government determines the base rates.

3. Road and vehicle taxes – are collected by the National Department of Transport. The amount of tax collected minus a five per cent service charge is fully allocated to local authorities.

Accordingly, 1997's Constitution is related to the local authority's responsibility to enhance community participation in reference to the tourism policy of Thailand in which the author has proposed a sustainable tourism development plan for the old city of Nan.

⁵⁸ Ibid.

6.3 The phases of Nan's tourism development from 2000 to the present

For Nan city, the period of active tourism started in 2000 with a Nan civil society brainstorm and in 2001 Nan province issued a five year plan, which would lead Nan to become a world heritage site. In 2003, Nan received the first rank of community participation in Thailand from the United Nations Development Program (UNDP). This ranking was one of the components necessary for sustainable tourism, but it was not in harmony with the fact that in the same year Nan got the 75th ranking in public health care by the same agency. As part of the continuing cultural revival program, in 2005, UNESCO organized a training course on the conservation of Buddhist Sangha handicraft for countries in South and South East Asia. The reason for choosing Nan to be the host city began when UNESCO considered Nan to be the model of conserved Buddhist Sangha handicraft in Thailand.

On 28 February 2004, the region called Phu Sang in the North East of Nan and the old part of the city of Nan were included in the tentative package list of the cultural property submitted to UNESCO in order for Nan to be considered as one of Thailand's world heritage sites⁵⁹ by the Thailand National World Heritage Committee.

In 2006, the Faculty of Architecture, Silpakorn University organized a seminar entitled "World Heritage City: Luang Prabang – Nan" to get a better understanding of the stakeholders, especially the strong active group in Nan, and to see how to develop Nan city to become one of the world heritage sites. This was done by sharing ideas on the advantages and disadvantages of being a world heritage site by comparing it with the example of Luang Prabang.

Later in the same year, the Ministry of Culture also organized a "Cultural Landscaping Project" seminar course for the stakeholders of Nan.

⁵⁹ ONEP Document

Year	Development of government unit	Economical, political, environmental, and tourism situation	Quantitative growth	National economic and social development plan	Nan tourism development
1960	The Tourism Authority of Thailand (T.A.T.) was established on 18 March 1960; a more empowered entity than the original, Tourist Promotion Organization (T.P.O.).				
1963-1976				1 st – 3 rd National Economic and Social Development Plans	
1977	First tourism development plan included in the 4 th National Economic and Social Development Plan.	First tourism development plan, handled by a Netherlands consulting company. This plan emphasized economics and the environment.		4th National Economic and Social Development Plan (1977 -1981) 1. Increased foreign currency and decreased the running deficit. 2. Revealed clearly what is promotional tourism. 3. Increased the number of tourists from 11% to 19%.	
1979		Oil crisis			

1980		First Thailand tourism year “Visit Thailand Year”			
1981-1982			Foreign tourists increased to more than 2 million (2,015,615 tourists); first rank in exports, Visit Thailand year a success.	5th National Economic and Social Development Plan (1982 - 1986) 1. Increase foreign tourists / longer stays / more expenses. 2. Decelerate outbound Thais. 3. Increase the amount of tourists from 8.5% to 21.5%. 4. Conservation and preservation of tourist destinations. 5. Support government and private investments 6. Encourage private sectors to decrease costs,	
1983		World economic recession – the effects of fuel price increase	Foreign tourists decreased by -1.24% from world economic recession		
1986		United Nations proposes “Our Common Future” document, related to ecotourism			

				and improve tourists services to increase competitiveness.	
1987		Visit Thailand Year 1987	Foreign tourists increase to more than 3 million	6th National Economic and Social Development Plan (1987-1991) 1. Build relationship system between development and support. 2. Improve quality of tourism products. 3. Put businesses and service standards in-order. 4. Improve safety conditions. 5. Expand opportunities by increased marketing. 6. Promote “Thais Visit Thailand” campaign. 7. Create good image and better understanding. 8. Elevate investments and SMEs.	
1988	Chatchai Shoonhawan’s government expands tourism marketing and foreign investments to create jobs and technology	<ul style="list-style-type: none"> - Gulf War - Oil crisis - T.A.T. proposes “The World Our Guest” to improve the situation. 	foreign tourists decrease by -4% and tourism income drops down to 2 nd rank		
1992	Chuan Leekpai’s government 1. Supports private sector in tourism	<ul style="list-style-type: none"> - Infamous May Incident - Implement Tourism Business and Tourist Guides Act 1992 		7th National Economic and Social Development Plan (1992-1996)	

	<p>development.</p> <p>2. Development of Thailand to be the regional gateway of Southeast Asia.</p> <p>3. Conserve and develop tourist destinations.</p> <p>4. Support local, regional, and international coordination.</p>			<p>1. Promote Thailand to be the gateway to Indochina and neighboring countries.</p> <p>2. Conserve and develop tourist destinations.</p> <p>3. Upgrade human quality of tourism.</p>	
1994		- T.A.T. pushes ecotourism.	Foreign tourist increase to more than 6 million		
1995	<p>Bunharn Silapaarcha's government</p> <p>1. Support investments.</p> <p>2. Balanced tourism.</p> <p>3. Thais visit Thailand.</p>	T.A.T. proposes special ecotourism in 1995-1996			
1996	<p>Chaowalit Chongjaiyut's government</p> <p>1. Conservation of destinations.</p> <p>2. Continue the Centre of the Region policy.</p> <p>3. Thais visit Thailand.</p>		Foreign tourists increase to more than 7 million		
1997	Chuan Leekpai's government	<p>- ASEAN economic crisis</p> <p>- King Bhumipol presents</p>		8th National Economic and Social Development	

	<ol style="list-style-type: none"> 1. Expansion and reduction of obstacles. 2. Modify services structure of quality destinations. 3. Foreign policy/ promote tourism cooperation. 	concept of “Self-Sufficient Economy” on the 4 th December 1997.		Plan (1997-2001) <ol style="list-style-type: none"> 1. Increase quality of life. 2. Tourism centre of southeast Asia. 3. Tourists increase from 7% to 15%. 	
1998		<ul style="list-style-type: none"> - Implement “National Ecotourism Committee. - Amazing Thailand 1998-1999 - Self-Sufficient Economy is adapted in agricultural and rural areas. 			
1999		Open Phuket Fantasy	8 million tourists		
2000		Amazing Thailand 2000	9 million tourists		
2001	Thaksin Shinawatr’s government <ol style="list-style-type: none"> 1. Improve service industry. 2. National policy on tourism. 	<ul style="list-style-type: none"> - World Trade incident; September 11, 2001. - Create management company to promote longer stays in Thailand. 	10 million tourists		
					Nan Civil Society brainstorm public hearing to push Nan to become a world heritage by inviting 100 community leaders. Nan proposes five year plan (2001-2006) to proclaim Nan a natural and cultural city, leading to world heritage status.

2002	Build up the Ministry of Tourism and Sports.	<ul style="list-style-type: none"> - Bali Bomb - Thailand Smile Plus - Amazing Thailand Experience Variety 2002-2003 		<p>9th National Economic and Social Development Plan (2002-2006)</p> <p>1. Develop sustainable tourism to increase workload and spread out income to local community.</p> <p>- Development of quality tourist destinations to support the growth of Thai and foreign tourists.</p> <p>- Encourage community participation.</p> <p>- Promote longer stays of groups and quality foreign tourists.</p> <p>2. Develop Service Industry's capacity.</p> <p>- Promote health and sport tourism, restaurants, international education, service and product quality, role of local people and community organizations.</p> <p>- Develop capacity of</p>	
2003	Set up office "Designated Areas for Sustainable Tourism Administration" (DASTA).	<ul style="list-style-type: none"> - SARs outbreak - Unseen in Thailand - Mega projects: Bangkok City of Fashion, Kitchen of the World, Medical Hub, Aviation Hub, Detroit of Asia, Tourism Capital of Asia - Thailand Elite Card 			UNDP cited Nan as having the first rank in community participation, but Nan was ranked 75 th in public health.
2004	Build up Thailand incentive and convention association	<ul style="list-style-type: none"> - Bird flu epidemic - Thailand Happiness on Earth - Southern Thailand incidents - TSUNAMI 			
2005	Open new tourist destination in Chiang Mai, known as Night Safari, to increase tourism income and enhance global tourism standard	<ul style="list-style-type: none"> - Open-Siam Niramit, new international standard theatre, 1 November 2005 - Open-Siam Paragon, 9 December 2008, new perspective of shopping 	Decrease in tourists 11,516,936; down - 1.15% due to TSUNAMI incident.		<p>- Short crafts revival curriculum 28 November – 2 December 2005 by UNESCO</p> <p>- Master plan for conservation and development of the</p>
2006	Interim Prime Minister	<ul style="list-style-type: none"> - "Thailand Grand 			

	<p>Surayut Julanont, proposes tourism policy to the National Legislative Assembly, Thailand.</p> <p>1. Quality tourism, improvement of standards and safety.</p> <p>2. Accentuate Thai identity and culture, as well as natural conservation.</p>	<p>Invitation 2006”, celebrate King Bhumipol’s 60 years</p> <ul style="list-style-type: none"> - Open Suvarnabhumi International Airport - Thailand coup d’etat, 19 September 2006 - Royal flora expo, Chiang Mai 		<p>service industry.</p> <ul style="list-style-type: none"> - Promot health and sports tourism. - Endorse restaurant and food shop businesses. - Support international education. 	<p>old city of Nan 2004 – 2008</p> <ul style="list-style-type: none"> - Short crafts revival curriculum 20-24 March 2006 by UNESCO - Academic seminar “World Heritage City: Luang Prabang – Nan 27 and 30 March 2006 by Faculty of Architecture, Silpakorn University - Cultural Landscape project 26-30 April 2006 by Ministry of Culture, Thailand - Long crafts revival curriculum 20 May 2006 by UNESCO - Preventative conservation curriculum for temple communities 26-28 June 2006 by UNESCO - Additional hours focusing on hands-on crafts skills and
2007		<ul style="list-style-type: none"> - Thailand tourism marketing plan 2007 - Campaign “Amazing Thailand” Come Back; to acclimatize tourism concepts to generate happiness to Thais, as “tourism is a part of life.” - Tourism Authority of Thailand presents “Maintain Beautiful Thailand” project. 	14.5 million tourists	<p>10th National Economic and Social Development Plan</p> <ul style="list-style-type: none"> - Emphasize a self-sufficient economy to build human capacity and integration. - Unambiguous administration and fairness. - Distribution of benefits and development all over the country impartiality. - Manage natural and environmental resources sustainability. 	

				- Fabricate balance and augment competence and stability for the country.	advanced crafts production October-December 2006 by UNESCO
2008		Amazing Thailand	Estimate 15.7 million tourists, 15.5 Billion Baht		- Curriculum for students on general awareness November 2006 to March 2007 by UNESCO - Upper Northern Region 2 Tourism Strategic Plan Support strategic plan, involving tourism 2006 - 2008 - Nan Provincial Administration Strategic Framework for development 2007 - 2011

Table 31 Thailand economic and social development and Nan tourism development phases

Source: adapted from Industry and Tourism Commission, The Prime Minister's Office, "Thailand Tourism way based on sufficiency economy," 25 May 2007.

6.4 The inadequacies of Nan tourism plans both in content and proposes leading to bad impacts

Many tourism plans in Nan that are linked with Nan have some derisory points, which are briefly summarized and presented in chronological order as shown in 6.1.2. The inadequacies arose from un-coordinated policy makers, of both the central government and local authorities.

6.4.1 Upper northern region 2 office, Tourism Authority of Thailand

Upper northern region 2 tourism strategic plan, year 2005

Objectives:

1. To promote sales for inbound and outbound tourists.
2. To promote a tourism campaign e.g. northern rafting, northern gardening, and local traditions.
3. To educate about tourism marketing.
4. To promote health tourism.
5. To prepare a road show to Bangkok and Rayong.
6. To develop tourism officers.

Advantages:

The T.A.T. upper northern region 2 office, consists of Chiang Rai, Phayao, Phrae, and Nan. The main policies come from the headquarters; this office follows the directions from the central branch. The role or status of T.A.T. was changed in 1997 as the author mentioned previously in the first topic. Therefore, the duties of this authority mainly involve marketing and public relations.

The first objective is to promote sales, as they are elements of tourism marketing. The idea is to manage the region in sections. It is a good idea to empower a local organizations to have the oversight of their region.

The highlights of the northern region are its culture and nature. Therefore, this office could cite its region's strengths such as rafting, local traditions, health, etc.

Since the road show programs are so interesting, marketing techniques could be used to attract more customers to come to the region. In addition, the teams could exchange each other's databases and promotions.

Regarding tourism education, the office aims to develop its own officers by exposing them to a globalization-marketing environment by organizing training programs.

Disadvantages:

The latest information that the researcher could gather was issued in the year 2005, this information presents the latest official strategic plan, but in fact, it would be better if it were from the year 2007 or 2008. This information can be found on the website as a PowerPoint program, this means that endorsed documents are needed.

Tourism campaigns should offer a variety from different provinces. Chiang Rai focuses on health, rafting, culture, and tradition. Phayao highlights the temples. Phrae presents wooden handicraft. Finally, Nan claims to be a

living, cultural city with ethnic groups. Each city should propose themes for marketing programs; since these are not the only general objectives.

Lastly, training programs should be provided for the stakeholders. The news on the website⁶⁰ mentioned about seminars for stakeholders to institute a marketing program for 2009. The T.A.T. head office announced for stakeholders to join in order to share their ideas. However, this type of initiative should come from the central branch since training programs are usually the duty of the main office.

6.4.2 Local authority, Nan Municipality

Support strategic plan, part of tourism 2006 - 2008

Objectives:

1. To upgrade tourism facilities, connect with other tourist destinations, create new activities, and promote tourism site management and conservation.
2. To furnish and improve services: standards, facilities, safety, ICT, souvenirs, sales, marketing information system development and marketing activities.
3. To focus on human development: executive tourism sites officer development, service partners, SMEs, ICT.
4. To focus on integration: community based tourism, cultural tourism, edutainment tourism.
5. To establish a tourism network: connect to nearby sites, ensemble tourism marketing campaigns.

Advantages:

Refer to the local authority structure, Nan municipality is an important local authority for development of sustainable tourism. As this organization has the main role in the master plan for preservation and development the old city of Nan.

Beginning with tourism conservation is a good way to build sustainable tourism components. By integration with other sites, Nan could offer excellent tourists' destinations.

As mentioned in the objectives, information and communication technology (ICT) is one of the most essential tools in the municipality's plan. ICT is mainly used in marketing promotion, services, and safety for the tourism network.

For the tourism industry, Nan municipality highlights Small and Medium Enterprises (SMEs), which provide better opportunities for local people. These also help them to increase their income. If the SMEs are included with community based tourism, the local community will gain these benefits.

⁶⁰ See more in <http://www.thaitourism.or.th/index.php?lay=show&ac=article&Id=538713144&Ntype=2>

Disadvantages:

Each objective of the support strategic plan is difficult to implement, as the plan is not clear about the areas of responsibility. Moreover, the internal unit does not have the necessary skills to develop this plan.

Another thing the strategic plan lacks in the design is regulatory control for heritage owners, and this is a very important part for a heritage tourism city. In 2002, the Social Research Institute, Chiang Mai University, had already mentioned about the colours and had designed guidelines, but from the author's field research, responsible officers are required.

6.4.3 Tourism Authority of Thailand

Thailand tourism marketing plan 2008

Objectives:

1. Raise visibility and awareness; build and strengthen the "Thailand" brand.
2. Further, develop the capabilities of the Thai tourism industry and increase Thailand's international competitiveness.
3. Promote Quality Tourism.
4. Maintain existing market share and encourage repeat visits.

Advantages:

This year is the first year that the Tourism Authority of Thailand (T.A.T.) promoted quality tourism. These objectives aim to promote "Visit Thailand Year 2008 – 2009," with the integration of international and domestic marketing campaigns, by maintaining market segments and enhancing the existing market to revisit Thailand again. T.A.T. is boosting the international segment, especially among European tourists. This tourists' group is appropriate with Nan's tourists market. It could also generate more income and extend tourism markets too.

Disadvantages:

Quantitative tourism comes along with qualitative tourism, but the process of issuing a marketing plan lacks the ability to implement qualitative tourism. The T.A.T. believes that only the amount of visitors and expenditures are the qualitative objectives required.

If Thailand would like to develop sustainable tourism or sufficiency tourism, T.A.T. should create a sustainable marketing program to enhance Thailand's cultural richness and revenue.

6.4.4 Local authority, Nan Provincial Administration Organization (N.P.A.O.)

Nan provincial administration strategic framework for development 2007 - 2011

Objectives:

1. To promote tourism development, the improvement of tourism sites, human services and public information
2. To focus on education, religion and culture by support of education, learning about society and ethics; supporting preservation, art, culture and traditions, cultural sites/antiques/ancient remains development

Advantages:

The local authority response overview of Nan province tries to implement the integration of tourism development, and preserve the art, culture, and traditions simultaneously.

Disadvantages:

The objectives look to be only generalized. The plan is only an outline; the implementation officer cannot adapt it due to the complexity mentioned by the author in this chapter. The office is located in the heart of the city, but the tourism department has been in operation for only a few years. Therefore, the information is still in the development process.

6.4.5 Master planning on preservation and development for old Nan city 2004 – 2008 (issued 2005)

Another organizational issue that plays an important role in this dissertation is “Master planning on preservation and development for old Nan city 2004 – 2008 (issued 2005)”. The responsible organization is the Ministry of Natural Resources and Environment, Office of Natural Resources and Environmental Policy and Planning.

Plan Objectives:

To create a heritage overlay master plan with guidelines, and measurement instruments for the conservation and development the old city of Nan systematically and efficiently; as well as promote private organizations and local community participation in the preservation and development of the old city of Nan to be a cultural heritage capable of presenting the fine arts and nation’s cultural civilization.⁶¹

Disadvantages of the plan:

In the final report, the related development plan consisted of: the 9th National Economic and Social Development Plan 2002-2006⁶², the Economical Participation Framework with Neighbourhoods, Economic Cooperation Strategy between Cambodia, Lao PDR, Myanmar and Thailand; ECS, Northern Region Capacity Development Strategy, Upper Northern Region Development Strategy, and Nan Province Development Strategy. The report did not describe the details of the stakeholders or any related information, but only provided the titles of each plan. This was because some countries were only indirectly concerned.

The language, literature, folk songs, local textile, and culture cannot show identity⁶³, since it is only in the alphabet. It cannot be illustrated with pictures. Moreover, the cultural heritage conservation only gives a theory on conservation but does not include the details and intangible heritage

⁶¹ Synchron Group and World Heritage Company, Proposed to Office of Natural Resources and Environmental Policy and Planning, Final report of Master plan for preservation and development the old city of Nan (Bangkok : Synchron Group and World Heritage Company, 2005), 1-2.

⁶² Ibid., 2-15.

⁶³ Ibid., 4-7.

conservation policy⁶⁴. The structure of service management is only demonstrated by an architectural picture. The organizational staffs and functions are required.

The traffic situation has proved that there is no density problem;⁶⁵ however, the reason is that Nan's tourism destinations are not popular. In fact, in this area there is a lack of vision. As a matter of fact, the policy makers should study the future capacity for planning in the case of more tourists visiting the heart of the old city, or how the traffic circulates and its limitations. In chapter 5, page 51, it is noted that the land usage and lands rights of the municipality did not clarify the rights of the royal houses owners' or the stakeholders⁶⁶. The future of preservation and development of Nan city only focuses on visual objects⁶⁷, but does not consider the intangible heritage although they stated this in chapter 4, page 7⁶⁸. The government's policies are explained more in chapter 5, page 79, but only concerning the title details.

In section no. 7.2.3 it stresses the obligation of the local community, by laws⁶⁹, in its significance and appreciation of a heritage place through education of both youths and adults.

For the provincial development plan and municipality development plan⁷⁰, as written in 8.1.2.1, they would like to move the government offices and prison to outside of the city. However, the usage of the heritage assets should not be used in this way as all of them contain many things of significances. The interpretation and heritage planning, or land usage planning, should be a sharing of ideas with the local community to get the most value. In addition, article 8.1.2.3 of the building control act and other related laws were implemented in 1991, but some are illegal including the street design guidelines that have to be issued by the municipality as they are needed. There is more information in chapter 8, similar to chapter 5, which shows only the titles. However, the procedures are still required. An example is article 8.3, which stated that the development method for the old city of Nan was to share ideas when moving government offices to outside of the city was being considered. The information concerning the street guidelines were written in chapter 8, page 3, which is also linked to chapter 5 page 29⁷¹. Article 8.4 has laws concerning measurement which were all implemented, but

64 Ibid., 4-47.

65 Ibid., 5-29.

66 Ibid., 9-8.

67 Ibid., 5-75

68 Ibid., 4-7.

69 Ibid., 7-4.

70 Ibid., 8-1.

71 Ibid., 5-29.

the usage in reference to culture shows a lack of understanding and care. Also, some of the main laws do not have the specific details such as the ministerial regulations issue 55 (2000). The building control act 1979, states that the character, form, proportion, area, location, level, and space of buildings should be defined. In 2003, Old Nan city was studied in a research project of Chiang Mai University⁷², and it stated that the Nan municipality had a land usage planning project to control the form, materials, and colour of the building façades, but in April 2007, the author went to the site, and found that the Nan municipality, which is the responsible local authority, still did not proceed with the plan.

The master plan recommends setting up a preservation and development administration committee⁷³ for the old city of Nan. The organization chart stipulates in article 9.2.1.1 that the governor of Nan, the mayor of Nan, Phu Piang's chief district officer, the head of the Nan Office of Provincial Public Works and Town and Country Planning, the head of the 7th district of Silpakorn, and the mayor of Nan's Tambon administrative council, were to make up the committee. This is one of the most important problems, since this committee has to use a hospital room as an office, and they do not have a sub-committee. Each one's responsibility cannot be practically applied, because the committee is deficient in the area of experts in culture and nature. The committee members only attend the meetings, but do not know the issues in-depth. The committee should be made up of responsibility persons. There are no funds⁷⁴ provided to motivate the stakeholders or implement concepts. There were measures⁷⁵ suggested to reduce taxes, charge entry fees to preserve the heritages, and transfer development rights. In fact, not all the recommended measures could be initiated, as there is a shortage of attentiveness and applications. For landowners, private lands in area 5⁷⁶ is prohibited from being used for factories, gas storage, accommodations, theatres, markets, cemeteries, and others, which emit pollution. The author disagrees with this part as some heritages could be assimilated and made the state's property which is already being done in some countries that UNESCO cited as world heritages.

One example is "The Old Taipa Market which will be transformed into a square designed for cultural activities such as

⁷² Social Research Institute (Chiang Mai University), Executive summary – Study, survey, design for improve the landscape and environment of inner historical Nan city area (Chiang Mai : Chiang Mai University, 2002), 28.

⁷³ Synchron Group and World Heritage Company, Proposed to Office of Natural Resources and Environmental Policy and Planning, Final report of Master plan for preservation and development the old city of Nan (Bangkok : Synchron Group and World Heritage Company, 2005), 9-3.

⁷⁴ Ibid., 9-29.

⁷⁵ Ibid., 9-8.

⁷⁶ Ibid., 9-16, 9-20.

exhibitions, lectures, or fairs. The classic architecture of the building that serves as headquarters for the old Municipal Council of the Islands lends itself to its conversion into a museum, which will focus on the history and development of the islands. Historic Tamagnini Barbosa Plaza will become a leisure and tourist zone with esplanades and shaded rest areas, and the Senior Citizen's building will become the new site of the Civic and Municipal Affairs Bureau's (IACM) Cultural Installations Division, having multi-functional spaces for public use."⁷⁷

Heritage site: Old Taipa Market, Macau, China.

It is the view of the author that the heritages will be very valuable depending on their authentic significance. Therefore, if the heritage was previously a market and it still shows the lifestyles of the local people, we should maintain it.

We can learn from the past from the Kum Chao Ratchabutr⁷⁸ project at Nan which needed funds supported by the stakeholders⁷⁹. The area of the heritage could not support large crowds of people. Chao Sompratana Na Nan mentioned in an interview that the floor planks were made of wood, so when children came to visit her home, there was the possibility of the floor collapsing. Though the master plan stated that there was a budget amount of two million baht for the entire project, this however was not enough to improve the home.

There was a government project to develop the above mentioned area, then the old court proposed to demolish it. It was a two-storey masonry building and its significance came from its being built in 1935. It was one from the burgh court in Monthon Payab (northern burgh).⁸⁰ In April 2007, the author visited Nan city and it is a pity that it had been demolished, and the project intends to build a new living museum⁸¹. In fact, the demolished building could have been renovated and made into a museum.

⁷⁷ Macau Government Tourist Office, Macau Travel Walk [Online], accessed 15 May 2008. Available <http://hk.macautourism.gov.mo/en/ezone/mttdetail.php?id=2243&lan=en>

⁷⁸ See the significance in chapter 4.

⁷⁹ Interviewing Chao Sompratana Na Nan on April 2006. ...

⁸⁰ The Court of Justice, Monthon Payab court settle [Online], accessed 15 May 2008. Available from www.judiciary.go.th/museum/malao/payapcourt.html

⁸¹ Synchron Group and World Heritage Company, Proposed to Office of Natural Resources and Environmental Policy and Planning, Final report of Master plan for preservation and development the old city of Nan (Bangkok : Synchron Group and World Heritage Company, 2005), 9-74.



Figure 87 Nan court in 1935

Source : The Court of Justice, Monthon Payab court settle [Online], accessed 15 May 2008. Available from www.judiciary.go.th/museum/malao/payapcourt.html

The following is a summary of the inadequacies in Nan's tourism plans: Upper Northern Region 2 tourism strategic plan – year 2005; Support strategic plan - part of tourism 2006 – 2008; Thailand tourism marketing plan 2007; Nan provincial administration strategic framework for development 2007 – 2011; and the Master plan for the preservation and development of old Nan city 2004 – 2008, the author has organized the type of problems as follows:

1. Most of the plans emphasize quantitative goals, such as, numbers of tourists and amount of expenditures.
2. The plans' management shows a lack of coordination by the organizations and stakeholders, and in the integration of sciences.
3. The scope of programs of the plans are only a draft, with no discussion about plan implementation. Thus, the plans do not have application in real situations.
4. Most of the plans were from government policies, however, community participation is required.
5. The value of heritage sites is only shown in some of the plans. There is only one plan, the "Preservation and Development Master Planning of Old Nan City 2004 – 2008", which noted heritage preservation and included a little information about the heritage value.

Therefore, a proposal for a sustainable tourism development plan to help explain and elucidate the integration of disciplines between architectural heritage management and tourism is addressed in the next chapter.

6.5 The level of stakeholders' participation

Many organizations would like to support Nan in designing a sustainable tourism development plan. This is why the author would like to see cooperation among stakeholders at the planning stage of the heritage plan. In chapter 5, Luang Prabang showed a heritage tourism plan where the policy makers were centralized, so that decisions could be made quickly. However, Nan has a complicated process of

heritage tourism planning which makes the decision making process is sometimes difficult and requiring a lot of time. In Thailand, most of tourism marketing plans are proposed by the Tourism Authority of Thailand's (T.A.T.), head office, and the T.A.T. office in Nan follows their direction. The master plan for preservation and development of old Nan city should be switched from the office of natural resources and environmental policy and planning, and outsourced to Shincron Group (a private company). These plans came from the central organization because the local community had no participation. Excluding Nan municipality and Nan provincial administration, whose tourism plans were created by local people in their office. These tried to relate to Thailand's economic and social development plan by the central government policy as mentioned in the table below. This is an important part of a sustainable tourism development plan.

Heritage Tourism Planning	International Level	National Level	Provincial Level	Community Level
Plan: Upper Northern Region 2 Tourism Strategic Plan 2004 - 2007 Responsible Organization: Upper Northern Region 2 office, Tourism Authority of Thailand			✓	
Plan: Master plan for preservation and development of old Nan city 2004 - 2008 Responsible Organization : Office of Natural Resources and Environmental Policy and Planning		✓		
Plan: Support of Strategic Plan,				✓

part of tourism 2006 - 2008 Responsible Organization: Nan Municipality				
Plan: Nan Provincial Administration Strategic Framework for Development 2007 - 2011 Responsible Organization: Nan Provincial Administration Organization				✓
Plan: Thai Tourism Marketing Plan 2007 Responsible Organization: Tourism Authority of Thailand		✓		

Table 32 Level of participation of stakeholders in heritage tourism planning

From the table above, participation at the international level is needed. The table in no. 6.3 shows that UNESCO organized many cultural programs for Nan City, so it is interesting to know why this organization chose Nan to be an example. From the external factors, it seemed the Ministry of Natural Resources and Environment, Natural and Cultural Heritage Conservation, wanted to propose Nan to be a world heritage. However, when the Faculty of Architecture, Silpakorn University managed the seminar and cited the case of Luang Prabang the people of Nan decided to develop tourism in their way, and declined becoming a world heritage. In the future, this dissertation may help to develop Nan City to become a world class destinations, by increasing Nan's community participation. For this to happen it is appropriate and important to request international assistances from the following organizations:

- World Tourism Organization (WTO)
- United Nations Development Program (UNDP) Tourism Program
- United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP); Transport and Tourism Section
- Pacific Asia Travel Association (PATA)

Before long, assistance from some of the national level tourism related organizations, the local offices of:

- Ministry of the Interior
Department of Public Works and Town and Country Planning
- Ministry of Tourism and Sports
Office of Tourism Development
Tourism Authority of Thailand, Region 2 Upper Northern
- Ministry of Social Development and Human Security
- Ministry of Transportation
- Ministry of Natural Resources and Environment
Natural and Cultural Environment Conservation Division
- Ministry of Culture
Department of Fine Arts

With the above organizations, the sustainable tourism development plan would have to request a budget from the central office as the author discussed in 6.2.2 Thailand tourism organizations and policy.

Moreover, the ministries below are indirectly related to tourism development and management;

- Ministry of Science and Technology
- Ministry of Education
- Ministry of Public Health
- Ministry of Industry
- Ministry of Agriculture and Cooperatives
- Ministry of Information and Communication Technology
- Ministry of Finance
- Ministry of Foreign Affairs
- Ministry of Labour
- Ministry of Commerce
- Ministry of Justice

The following are local related authorities:

- Provincial Administration Organization Council of Thailand
Nan Provincial Administration Organization, Office of the Governor Representative, Department of Social Development and Promotion of Tourism
- The National Municipal League of Thailand
Nan Municipality, Department of Tourism
- Sub-district Administration Organization Council of Thailand

All of these play an important role in a sustainable tourism development plan. The following are related community organizations:

The Nan Tourism Business Club is one of the components of sustainable tourism development.

The national private stakeholders are:

- Tourism Council of Thailand
- The Thai Chamber of Commerce

- The Federation of Thai Industries
- Thai Hotels Association
- Professional Tourists Guide Association

They could also recommend techniques and give assistance at the local level.

These are the mechanisms in the tourism industry. Funding for sustainable tourism development should be supported.

The local people listed below, are a the core part of a sustainable tourism development plan;

- Heritage preservation and development of the committee of old Nan city
- The people of the city of Nan

- Nan Education
 - Nan Technical College
 - Office of Education District no.1 of Nan
 - Chumpee Wanidaporn School
 - Strisrinan School
 - Nan Christian School
 - Srisawatwittayakarn School
 - Bosukvitayakarn School
 - Sinjong School
 - Nuntabureevittaya School
 - Nanpracha U-tid School

Chapter 7

Sustainable Tourism Development Plan for the City of Nan

In the preceding chapters the author pointed out all aspects of the old city of Nan as a tourist destination, and elaborated on important topics related to sustainable tourism development which are separated into the following six chapters:

Chapter 1: the introduction, the reason for selecting the old city of Nan as a research exemplar for a sustainable tourism development plan.

Chapter 2: the literature review of six major topics: sustainable tourism, sustainable development, cultural heritage management, tourism planning, and community participation, as well as international charters and declarations related to sustainable tourism.

Chapter 3: a brief overview of the old city of Nan including Nan's social and economic environment, population structure, quality of life, health issues, infrastructure, transportation, revenue management, civil society, land usages, and a tourism analysis of Nan.

Chapter 4: Nan's heritage tourism destinations: tangible and intangible heritages, and significances analyzed by the author.

Chapter 5: experiences from Luang Prabang, a World Heritage City. Since it obtained the status of World Heritage Site in 1995, the city of Luang Prabang has experienced an influx of international tourists with several impacts. In order to propose a tourism development plan for Nan, those experiences have been studied.

Chapter 6: the content includes an overview of Thailand Tourism Development, the complexity of Thailand's tourism situation, a review of related tourism organizations and governmental policies, the phases of Nan tourism development plans from 1977 up to the present, the inadequacy of Nan tourism plans both in content and proposals leading to bad impacts, as well as the levels of stakeholders' participation.

In this chapter (Chapter 7), the author presents a proposed sustainable tourism development plan for the city of Nan which consists of a proposed sustainable tourism development centre for coordination for tourism's stakeholders, heritage registration, infrastructure development, evaluating product strengths, interpretation (signage, information and communication technology, heritage trails, event management, and heritage education in young hands), and professional development. The diagram for the proposed sustainable tourism development plan is as follows:

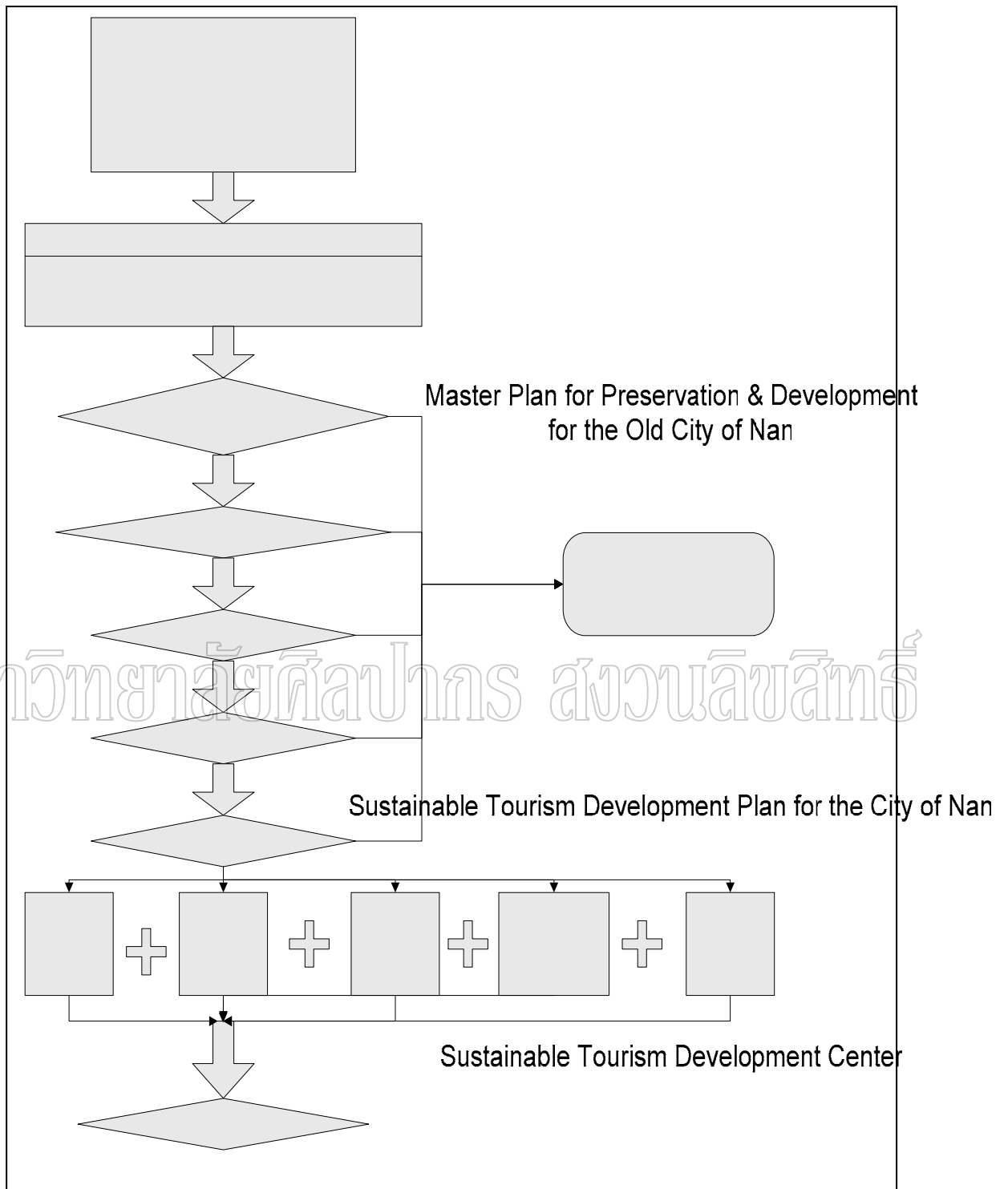


Diagram 23 The concept of a proposed sustainable tourism development plan for the City of Nan

Heritage Registrar

7.1 Introduction

During the past few years since the passing of an old city law (the law which was passed by the cabinet on 20 September 2005), there has been little progress on the

Infrastructure

implementation of the outlines set out by the Master Plan of Preservation and Development for the old city of Nan. The fact that the master plan originated with and was financed by the Office of Natural Resources and Environmental Policy and Planning, Ministry of Natural Resources and Environment, has led to the goal of developing Nan as a world class tourists' destination. This could be because the Office of Natural Resources and Environmental Policy and Planning is the sole governmental agency responsible for nominating potential world heritage sites. Furthermore, during the same period of the introduction of this Master Plan, Nan was on one of the tentative lists¹ designated for recognition by UNESCO as a world heritage site.

The Master Plan for the Preservation and Development of the Old City of Nan is one of the most important parts of promoting sustainable tourism development. As the author mentioned in chapter 6, this is a tool used in the tourism planning progress. Therefore, this dissertation aims to complete a Master Plan for the Preservation and Development of the Old City of Nan by expanding the sustainable tourism development plan for the Old City of Nan.

In order to develop Nan as a world class tourism destination, it is useful to know the ranking of other world tourists' destinations. Therefore, the author will begin with the top ten international tourist arrivals countries and international tourism receipts.

International Tourist Arrivals						
Rank	Series	million		Change (%)		
		2005	2006*	05/04	06*/05	
1	France	TF	75.9	79.1	1.0	4.2
2	Spain	TF	55.9	58.5	6.6	4.5
3	United States	TF	49.2	51.1	6.8	3.8
4	China	TF	46.8	49.6	12.1	6.0
5	Italy	TF	36.5	41.1	-1.5	12.4
6	United Kingdom	TF	28.0	30.7	9.2	9.3
7	Germany	TCE	21.5	23.6	6.8	9.6
8	Mexico	TF	21.9	21.4	6.3	-2.6
9	Austria	TCE	20.0	20.3	3.0	1.5
10	Russian Federation	TF	19.9	20.2	0.2	1.3

Source: World Tourism Organization (UNWTO) ©

Table 33 Top ten international tourist arrivals

Source: World Tourism Organization, *Tourism highlights 2007* [CD-ROM], 2008.

Abstract from: *tourism highlights 2007*.

¹ See appendix document - Faculty of Architecture , Silpakorn University

International Tourism Receipts							
Rank		US\$				Local currencies	
		billion		Change (%)		Change (%)	
		2005	2006*	05/04	06*/05	05/04	06*/05
1	United States	81.8	85.7	9.7	4.8	9.7	4.8
2	Spain	48.0	51.1	6.0	6.6	6.0	5.6
3	France	42.3	42.9	3.5	1.5	3.5	0.6
4	Italy	35.4	38.1	-0.7	7.7	-0.7	6.7
5	China	29.3	33.9	13.8	15.9	13.8	15.9
6	United Kingdom	30.7	33.7	8.7	9.8	9.5	8.5
7	Germany	29.2	32.8	5.4	12.3	5.4	11.3
8	Australia	16.9	17.8	11.0	5.8	6.9	7.3
9	Turkey	18.2	16.9	14.2	-7.2	14.2	-7.2
10	Austria	16.0	16.7	2.8	4.0	2.7	3.1

(Data as collected by UNWTO, 2007)

Table 34 Top ten international tourism receipts

Source: World Tourism Organization, *Tourism highlights 2007* [CD-ROM], 2008.

Abstract from: *tourism highlights 2007*.

In terms of arrivals, France is in the first rank ahead of Spain and the USA. As for receipts, the same three countries continue to be in the top three positions, but with the USA ranking ahead of France and Spain. This highlights the fact that the USA attracts a greater share of higher-spending, long-term tourists than its European competitors, which rely much more on short-term tourists. China, fourth in the arrivals, is the fifth in terms of receipts, while the reverse is true for Italy. The UK and Germany rank sixth and seventh in terms of both arrivals and receipts, and Austria attracts the ninth highest number of arrivals and the tenth largest volume of receipts. While Mexico and the Russian Federation maintain a ranking in the top ten destinations in terms of arrivals (in eighth and tenth respectively). They were replaced in the receipts' ranking by Australia (eighth position) and Turkey (ninth position).

International Tourism Expenditure

	US\$				Local currencies, current prices (% on previous year)																
	1995	2000	2005	2006*	Series	03/02	04/03	05/04	06/05	2007*							2006				
	(billion)								YTD	Q1	Q2	Apr	May	Jun	Jul	Aug	Sep	Q1	Q2	Q3	Q4
1 Germany	60.2	53.0	74.4	73.9		3.3	-0.4	3.9	-1.5	6.1	4.5	3.4	5.9	1.4	3.3	6.3	14.4	-2.4	3.1	-2.2	-4.7
2 United States	44.9	64.7	69.0	72.0	sa	-2.2	14.5	4.9	4.4	4.4	5.7	3.2	1.3	2.2	6.2	3.6	5.0	2.3	3.2	5.0	7.2
3 United Kingdom	24.9	38.4	59.6	63.1		6.0	5.2	6.2	4.6	3.8	7.8	2.9	1.6	4.7	2.6	2.1	1.1	4.0	8.1	5.8	10.7
4 France	16.3	17.8	30.5	31.2		0.6	11.9	5.9	1.2	-0.4	-1.3	0.0	0.0	0.0	0.0	0.0	0.0	6.8	4.0	-5.6	3.9
5 Japan	36.8	31.9	27.3	26.9		0.5	23.9	-27.3	3.8	0.7	3.5	-2.0	0.8	-4.4	-2.3	0.6	0.4	2.5	6.9	3.6	2.6
6 China	-3.7	13.1	21.8	24.3	\$	-1.4	26.1	13.6	11.8									16.1	16.1	8.2	8.2
7 Italy	14.8	15.7	22.4	23.1		1.7	-9.3	9.0	2.2	8.9	5.0	8.5	11.4	3.9	9.8	13.4	11.3	-0.4	-3.2	4.5	7.1
8 Canada	10.3	12.4	18.2	20.5		1.8	10.8	6.3	5.7	4.7	5.3	4.1						4.3	3.6	7.5	8.0
9 Russian Federation	11.6	8.8	17.8	18.8	\$	14.1	22.1	13.2	5.6	15.9	14.9	16.6						9.4	9.2	-0.7	8.9
10 Korea, Republic of	6.3	7.1	15.4	18.2	\$	-3.5	22.2	24.7	18.4	18.2	19.2	19.0	20.7	20.5	16.2	19.6	13.3	21.7	12.0	15.9	24.8
11 Netherlands	11.7	12.2	16.2	17.0		-1.3	-2.1	-1.6	4.3	2.2	-6.1	6.6						-0.1	-3.9	6.5	15.5
12 Spain	4.5	6.0	15.1	16.7		4.2	22.0	24.1	9.4	9.2	9.1	-6.2	5.7	11.0	3.8	16.1		7.2	6.7	15.4	6.6
13 Belgium	8.1	9.4	15.0	15.4		0.7	4.3	6.9	2.1	-2.1	-0.6	-3.2	22	-12	-19			4.1	4.6	0.2	0.3
14 Hong Kong (China)	10.5	12.5	13.3	14.0		-8.0	15.9	0.1	4.9	5.7	3.5	7.9						1.9	9.0	2.3	6.9
15 Norway	4.2	4.6	10.8	12.1		17.0	23.8	17.0	12.0	9.4	13.9	5.8						8.7	9.7	15.5	12.6

International Tourism Expenditure

		US\$				Local currencies, current prices (% on previous year)																
		1995	2000	2005	2006*	Series	03/02	04/03	05/04	06/05	2007*								2006			
		(billion)								YTD	Q1	Q2	Apr	May	Jun	Jul	Aug	Sep	Q1	Q2	Q3	Q4
16	Australia	5.2	6.4	11.3	11.7		-0.3	25.2	5.8	5.2	6.3	5.8	6.1	6.7	7.7	4.1	8.3	2.0	8.1	3.0	8.1	
17	Sweden	5.4	8.0	10.8	11.5		-6.1	12.3	7.7	5.4	6.6	9.8	3.9					8.7	5.9	2.3	5.6	
18	Singapore	4.7	4.5	9.9	10.4		-5.6	13.3	6.1	-0.5	1.6	-0.6	3.6					-2.6	-1.7	0.6	1.7	
19	Switzerland	6.3	5.4	8.9	9.9		8.4	8.8	9.7	12.0	8.6	8.3	8.8					10.2	16.5	10.1	10.8	
20	Austria	10.4	8.5	8.5	9.3		4.8	-35.6	2.0	8.7												
21	Untd Arab Emirates	..	3.0	6.2	8.8		8.4	13.0	38.3	42.7												
22	Taiwan (pr. of China)	7.1	8.1	8.7	8.7	\$	-6.8	26.1	6.3	0.7	0.3	-2.7	3.1					3.1	-0.5	-3.0	4.6	
23	Mexico	3.2	5.5	7.6	8.1	\$	3.2	11.3	9.2	6.7	1.7	0.7	2.1	2.9	-0.1	3.4	0.4	5.1	2.4	11.6	5.9	6.6
24	Denmark	4.4	4.7	6.9	7.4		-4.7	0.0	-6.3	7.2	6.1	6.4	5.9					7.6	6.6	5.8	9.5	
25	India	1.0	2.7	6.0	7.4		14.9	30.7	20.3	27.6	1.5	-8.7	14.6					36.1	20.5	37.6	17.3	
26	Ireland	2.0	2.5	6.1	6.8		6.2	-0.1	17.1	11.2	14.6	12.9	15.8					14.8	13.6	6.2	13.8	
27	Brazil	3.4	3.9	4.7	5.8	\$	-5.6	27.0	64.4	22.1	33.4	27.9	34.1	29.5	30.9	41.4	51.0	26.5	43.7	16.2	12.2	23.9
28	Poland	5.5	3.3	4.3	5.7		-16.6	29.0	0.0	26.4	-3.2	15.8	-15.0					39.0	54.9	10.5	14.0	
29	Kuwait	2.2	2.5	4.3	5.3		8.7	9.3	14.5	22.0												
30	Thailand	4.3	2.8	3.8	4.6		-14.7	50.3	-15.6	13.9	3.4	2.6	4.0					15.0	12.5	10.6	17.2	

Table 35 World Tourism Barometer

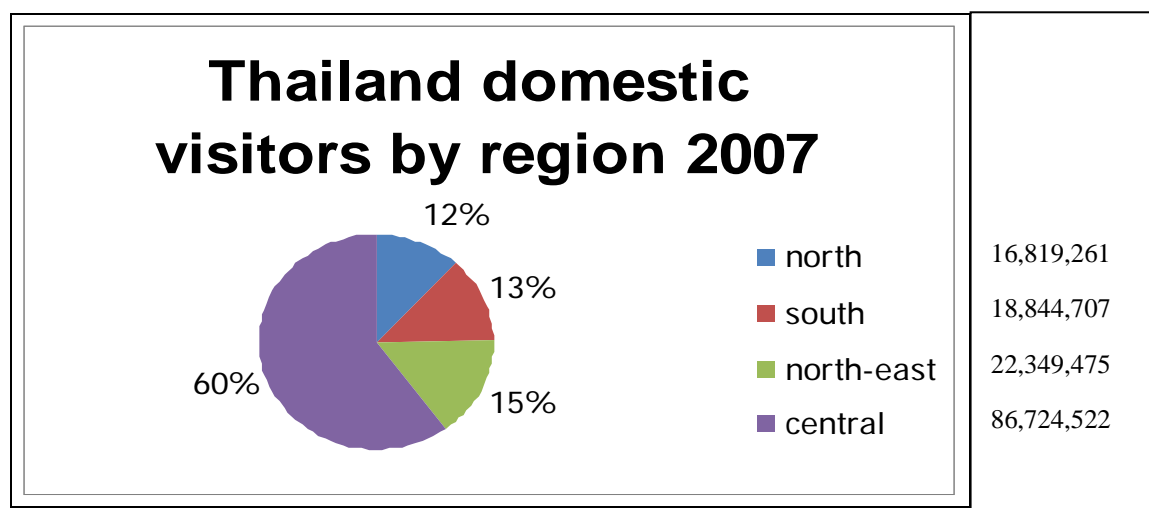
Source: World Tourism Organization, *Tourism highlights 2007* [CD-ROM], 2008. Abstract from: tourism highlights 2007.

2007	* 1,000 million visitors
1. Malaysia	20,973
2. Thailand	14,464
3. Singapore	7,957
4. Indonesia	5,506
5. Philippines	3,092
6. Vietnam	4,172
7. Cambodia	1,873
8. Myanmar	248
9. Brunei	179

Table 36 Southeast Asia Tourism Barometer

Source: Adapted World Tourism Organization, Tourism highlights 2007 [CD-ROM], 2008. Abstract from: tourism highlights 2007.

In recent years, the tables of international travel expenditures indicate a continuing rise in the level of expenditures, which is in line with the report of increasing international arrivals. Most of the strong growth has come from emerging markets. In terms of the top source markets, France and Japan showed signs of spending stagnation on travel abroad for the first eight months of 2007, while Germany, the USA and the UK recorded reasonable rises.² The country of Thailand was ranked the thirtieth (30th) in the world.



Graph 2 Thailand domestic visitors by region 2007

Source: Adapted from Tourism Authority of Thailand, Domestic [Online], accessed 25 June 2008. Available from http://www2.tat.or.th/stat/web/static_tst.php

² World Tourism Organization, Outbound tourism [online]. Accessed 22 June 2008. Available from http://unwto.org/facts/eng/pdf/barometer/UNWTO_Barom07_3_en.pdf

1	Chaiyaphum
2	Sukhotai
3	Tak
4	Nakorn Panom
5	Ratchaburi
6	Bureeram
7	Nakorn Ratchasima
8	Nakorn Sawan
9	Nan
10	Lampang

Table 37 The most popular provincial tourist websites in Thailand

Source: Adapted from www.haarai.com, The most favorite provincial tourist www.haarai.com [online]. Accessed 22 June 2008. Available from http://www.haarai.com/rank.php?mode=rank_bf&path=13/33/

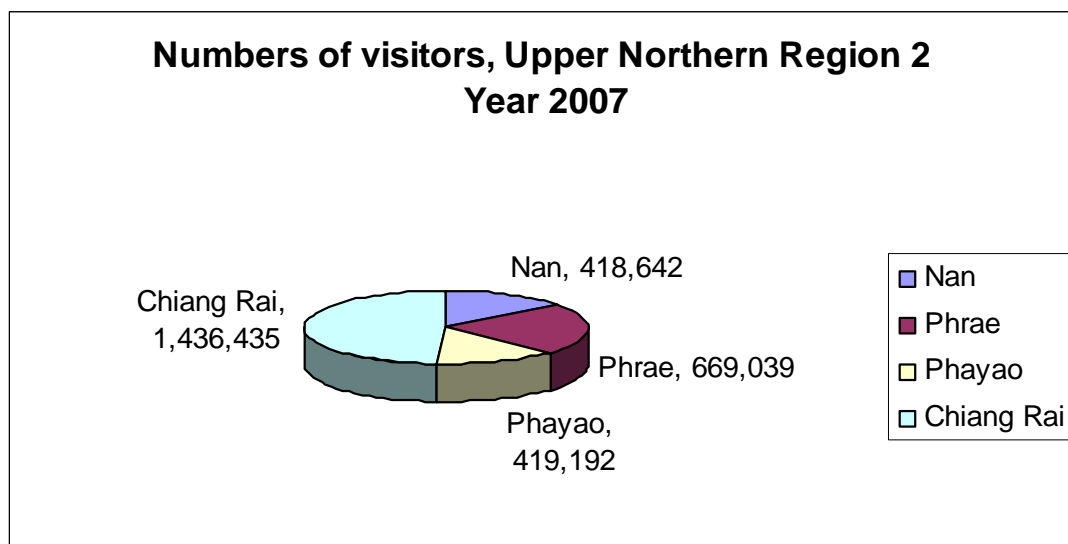
When website [haarai.com](http://www.haarai.com) collected information on the favorite provincial tourist websites from 25 May 2008 – 8 June 2008, Nan was ranked the 9th.

Ranking	Provinces	Visitors
1	Chiang Mai	5,356,867
2	Phitsanulok	2,071,448
3	Chiang Rai	1,436,435
4	Nakornsawan	908,518
5	Tak	903,711
6	Lamphun	796,058
7	Lampang	744,433
8	Sukhotai	706,514
9	Phrae	669,039
10	Petchaboon	632,692
11	Uttradit	605,062
12	Phayao	419,192
13	Nan	418,642
14	Kampangphet	383,828
15	Uthai-Thani	283,395
16	Maehongson	244,770
17	Phichit	238,657

Table 38 Northern Visitors 2007

Source: Adapted from Tourism Authority of Thailand, Domestic [Online], accessed 25 June 2008. Available from http://www2.tat.or.th/stat/web/static_tst.php

Whenever Nan province resolves to propose a budget for a tourism plan, the province is advised to implement a policy which is linked to the national economic and social development plan and tourism marketing plan. Therefore, this dissertation proposes a sustainable tourism development plan which is linked to the province's economic and tourism strategy.



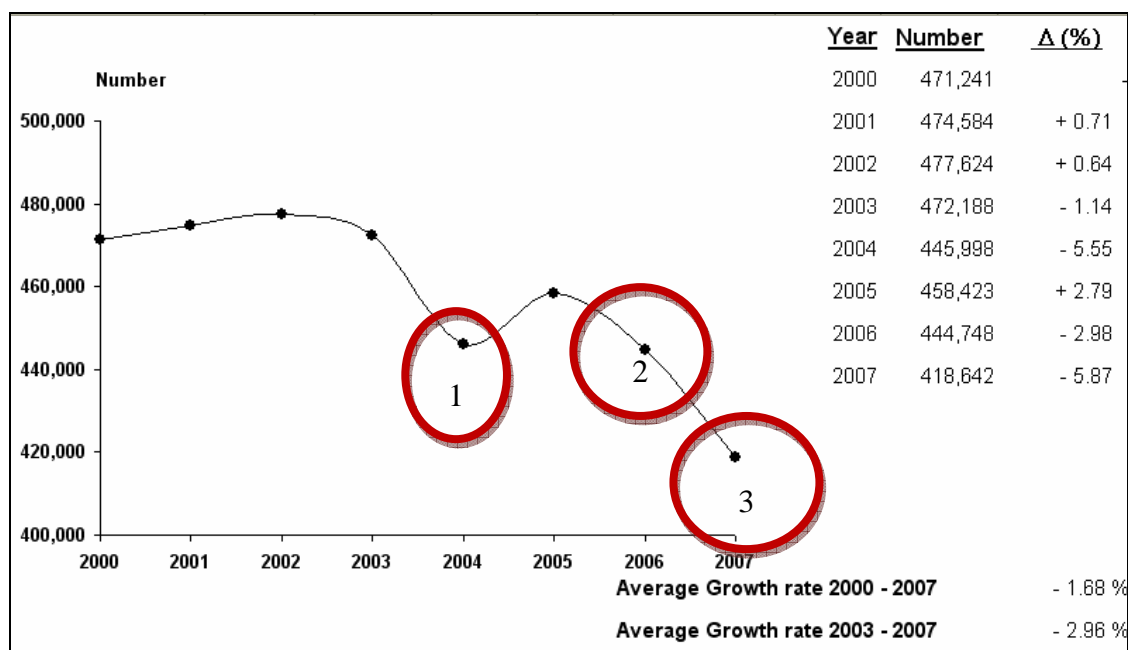
Graph 3 The number of visitors (The 2nd regional upper northern provinces T.A.T. Office) 2007

Source: Adapted from Tourism Authority of Thailand, Northern Region 2, The conclusion of Tourists Statistics Year 2007 (Chiang Rai, Phayao, Phrae, and Nan) [Online], accessed 25 June 2008. Available from http://www2.tat.or.th/stat/web/static_tst.php

Regarding tourism planning for Nan, it is important to know what rank Nan is within its region. This diagram shows the amounts of tourists in the Upper Northern Region 2, in which Nan ranked the 4th in 2007.

An active period of tourism started in 2005³, which is referred to in Chapter 6. Many governmental and non-governmental organizations, such as UNESCO, the Ministry of Culture – Thailand, Faculty of Architecture – Silpakorn University, tried to support old Nan city to become a World Heritage destination.

³ See more in Chapter 6 part 1.



Graph 4 Nan internal tourism

Source: Tourism Authority of Thailand, Nan internal tourism [online], Accessed 25 June 2008. Available from http://www2.tat.or.th/stat/web/static_tst.php

Remarks: 1. SARS

2. Internal politics (Thaksin Shinawatra's government)

3. Coup d'etat

From the graph above, Nan tourism statistics show a trend of declining amounts of tourists. The largest decrease in tourists' numbers within the past eight years was in 2007. Therefore, it is important to improve and sustain the development of tourism as soon as possible. Visitation to Nan at the end of the year 2005 highlights the challenges faced by the tourism industry. Despite the SARS incident in 2003, Nan recorded the highest percentage of tourists and an average annual growth of +2.79% in international visitors in 2005. The economic turndown⁴ in the tourism industry globally in 2005, and the situation of Thailand's political situation (coup d'etat) reveal the lowest percentages, in the past 8 years, of Nan internal tourism.

The relation of Nan tourism plans

In Chapter 6, the inadequacy of Nan tourism plans, both in content and proposals leading to bad impacts were examined. The Upper Northern Region 2 Tourism Strategic Plan 2005 by the Tourism Authority of Thailand; Upper Northern Region 2, Support Strategic Plan, part of tourism 2006 – 2008 by Nan Municipality, Local Authority; Nan Provincial Administration Strategic Framework for Development 2007 – 2011 by Nan Provincial Administration Organization (N.P.A.O.) and Master

⁴ In 2007, Thailand's economic growth is projected to be in the range of 3.5-4.5 percent given the possible scenario of export growth declining due to less demand from major trading partners as well as the delayed approval of the financial year 2007 budget due to upcoming election at the end of 2006. Source : Fiscal Policy Office, Thailand's economic outlook 2006-2009 [online], accessed 14 July 2008. Available from <http://www.fpo.go.th/content.php?action=view§ion=6400000000&id=9730>

Plan for the Preservation and Development of the Old City of Nan 2004 – 2008 (issued 2005) by the Ministry of Natural Resources and Environment - Office of Natural Resources and Environmental Policy and Planning are all related to the proposed sustainable tourism planning in this chapter.

Nan heritage management and tourism organizations

The author has already described tourism development compared with Nan’s period of active sustainable tourism in Chapter 6. It is complicated and involves many organizations in the tourism management of Nan. The diagram below clarifies the existing heritage management and tourism of the Old City of Nan.

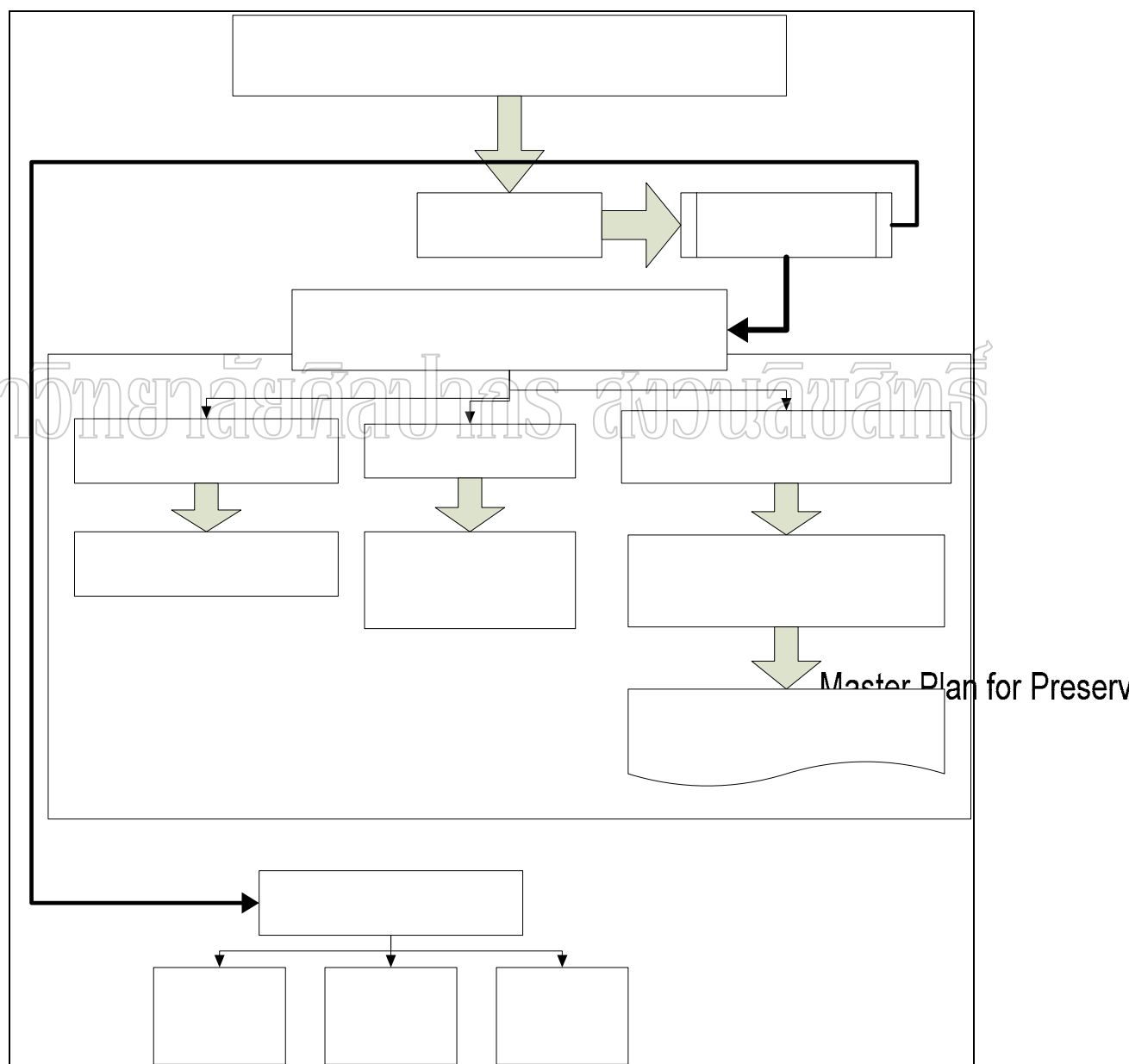
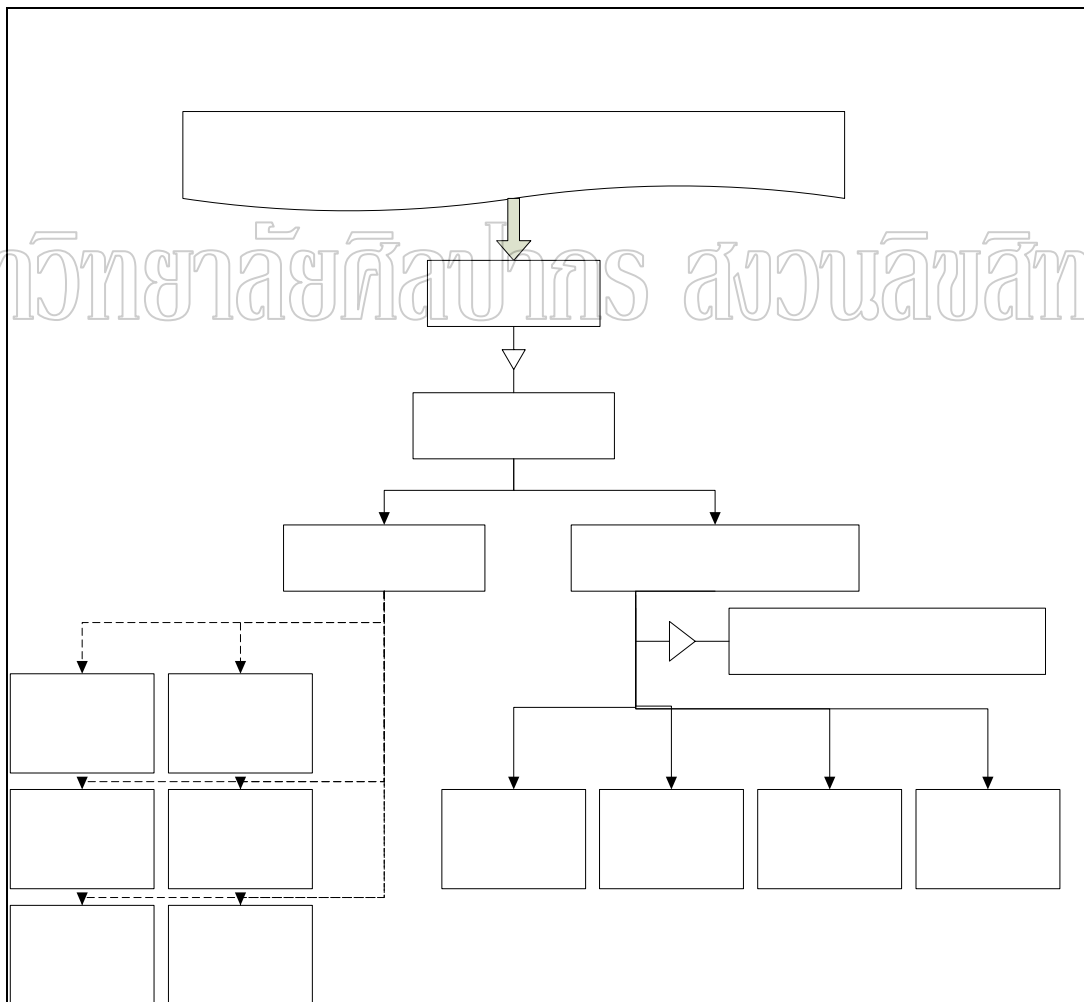


Diagram 24 Related important Nan tourism organizations

7.2 Objectives of the Sustainable Tourism Development Plan for the City of Nan

- 2.1 To propose a sustainable tourism officer’s development organizational chart.
- 2.2 To propose heritage registration guidelines.
- 2.3 To analyze the overview of Nan’s infrastructure; transportation, roads, and accommodations.
- 2.4 To find out the products’ strengths of Nan City.
- 2.5 To propose an interpretation program to enhance the occupancy rate by quality tourists, including heritage trails, information and communication technology, cultural events, and heritage in young hands.
- 2.6 To develop a profession standard of tourism.
- 2.7 To propose a cultural impact assessment outline.
- 2.8 To set guidelines for the budget and a method of incentives for sustainable tourism development.

7.3 Proposed Sustainable Tourism Development Team



-----> = extra proposed team for heritage management team

Diagram 25 Proposed sustainable tourism development team of Old City of Nan

7.3.1 Heritage registration

Definition of Heritage property

A heritage property may be a building, streetscape or site, whereas intangible heritage could include practices, representations, expressions, knowledge and skills – as well as the instruments, objects, artifacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage.⁵ However, the author has already explained these definitions in Chapter 4. Therefore, what one person may define as “heritage” may not be the same as another's perspective of what heritage means to them. The Nan municipality uses evaluation criteria to assess proposed heritage properties that are based, not only upon the age of the property, but also on historical associations with famous people or events. For evaluating a proposed heritage structure, a number of features may add to the property's heritage value with consideration of the following questions. Does it have a unique, rare, or significant architectural feature? Is the structure largely unchanged or has it been altered significantly since it was built? Is it a community landmark?

The registration documents for:

Tangible heritage owners

Deed or plan survey

Site plan showing structure and area of proposed, designated land

Exterior photos

Proof of age

Historic documents

Intangible heritage owners

Person who has the key role

Historic documents

Instrument of heritages

Benefit of designation

The designation of property helps the owners and Nan community to retain a connection to the past. It instills a sense of pride for the property and in the community. Heritage designations help to preserve significance within the old city of Nan. A heritage designation may increase the value of that property. A plaque from the Nan municipality is given to the owner to be displayed on the site. There are rebate programs offered for restoration projects on the exterior of registered heritage structure(s). The municipality fee may be refunded as well as a portion of fees paid for conservation advice.

⁵ Adapted from Municipality of the County of Kings, [Heritage property registration](http://www.county.kings.ns.ca/upload/All_Uploads/Forms/Development/Heritage%20Registration%20Application.pdf) [Online], accessed 14 July 2008. Available from http://www.county.kings.ns.ca/upload/All_Uploads/Forms/Development/Heritage%20Registration%20Application.pdf

Staff review

The criteria used to evaluate each application include: history and culture, architecture, context and environment.

Heritage advisory committee

Members of the committee for the Preservation and Development of old Nan city should come from the Department of Fine Arts, Nan Office and heritage owners, on all heritage matters.⁶

- **Source of Funds and Stakeholders:**
- Department of Fine Arts, Nan Office
- Heritage owners
- United Nations Educational, Scientific and Cultural Organization
- The Committee of Nan city's Master Plan for the Preservation and Development of the Old City of Nan

7.3.2 Infrastructure

7.3.2.1 Transportation

One of tourism's major infrastructures is accessibility. This includes planes, trains, buses, and automobiles. Nan is connected to the rest of the country by plane and by bus.

Mode of transport	2006	2007	% Change
Plane	5,856	5,131	+ 14.13
Train	-	-	-
Bus	153,069	168,652	- 9.24
Automobile	259,717	270,965	- 4.15
Other	-	-	-

Table 39 Mode of visitors' transport

Source: Tourism Authority of Thailand, *Nan internal tourism* [Online], accessed 25 June 2008. Available from http://www2.tat.or.th/stat/web/static_tst.php

7.3.2.1.1 Air Transportation

The table above illustrates that visitors like to travel to Nan by automobile. There is only one airline, PB Air, which connects Nan to Bangkok and operates four times a week (Monday, Wednesday, Friday and Sunday).⁷ The airport is located at the northern end of the town, on Pua Road, about 1.5 km from downtown. The Nan airport code is NNT.⁸ The daily carrying capacity of PB Air's airplane is 50 seats.⁹

⁶ Ibid.

⁷ Wikitravel, *Nan – Get in* [online], accessed 14 July 2008, Available from <http://wikitravel.org/en/Nan>

⁸ Flightsstat, *NNT Airport Departures* [online], accessed 14 July 2008. Available from <http://www.flightsstats.com/go/FlightStatus/flightStatusByAirport.do?airport=%28NNT%29+Nan+Airpor>

Departure

From Bangkok (Suvarnabhumi Airport) to Nan

Flight	Day							Time		Plane
	M	T	W	Th	F	Sa	Su	Depart	Arrive	
9Q842	✓		✓		✓			09:30	10:50	ER4
9Q844							✓	11:50	13:10	ER4

Departure

From Nan to Bangkok (Suvarnabhumi Airport)

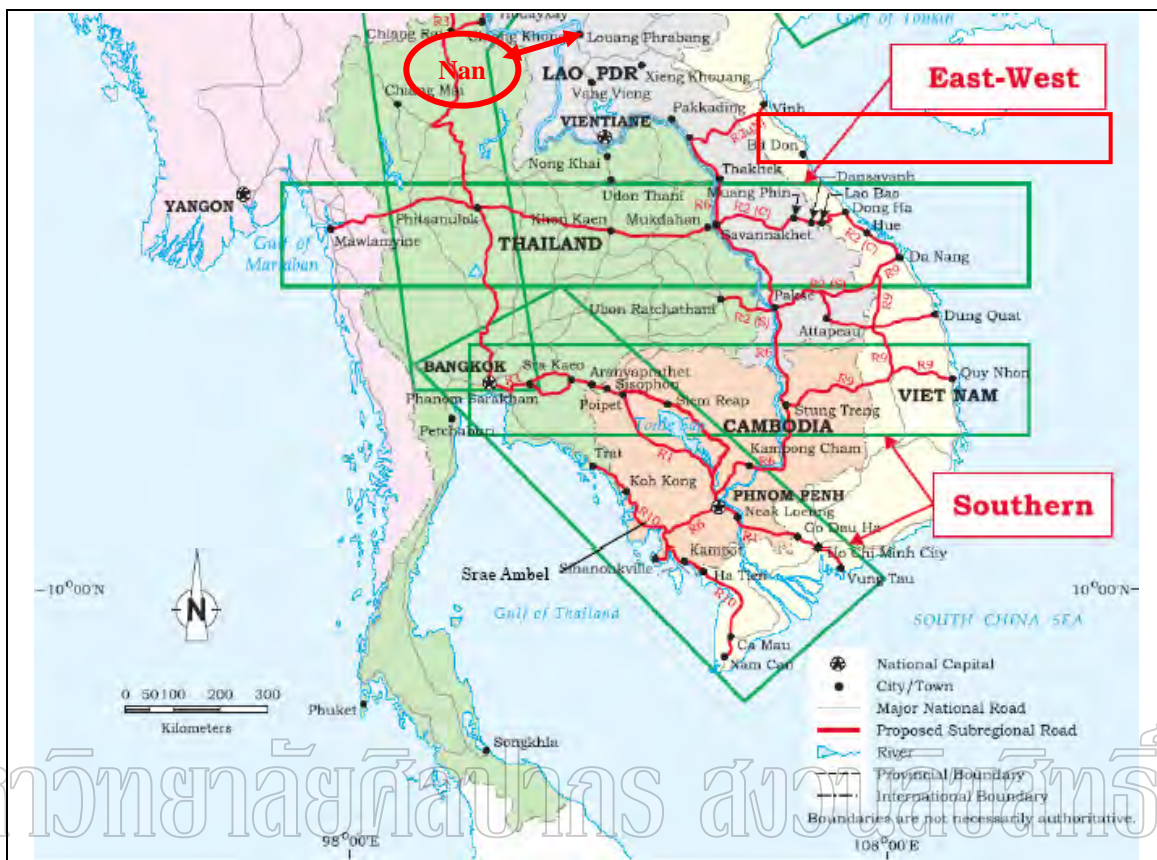
Flight	Day							Time		Plane
	M	T	W	Th	F	Sa	Su	Depart	Arrive	
9Q843	✓		✓		✓			11:20	12:40	ER4
9Q845							✓	13:40	15:00	ER4

Table 40 Bangkok – Nan flight schedule of PB Air

Source: PB Air, Nan flight schedule [Online], accessed 15 July 2008. Available from <http://www.pbair.com/>

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

7.3.2.1.2 Land Transportation



Map 17 Three Economic Corridors

Source: Institute of Developing Economies, [Three Economic Corridor Map](http://www.ide.go.jp/English/Publish/Dp/pdf/123_ishida.pdf) [Online], accessed 20 July 2008. Available from http://www.ide.go.jp/English/Publish/Dp/pdf/123_ishida.pdf



Map 18 Nan – Luang Prabang

Source: Google Map, Nan – Luang Prabang Map [Online], accessed 20 July 2008.

Available from http://maps.google.com/maps?sourceid=navclient&ie=UTF-8&rlz=1T4ADBF_enTH230TH231&q=thailand%2Cmap&um=1&sa=N&tab=wl

Since the inauguration of the Greater Mekong Sub-region (GMS) Economic Cooperation Program in 1992, road infrastructure projects have played a very important role. The economic significance became a focal point after the introduction of the concept of three economic corridors in 1998: the East-West Economic Corridor; the North-South Economic Corridor; and the Southern Economic Corridor (See Map 17).¹⁰

By linking to Nan, the objectives of the North-South Economic Corridor flagship initiative are: to facilitate trade and development between and among Cambodia, Lao PDR, Myanmar, Thailand, Viet Nam, and Yunnan Province, PRC; to reduce transport costs in the projected influenced areas, to move goods and passengers more efficiently; to reduce poverty, support development of rural and border areas, increase earnings of low-income groups, provide employment opportunities for women, and promote tourism in the influenced areas.¹¹ Nan is located in the project of transportation development, which is Lao

¹⁰ Institute of Developing Economies, [Three Economic Corridor Map](#) [Online], accessed 20 July 2008. Available from http://www.ide.go.jp/English/Publish/Dp/pdf/123_ishida.pdf

¹¹ Asean Development Bank, [North South Economic Corridor](#) [Online], accessed 20 July 2008. Available from <http://www.adb.org/GMS/Projects/flagshipA.asp>

Route 2 Houay Goan - Maung Ngeum - Pakbeng.¹² This is a reconstruction of 49 km of Route 2: Houay Goan (Nan), Maung Ngeun (Thailand/Lao PDR border) - Pakbeng route, which forms part of an additional north-south route to Kunming. It is expected to be finished by the end of 2008. This joint venture will economically benefit Nan.

The other project is the Greater Mekong Sub-region (GMS), supported by Asean Development Bank (ADB), GMS tourism development. The aims of this project are to (i) promote and strengthen sub-regional cooperation and tourism development in the GMS countries, and (ii) promote increased tourism in the GMS in order to augment earnings, reduce poverty, mitigate environmental degradation from unplanned and unsustainable development, and develop human resources in the GMS.¹³

By road, it takes from 10 to 13 hours, depending on the type of bus, to travel from Nan to Bangkok. Regular buses also run from Nan to Chiang Mai (6-7 hours), Chiang Rai (6-7 hours), and Phrae (2 hours). The main bus station is located at the southern edge of town¹⁴, at the end of a road perpendicular (turning left when arriving from Bangkok) to the Wiangsa/Phrae/Bangkok Road.

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¹² Ibid.

¹³ Asean Development Bank, GMS Tourism Development [Online], accessed 20 July 2008. Available from <http://www.adb.org/GMS/Projects/flagshipK.asp>

¹⁴ See Nan city map in Chapter 1

North Schedule Air Conditioned Bus Standard 1 A V.I.P.24 Seats
update 28/05/2551

Route	Fare	Distance	Time	From BKK	To BKK
Bkk-Thungchang	920	766	11.30	20.00	17.00
Bkk-Nan	810	677	09.20	19.30,20.40	19.00,19.30

North Schedule Air Conditioned Bus Standard 1 C 40 Seats

Route	Fare	Distance	Time	From BKK	To BKK
Bkk-Nan	538	677	09.30	08.30,20.30	08.00,18.30

North Schedule Air Conditioned Bus Standard 2 47 Seats

Route	Fare	Distance	Time	From BKK	To BKK
Bkk-Thung Chang	483	766	11.30	19.20	17.00
Bkk- Nan	469	677	09.30	06.00,07.40,18.20 21.00	18.00,18.30,19.00 19.30
Bkk- Nan	427	677	09.30	06.00,07.40,18.20	09.00,18.30,19.00

Table 41 Nan Schedule Air Conditioned Buses

Source: Transport Co., LTD., North Schedule Air Conditioned Bus [Online], accessed 15 July 2008. Available from http://www.transport.co.th/999_timebusnorth48.asp

The local government supports Nan's strategy to provide a blueprint for revitalizing Nan's route, roads and port linking Huay Gone immigration point to Luang Prabang.

From the bus schedule above, the estimated carrying capacity per day is 528 persons.

Type of Bus	Number of trips / days	Carrying Capacity (Unit: number of persons)
Air Conditioned Bus Standard 1 A V.I.P.24 Seats	3	72
Air Conditioned Bus Standard 1 C 40 Seats	2	80
Air Conditioned Bus Standard 247 Seats	8	376
Total	13	528

Table 42 The carrying capacity of buses

7.3.2.2 Inner old city roads



Map 19 Nan city

Source: Google Map, Nan City [Online], accessed 20 July 2008. Available from http://maps.google.com/maps?q=thailand%2Cnan%2Croad%20map&hl=en&rlz=1T4ADBFB_enTH230TH231&um=1&ie=UTF-8&sa=N&tab=w1

For the master plan of old Nan city, the government policy should strictly prohibit large commercial freight transport vehicles inside the inner city area to protect the heritage sites in this area (head ring of old Nan city).¹⁵ Massive trucks (8 wheels and up) should only be allowed at the outer border of the Old City of Nan on highway no.1091 (map 19).

7.3.3 Accommodations

The Tourism Authority of Thailand surveys of visitors' opinions in 2007 reveal that Thai tourists stay with relatives or friends, and in hotels when visiting Nan, while foreign tourists are mostly like to stay in hotels. Since this dissertation's study scope is only within the Old City of Nan, the stay at national parks are not included.

¹⁵ See map of the old Nan city in chapter 1

Accommodation	Visitors					
	Thai	%	Foreigner	%	Total	%
1. Hotel	77,796	22.90	9,902	83.89	7,698	24.95
2. Guesthouse	-	-	-	-	-	-
3. Bungalow / Resort	-	-	-	-	-	-
4. Relatives / Friends	230,281	67.79	1,550	13.13	231,831	65.96
5. National parks	29,506	8.69	352	2.98	29,858	8.49
6. Government accommodations	645	0.19	-	-	645	0.18
7. Other	1,455	0.43	-	-	1,455	0.42
Total	339,683	100.00	11,804	100.00	351,487	100.00

Table 43 Number of Nan tourists by accommodation type 2007

Source: Tourism Authority of Thailand, *Nan Book 2007* [Online], Accessed 14 July 2008. Available from http://www2.tat.or.th/stat/web/static_tst.php

No.	Accommodation Name	Price (Baht)	No. of Rooms	Carrying Capacity (1 room * 2 visitors)
High - Medium Range Hotel				
1	Dhevaraj Hotel	800-1,200	160	320
2	The City Park Hotel	1,000-3,000	129	258
Mid Range Hotel				
1	Sukasem Hotel	210-400	43	86
2	Nanfah Hotel	350-700	13	26
3	Dao Rueng Hotel	350-650	31	62
4	Srinuan Lodge	400-1,500	25	50
5	Fahthanin Hotel	450-600	56	112
Resort				
1	Sukthai Home & Resort	350-500	26	52
2	The Waterside Resort	800-1,500	9	18
3	Nan Valley Resort	700-2,500	40	80
Guesthouse				
1	Amornsri	120-170	10	20
2	PK Guesthouse	150-350	10	20
3	Nan Guesthouse	180-230	10	20

4	Chan Inn	140-300	19	38
5	Sabaidee Guesthouse	100-150	10	20
6	Amazing Guesthouse	100-250	5	10
7	Amporn Guesthouse	180-280	10	20
8	Auengkam Guesthouse	350	19	38
9	Vieng Kaew	380	13	26
Mansion				
1	Grand Mansion	350-500	71	142
Total			709	1,418

Table 44 The Old City of Nan's Accommodations

Source: Adapted from

1. Tourism Authority of Thailand, [Nan's accommodation](http://www.tourismthailand.org/accommodation/nan-55-1.html) [Online], accessed 20 July 2008. Available from <http://www.tourismthailand.org/accommodation/nan-55-1.html>
2. Wikitravel, [Nan's accommodation](http://www.wikitravel.org/en/Nan) [Online], accessed 20 July 2008. Available from www.wikitravel.org/en/Nan
3. Thaitambon, [Nan's accommodation](http://www.thaitambon.com/tambon/thotamptlist.asp?PROVCODE=55& CODE=01&SOPCYEAR=) [Online], accessed 20 July 2008. Available from <http://www.thaitambon.com/tambon/thotamptlist.asp?PROVCODE=55& CODE=01&SOPCYEAR=>
4. ThinkNet, [Nan's accommodation](http://www.hotelsguidethailand.com/home/fulldetail.php?code=7637&l=th) [Online], accessed 20 July 2008. Available from <http://www.hotelsguidethailand.com/home/fulldetail.php?code=7637&l=th>

In the old city of Nan, there are 2 high-medium range hotels; Dhevaraj Hotel, and City Park. Dhevaraj is located in the center of Old Nan city. Both of them have websites for visitors with a search engine, Dhevaraj Hotel (<http://www.dhevarajhotel.com>) and The City Park.

The mid range hotels are Sukasem Hotel, Nanfah Hotel, Dao Rueng Hotel, Srinuan Lodge, and Fahthanin Hotel. Among these hotels, Nanfah is an ancient hotel that was built with teak in beautiful northern architectural style.

The resort accommodations in the old city of Nan are; the Waterside Resort (<http://www.okwood.com/thewaterside>) and Nan Valley Resort (<http://www.nanvalley.com>)

There are 9 guesthouses in the old city of Nan: Amornsri, PK Guesthouse, Nan Guesthouse, Chan Inn, Sabaidee Guesthouse, Amazing Guesthouse, Amporn Guesthouse, Vieng Kaew, and Auengkam Guesthouse. The last one has its own website, which is <http://www.eurngkum.com>.

There is only one mansion, which is Grand Mansion. It is located behind Wat Suan Tan.

Source of Funds and Stakeholders:

- Ministry of Interior, Department of Public Works and Town and Country Planning, Nan Office
- Ministry of Transportation, Department of Land Transport, Regional Office 9, Nan Office
- Ministry of Tourism and Sports, Office of Tourism Development
- Thai Hotels Association

- The Committee of Nan city's Master Plan for the Preservation and Development of the Old City of Nan

7.3.4 Product Strengths

From the chart in Chapter 3, Overview of Nan City, part of the tourism statistics outline the key domestic product segments for the city. The segments in the old city of Nan are represented as both a percentage of all visitors to the city, and the product segments' propensity to be visited when compared with all visitors to Nan.

Activity	% of participation			
	Thai	Foreigner	Total	Ranking
1. General	86.81	78.39	86.54	1
2. Souvenir	13.62	15.70	13.69	4
3. Adventure	4.63	10.71	4.83	6
4. Water activities	0.71	8.48	0.96	10
5. Ecotourism	7.62	27.07	8.25	5
6. Health	2.56	17.17	3.04	8
7. Sport	1.53	19.67	2.12	9
8. Recreation / Entertainment	2.56	28.08	3.38	7
9. Culture	51.00	40.47	50.66	2
10. Other (Agriculture / Moral)	47.84	5.19	46.46	3

Table 45 Nan activity participation

Source: Adapted from Tourism Authority of Thailand, Nan internal tourism [Online], accessed 25 June 2008. Available from http://www2.tat.or.th/stat/web/static_tst.php

From the table above, the first rank of activity for both Thais and foreigners is General, followed by Culture. Therefore, in the old city, the arts and cultural product segment records a high propensity to be visited and has a relatively high volume of visitors.

This proposed sustainable tourism development plan focuses on the product strengths of Old Nan city.

Strengths

Cultural Heritage

According to the survey of Nan by the Tourism Authority of Thailand, the key local attractions include:

1. Wat Phumin
2. Nan National Museum
3. Phra That Chae Haeng

4. Wat Phra That Chang Kham Vora Vihara
5. Wat Phra That Khao Noi

There are several plans in the industry that aim to increase the links between the arts and cultural heritage and the tourism industry. The examples include the Master Plan for the Preservation and Development of Old Nan city.

Development of trails, such as the temple trails and the royal houses attractions trail, can potentially enrich the heritage experience. Attractions need to be refreshed from time to time to meet changing consumer demands.

A significant amount of heritage products are controlled by the public sector and governments have limited capacity to maintain heritage assets. Reinvigorating the heritage experience is best done in a fully integrated manner across the old city. Not all stakeholders in Old Nan city share the same aspirations as the tourism industry for sustainable development linked to their heritage assets.

Further interpretation of heritage experiences is required for both domestic and international markets. Interpretive signage is lacking or is of poor quality at many sites with potential attractions to key target markets. There is also a limited number of specialized tour operators in Nan.

Marketing the arts, cultural and heritage experiences still requires more integration. Limited marketing funds make it even more important for organizations in this field to work cooperatively for maximum impact.

Boat racing is one of the strengths of Nan. This festival is organized in November each year because it is the flood season. Since it is an annual festival, it is the best occasion for international tourist to visit. It is important to increase the length of stay for tourists who visit Nan during this period.

Shopping

The streetscapes, architecture and shopping opportunities are recognized as product strengths with 12.58%¹⁶ of visitors engaging in shopping (including markets/arts and crafts). Shopping in Nan has a real historical flavor.

In old Nan city, there is also a wide variety of smaller antiques, collectibles and fine art shops housed within historical buildings throughout the city. There are also opportunities for shopping experiences in art precincts around old Nan city, including View Street.

The main issue to be concerned about when shopping in Old Nan city is the restrictive opening hours of retail shops. These opening hours can affect the potential shopping experience visitors have in Nan. There is also a lack of integration between many retailers and the tourism industry.

¹⁶ Tourism Authority of Thailand, Nan internal tourism [online], Accessed 25 June 2008. Available from http://www2.tat.or.th/stat/web/static_tst.php

Source of Funds and Stakeholders:

- The 2nd Regional Upper Northern T.A.T. Office
- Tourism Authority of Thailand, Nan Office
- Nan Municipality, Tourism Department
- Nan Provincial Administration Organization, Office of the Governor Representative, Department of Social Development and Promoting Tourism
- The Committee of Nan city's Master Plan for the Preservation and Development of the Old City of Nan

7.3.5 Interpretation

From the 12th General Assembly ICOMOS, held in Mexico, October 1999, Principle 2 was introduced (Principle 2 signifies the relationship between Heritage Places and Tourism to be a dynamic one and may involve conflicting values). They should be managed in a sustainable way for present and future generations.¹⁷ The interpretation and tourism development program should be based on a comprehensive understanding of the specific, but often complex or conflicting aspects of heritage significance of a particular place. Continuing research and consultation are important to furthering the evolving understanding and appreciation of that significance.

ACCOMMODATION ESTABLISHMENTS 2006 - 2007				
	2007	%Change	2006	% Change
Establishments	11	- 15.38	12	+ 9.09
Rooms	591	- 1.17	593	+ 0.34
Occupancy Rate (%)	37.20	+ 3.13	30.09	- 7.11
Average Length of Stay (Days)	1.44	+ 0.14	1.61	+ 0.17
Number of Guest Arrivals	103,669	- 2.49	87,698	- 15.41
Thai	92,918	- 4.80	77,796	- 16.27
Foreigners	10,751	+ 23.39	9,902	- 7.90

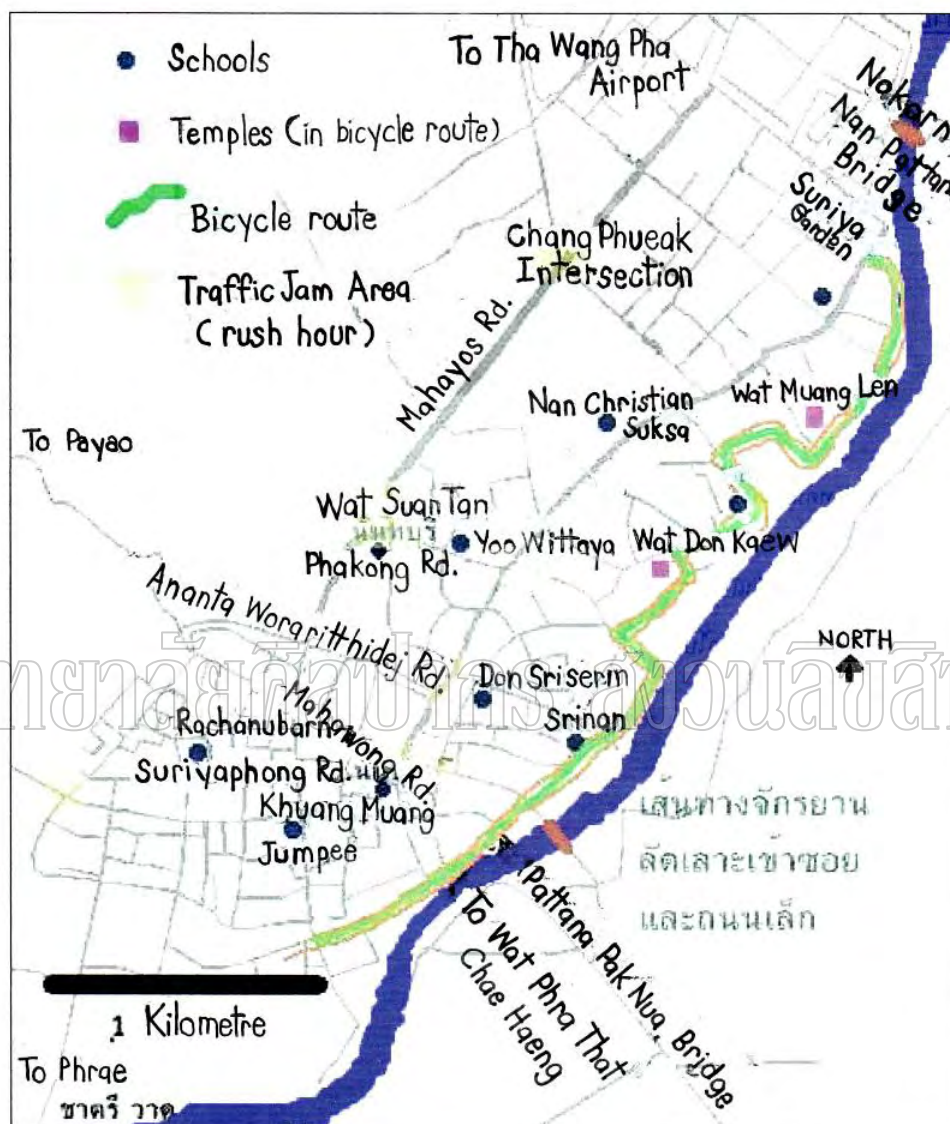
Table 46 Accommodation establishments 2006-2007
 Source: Tourism Authority of Thailand, Nan Book 2007 [Online], accessed 14 July 2008.
 Available from http://www2.tat.or.th/stat/web/static_tst.php

To increase the occupancy rate of quality tourists, the interpretation program is the key to enhancing capacity, attracting tourists to come to Nan, and developing Nan into a world class tourist destination. The interpretation consists of heritage trails,

¹⁷ ICOMOS, International cultural tourism charter [Online], accessed 15 July 2008. Available from <http://www.icomos.org/tourism/charter.html>

information and communication technology, tourism events, and heritage in young hand.

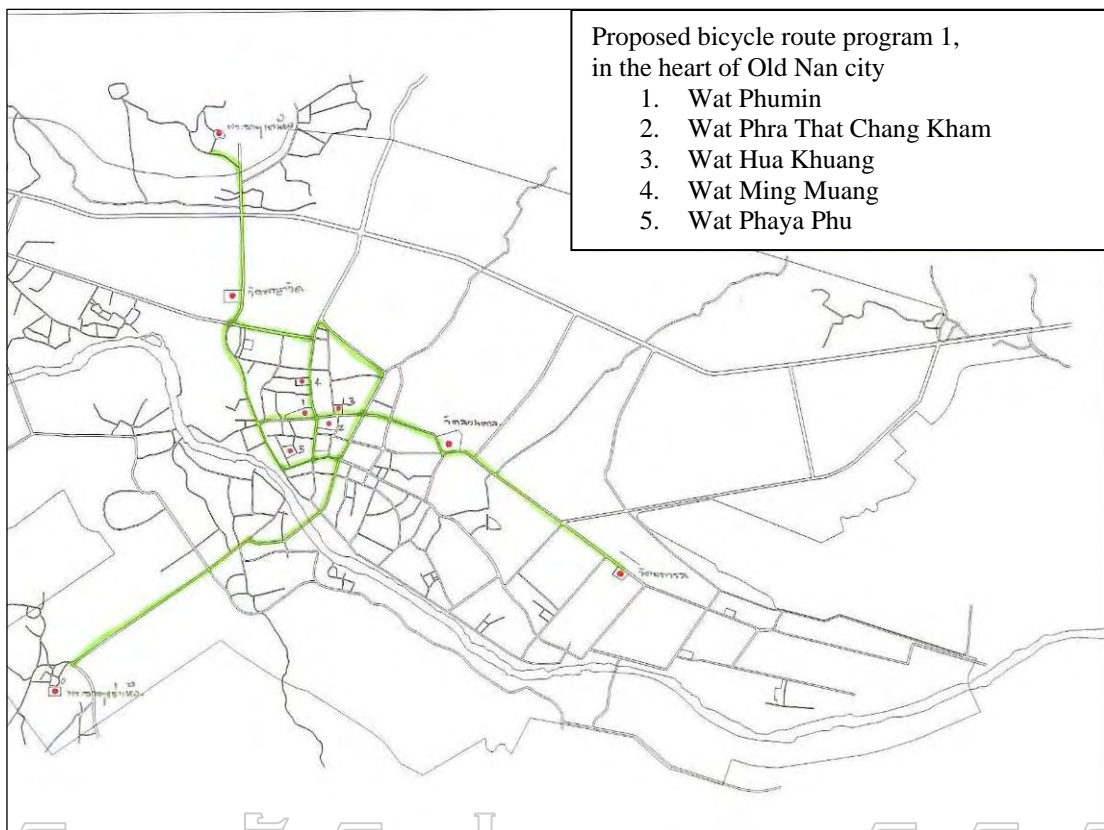
Heritage trails



Map 20 The existing bicycle route of old Nan city

Source: Chatree Charoensiri. *Time of bicycle* [Online], accessed 31 December 2007.

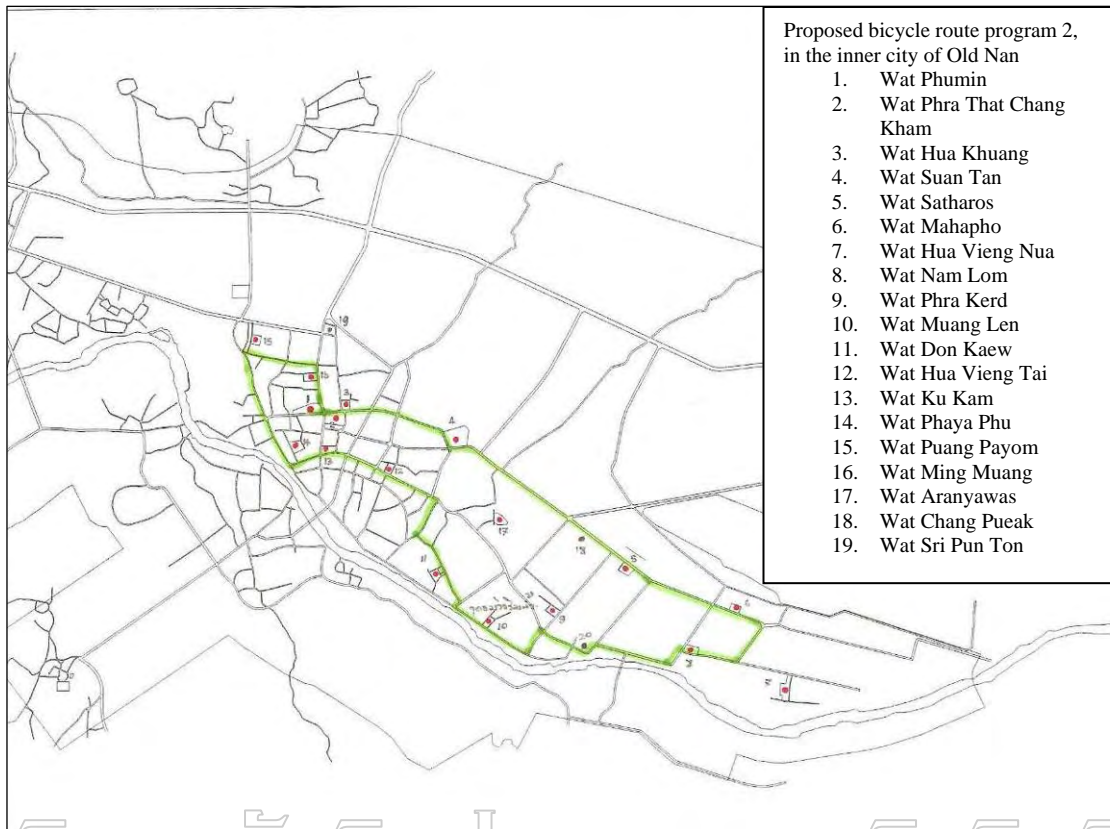
Available from <http://gotoknow.org/blog/c4hnews/12830>



Map 21 Proposed bicycle route program 1, in the heart of Old Nan city
Source: Anusorn Boonchai

Proposed bicycle route program 1, in the heart of Old Nan city

1. Wat Phumin
2. Wat Phra That Chang Kham
3. Wat Hua Khuang
4. Wat Ming Muang
5. Wat Phaya Phu



Map 22 Proposed bicycle route program 2, in the inner city of Old Nan

Source: Anusorn Boonchai

Proposed bicycle route program 2, in the inner city of Old Nan

1. Wat Phumin
2. Wat Phra That Chang Kham
3. Wat Hua Khuang
4. Wat Suan Tan
5. Wat Satharos
6. Wat Mahapho
7. Wat Hua Vieng Nua
8. Wat Nam Lom
9. Wat Phra Kerd
10. Wat Muang Len
11. Wat Don Kaew
12. Wat Hua Vieng Tai
13. Wat Ku Kam
14. Wat Phaya Phu
15. Wat Puang Payom
16. Wat Ming Muang
17. Wat Aranyawas
18. Wat Chang Pueak
19. Wat Sri Pun Ton

Bicycle touring is a competitive strength for Nan. The simple Touring Route, of which Nan is a part, is an important international and domestic market touring development platform. As Nan has a diverse range of temples within close proximity to each other, touring is a significant strength. Old Nan city has a number of self-drive touring routes, including temple routes.

Old Nan city must ensure that it capitalizes on opportunities arising from greater awareness of the city through the Nan Touring campaign. Old Nan city must also continue to encourage product development and improvements to increase international visitation.

Source of Funds and Stakeholders:

- Tourism Authority of Thailand, Nan Office
- Nan Municipality, Tourism Department
- Nan Provincial Administration Organization, Office of the Governor Representative, Department of Social Development and Promoting Tourism
- The Committee of Nan city's Master Plan for the Preservation and Development of the Old City of Nan

Information and communication technology

Nan brochures and associated distribution

Distribution is a critical component of the travel and tourism industry. As technology advances, it is important to encourage and support the integration of traditional and online channels within the local, national and international tourism distribution chain.

The role of promotional brochures and official visitor guides has been reviewed. There is also a Nan promotional brochure which was previously released.

The existing official websites are:

Tourism Authority of Thailand, www.tourismthailand.org

Office of Tourism Development, <http://www.tourism.go.th>

Nan Province, <http://www.nan.go.th>

Nan Provincial Organization, www.nanpao.org

Nan Municipality, <http://www.nan.prdnorth.in.th>

It is noteworthy that English data is shown only on the website of the Tourism Authority of Thailand. Others are in Thai language.

According to the marketing plan, the city brochures are in the following order :

- Local visitor guides (none)
- Trails, for inner city Heritage (refers to proposed trails¹⁸)
- Maps (already existing by T.A.T.)
- Getaways retail booklet (only in Thai. It exists in one booth, located near Wat Phumin.)

The heritage and tourism booklets were published in the last 3 years by the Nan community. Some of the titles are: Nan Pre-historic, Nan History 2, History

¹⁸ See 7.3.5 Interpretation, heritage trails.

of Nan Boat Racing, and Nan Heritage Atlas. However, all of them are in Thai language. The unpublished books are as follows:

The statistics in the table below of the Tourism Authority of Thailand shows that there are many nationalities that come to Nan. The top five foreign countries with visitors are the U.S.A., France, Germany, the U.K., and Belgium respectively. Therefore, the materials provided should be published in other languages, especially English, French, and German.

Nationality	January - December		
	2007	2006	% Change
Thai	77,796	92,918	- 16.27
Brunei	-	-	-
Cambodia	-	-	-
Indonesia	1	6	- 83.33
Loas	8	433	- 98.15
Malaysia	96	14	+ 585.71
Myanmar	-	1	- 100.00
Philippines	2	13	- 84.62
Singapore	81	40	+ 102.50
Vietnam	-	-	-
China	62	113	- 45.13
Hong Kong	50	41	+ 21.95
Japan	342	906	- 62.25
Korea	75	67	+ 11.94
Taiwan	150	53	+ 183.02
Austria	212	429	- 50.58
Belgium	499	411	+ 21.41
Denmark	310	325	- 4.62
Finland	9	18	- 50.00
France	1,301	1,317	- 1.21
Germany	935	770	+ 21.43
Italy	324	119	+ 172.27
Netherlands	377	583	- 35.33
Norway	91	33	+ 175.76
Russia	55	6	+ 816.67
Spain	51	186	- 72.58
Sweden	250	106	+ 135.85
Switzerland	365	293	+ 24.57
U.K	724	731	- 0.96
East Europe	34	19	+ 78.95
U.S.A.	2,358	2,227	+ 5.88

Canada	236	47	+ 402.13
India	22	10	+ 120.00
Australia	208	239	- 12.97
New Zealand	73	104	- 29.81
Israel	182	183	- 0.55
Middle East	68	63	+ 7.94
Africa	-	4	-
Other	351	841	- 58.26
Total Foreigners	9,902	10,751	- 7.90
Grand Total	87,698	103,669	- 15.41

Table 47 Guest Arrivals at Accommodation Establishments, Nan
 Source: Tourism Authority of Thailand, Nan internal tourism [Online], accessed 25 June 2008. Available from http://www2.tat.or.th/stat/web/static_tst.php

Source of Funds and Stakeholders:

- Tourism Authority of Thailand, Nan Office
- Nan Municipality, Tourism Department
- Nan Provincial Administration Organization, Office of the Governor Representative, Department of Social Development and Promoting Tourism
- The Committee of Nan city's Master Plan for the Preservation and Development of the Old City of Nan

Nan's Tourism Events

Nan's Tourism Events provide a vision to maintain Nan's reputation as Thailand's world class tourist destination. Therefore, it must be ensured that its diverse calendar of events provide increasing returns, visitor dispersion, visitor branding and media value.

Key Nan events¹⁹ include:

- Giant Candle Parade Festival at Wat Suan Tan
- Loy Krathong Festival
- Golden Orange and Red Cross Festival
- Boat Racing Festival (for celebrating black ivory)
- Than Kuai Salak
- Pay Respect to Phra That Khao Noi
- Worship City Pillar shrine
- 6 Peng Wai Sa Phra That Chae Haeng
- Songkran and pay respect to Phra Chao Thong Thip (Wat Suan Tan)
- Mount Bor Nam Thip (holy water well)
- Chompoo Pooka Blooming Festival (*Bretschneidera sinensis* Hemsl)
- Pay respect to Phra That Beng Sakad
- Traditional music (Pin, Salor, Sor Nan)

¹⁹ www.hotelsthailand.com, Nan Festival [Online], accessed 20 December 2007. Available from <http://www.hotelsthailand.com/north/nan/festival.cfm>.

- Lengthened Destiny Festival

Issues

To achieve the goal of Nan being a city of events, events throughout the city need to be developed. At this stage, the concentration is on quality events only. In order to achieve a program of ongoing events in the old city with national significance, increasing collaboration between destinations is required.

Although business events are strongly supported, they need support by the City of Nan and the tourism industry.

Strategies

- Support facilities development in order to increase the capacity of local communities to host visitors during events.
- Maximize the tourism benefits of existing events.
- Maximize the potential of heritage events.

Existing events calendar

Month	Date	Cultural Program organized by Nan Cultural Office	Date	Yearly Northern Traditional Program
January	11-12	Local temporary art		
February			End of month Mid-month Throughout month	6 Peng Wai Sa Phra That Chae Haeng Mount Bor Nam Thip (holy water well) Chompoo Pooka Blooming Festival (Bretschneidera sinensis Hemsl)
March	7-8	Arts	Beginning of month Throughout month	6 Peng Wai Sa Phra That Chae Haeng Chompoo Pooka Blooming Festival (Bretschneidera sinensis Hemsl)
April	2-5	Nan Textile (Lai Nam Lai)	12-15 13 17-19	Songkran Pay respect to Phra Chao Thong Thip (Wat Suan Tan) Worship City Pillar shrine
May	9-10	Local handicrafts and community shops	Mid-month	Pay Respect to Phra That Khao Noi
June	13-14	Lanna music		
July	11-12	Nan Urban Community	Mid-month	Giant Candle Parade Festival at Wat Suan Tan

		products		
August	8-9	Identity products, Nan image		
September	12-13	Open space for Nan youth (Khuang Laon Nan)		
October			Mid-month Mid-month	Boat racing Than Kuai Salak
November			Beginning of month Beginning of month	Boat racing Than Kuai Salak Loy Krathong
December			Mid-month	Golden orange and red cross festival
Occasion	<ul style="list-style-type: none"> - Pay respect to Phra That Beng Sakad - Traditional music (Pin, Salor, Sor Nan) - Lengthened Destiny Festival 			

Table 48 Existing events calendar

The Nan Provincial Cultural Office added a cultural program, to complete the Yearly Northern Traditional Program during the low season.

Source of Funds and Stakeholders:

- Tourism Authority of Thailand, Nan Office
- Nan Municipality, Tourism Department
- Nan Provincial Administration Organization, Office of the Governor Representative, Department of Social Development and Promoting Tourism
- Nan Provincial Cultural Office
- The Committee of Nan city's Master Plan for the Preservation and Development of the Old City of Nan

Heritage Education in Young Hand

This project was adapted from the UNESCO Young People's World Heritage Education Program (WHE Program)²⁰ and seeks to encourage and enable tomorrow's decision-makers to participate in heritage conservation and to respond to the continuing threats facing our heritage.

The author aims to provide young people with the necessary knowledge, skills, network and commitment to become involved in heritage protection from local to global levels. New pedagogical approaches are developed to mobilize young people to participate actively in the promotion of World Heritage.

²⁰ United Nations Educational, Scientific and Cultural Organization, Mobilizing Young People for World Heritage [Online], accessed 2 July 2008. Available from <http://whc.unesco.org/en/activities/460>

Young people should learn about the old city of Nan, their own history and traditions, and other cultures. They will become aware of the threats facing the sites and learn how common international cooperation can help to save their heritage. The most important thing is that they discover how they can contribute to heritage conservation and make themselves heard.

Jointly coordinated by the World Heritage Centre and UNESCO Associated Schools, the WHE Program has generated many different projects and activities. Their objectives are:

1. To encourage young people to become involved in heritage conservation on a local as well as global level.
2. To promote awareness among young people of the importance of the UNESCO 1972 World Heritage Convention and a better understanding of the interdependence of cultures amongst young people.

The idea of involving young people in World Heritage preservation and promotion came as a response to Article 27 of the Convention Concerning the Protection of the World Cultural and Natural Heritage (World Heritage Convention).²¹

The details of Article 27 state:

1. The States Parties to this Convention shall endeavor by all appropriate means and, in particular, by educational and informational programs, to strengthen appreciation and respect of their people for the cultural and natural heritage defined in Articles 1 and 2 of the Convention.
2. They shall undertake to keep the public broadly informed of the dangers threatening this heritage and of the activities carried on in pursuance of this Convention.

Article 27 of the Convention has been largely overlooked and there was little or no education in support of World Heritage. WHE was launched at the grassroots level in 1994 by the UNESCO World Heritage Centre and the UNESCO Associated Schools (ASPnet), as a project entitled "Young People's Participation in World Heritage Preservation and Promotion".

Following achievements of the pilot phase in the first two years, the Project was adopted as a medium-term "Special Project" (1996-2001) by the UNESCO General Conference in November 1995. WHE's work then focused on the production and piloting of a WHE Kit for teachers, as well as holding of regional youth forums (the first phase).

Over the years, the initiative has continuously developed as one of UNESCO's most successful flagship programs for young people.

Now in its second phase, the Program seeks to reinforce the involvement of young people in World Heritage preservation, pursue efforts to mainstream World Heritage Education in school curricula through awareness raising and encourage communities and States Parties to participate in heritage preservation and intercultural learning.²²

Source of Funds and Stakeholders:

- United Nations Educational, Scientific and Cultural Organization
- Nan Youth Development Association

²¹ Ibid.

²² Ibid.

- Schools in the area of old Nan city
- The Committee of Nan city's Master plan for the Preservation and Development of Old Nan city

7.3.6 Professional development

Professionalism and Excellence program

As tourism is predominantly a service industry, the role of people is critical in delivering quality experiences. Professionalism and excellence, as well as an understanding of consumer needs, are essential for creating high levels of visitor satisfaction. It is critical that all operators participate in the professionalism and excellence program.

Content

A Professionalism and Excellence program is currently being prepared, and will be launched by December 2008. This plan will outline strategies to improve professionalism and excellence.

Professionalism and excellence is recognized as an important issue throughout the tourism industry, especially with organizations, such as the Tourism Authority of Thailand, Nan Office and the Nan Tourism Operators Association. There are a number of forums designed to address professionalism and excellence issues, such as the Tourism Accreditation Board of Nan, Better Business Tourism Accreditation Panel, Professionalism and Excellence Steering Committee, Tourism Authority of Thailand for Tourism Awards Steering Committee and the Ministry of Tourism and Sports for Nan Activity Standards Steering Committee. In addition, the Nan Tourism Business Club undertakes a number of activities to continually improve the quality and professionalism of tourism businesses in Nan.

Many businesses demonstrate a commitment to professionalism and excellence; however there are still many operators that would benefit from business skill development programs, such as tourism awards.

Issues

Planning for the appropriate mix of competencies and skills, and generally raising industry professionalism and excellence are key challenges for Nan.

Low barriers to entry and a high proportion of small businesses, combined with varying levels of experience, skills, qualifications, business acumen and professionalism, have resulted in inconsistent tourism products and service delivery.

Staff Recruitment and Retention

There is a lack of career structure and programs for career progression to attract and keep skilled people within the tourism industry.

There is also a lack of industry structures that encourage the participation and development of volunteers.

The tourism industry needs to work on attracting people with the right skills to the city, and ensuring that mechanisms are in place for developing skills

Training and Education

There are several key institutions and colleges providing recognized tourism courses in Nan city, one of which is Nan Technical College.

The education district no.1 of Nan should cooperate with Nan Technical College to set up schools for a youth tourist guide program. As a group of young leaders, their mission is to educate people about the Old Nan city community. This program empowers youth by giving them an opportunity to give back to their community and to hone leadership skills. In turn, tour participants learn about the history and culture of old Nan city through the youths' personal experiences.

There has been no specific strategy for Nan city, based on thorough tourism needs analysis, to assess professional development needs. There are some existing programs run by the Tourism Authority of Thailand, Nan Office and the Nan Tourism Business Club, including Starting Up in Tourism, Staying in Tourism and Succeeding in Tourism forums. These forums need to be supported and encouraged to grow. The Small Business Counselors Service is also available to assist tourism businesses in their development.

Standards and Accreditation

The Tourism Accreditation Board of Nan, Better Business Tourism Accreditation Program and Nan Technical College will develop and launch an interactive CD based version of accreditation for small accommodations. In the first stage, this will only be available to Nan operators.

Recognition and Rewards

The annual Nan Sustainable Tourism Awards Program provides recognition and rewards for winning businesses. These awards help to encourage the city stakeholders to work together.

Exceptional Customer Service

Customer service is provided at satisfactory levels across the city. However there is a lack of in-city data to benchmark the status of customer service and to identify service gaps. This issue is driven by the lack of focus and resources to more strategically developed customer services in the city.

Source of Funds and Stakeholders:

- Ministry of Labor, Nan Office
- Office of Small and Medium Enterprises Promotion (OSMEP)
- Tourism Authority of Thailand, Nan Office
- Nan Municipality, Tourism Department
- Nan Provincial Administration Organization, Office of the Governor, Representative, Department of Social Development and Promoting Tourism
- Nan Technical College
- Office of Education District no.1 of Nan
 - Chumpee Wanidaporn School (existing youth tourist guide program, Nan National Museum)

- Strisrinan School
- Nan Christian School
- Srisawatwittayakarn School
- Bosukvitayakarn School
- Sinjong School
- Nuntabureevittaya School
- Nanpracha U-tid School
- The Committee of Nan city's Master plan for the Preservation and Development of Old Nan city

7.3.7 Tourism Impact Assessment

Many areas of planning and development activity have not had the resources or the interest (more often the case) to assess whether plans and policies, when implemented, have met their goals and objectives. In addition, unintended results have rarely been identified and assessed. Most tourism plans lack monitoring and assessment, such as heritage resource management and cultural tourism. It is fair to say that based on this lack of monitoring and evaluation, little is learned from plan implementation.²³

The issue below of monitoring and evaluation is becoming increasingly important in heritage conservation. To provide the resources necessary for the capital and operating expenditures associated with many areas of heritage development and activity the following is needed:

1. To increase public awareness and acceptance of heritage conservation.
2. To provide employment and create economic development.

Often claims of the benefits of heritage tourism have been based on anecdotal information or hope and not evidence produced from a scientific assessment process. In better financial times it was possible to make claims and not have to back them up. There is no doubt that in these difficult economic times, cultural tourism benefits will have to be well understood and documented if the public and private sectors' funding is to be allocated for cultural preservation purposes. Dr. Jamieson argues that it is essential for the ongoing health of the entire heritage conservation movement that it becomes more sophisticated in understanding and documenting the benefits and costs of using tourism as an important development tool in meeting the goals of the conservation movement, as well as the larger society.²⁴

While monitoring in all aspects of conservation is complex, monitoring and evaluation in cultural tourism is especially difficult given the wide range of stakeholders and activities which must be considered. Not only do we have the traditional conservation specialists but in addition, we have entire communities and regions as well as a new series of specialists such as tourism planners, hospitality and tourism management workers, town planners, and economists. Each brings his/her particular concerns and methodologies to the exercise. The

²³ Adapted from Walter Jamieson, Ph.D., Cultural tourism impact assessment [Online], accessed 5 July 2008. Available from http://www.icomos.org/icomosca/bulletin/vol4_no3_jamieson_e.html

²⁴ Ibid.

challenge here is to ensure that the form of assessment evolving is consistent with the needs of all affected by cultural tourism initiatives.

Cultural tourism impact assessment

In order to understand the impacts of cultural tourism, it is critical to develop and use tools, which will allow the heritage conservation community to learn from its experience. Moreover, reliable methods must be used, together with producing results that are comparable, and lessons that can serve to influence future practice. The objective of any cultural tourism planning and development process must be to minimize negative impacts and ensure that benefits are realized in an equitable manner. The author recognizes the problems associated with doing this but there are approaches which can assist in this impact assessment process.

Cultural tourism impacts

The first major issue in assessing cultural tourism is recognition of the wide range of possible impacts. These impacts are both direct as well as indirect and have to be seen in local as well as regional terms. Very often the direct economic impact from development may not be significant. However, when it is viewed from an overall community economic perspective, it can have significant overall benefits. The nature of these dimensions can be illustrated by looking at both the positive as well as negative effects.

There are a number of employment and economic developments related to the potential benefits of cultural tourism. They include:

1. increased resources for the protection and conservation of natural and cultural heritage resources
2. increased income from tourism expenditures
3. increased induced income from tourism expenditures
4. new employment opportunities
5. new induced employment opportunities
6. increased tax base
7. increased civic pride leading to a better environment for economic development
8. improved infrastructure
9. revival of local traditions and the associated income
10. producing the potential of the local people
11. development of local handicrafts
12. increased community visibility leading to other economic development opportunities

There are also a number of potential costs/disadvantages:

1. much of tourism employment is seasonal in nature
2. employment in this field is often low paying
3. tourism development can produce inflation, if not properly planned for and managed; tourism development can lead to increased costs (land, housing, food, services)
4. pollution
5. increased crime
6. increased traffic/congestion

7. can lower the attractiveness of a community or region for investors,
8. increased taxes
9. if the significances are not authentic their development can reduce the attractiveness of an area as a tourism destination.

Measuring cultural tourism impacts vs. tourism in general

One of the difficulties in assessing the impacts of cultural tourism lies in the fact that it is but one form of tourism which many visitors participate in when they travel. Forms of tourism may include the following activities based on a series of demographic, as well as motivational factors: aboriginal, ecotourism, sports related (skiing, swimming etc.), adventure, game/hunting, shopping, leisure, camping, business associated travel activities, and conferences. Specific isolated cultural tourism dimensions are a challenge, especially when one is considering local as well as regional economies and employment structures.

Job creation vs. the overall local economy

While job creation must be seen as an important objective, concern for the overall local economy must also be a major concern. This implies that jobs and economic benefits may be realized from a number of sources. It may also mean that jobs are created as the result of entrepreneurial activity, as well as community initiative (i.e. cooperatives, development corporations, training opportunities as well as local support for tourism initiatives through the provision of an infrastructure). Measuring the economic impact and job creation activities of cultural tourism must be carried out in an integrated way by taking into account direct and indirect job creation, as well as the economic well being of the community (taxes, infrastructure development and provisions, resources for education, etc.). There are techniques for estimating the impact of tourism which include such factors as tourism multiplier models, employment multipliers, input-output analysis, and the measurement of direct, induced, and indirect impacts.

The accuracy of assessing job creation

While it may be possible to calculate, with a level of certainty, the job potential of some areas of economic activity, the calculation of possible employment levels related to cultural tourism are difficult. As discussed earlier, many employment opportunities may be seasonal and adjuncts to other forms of income. This situation calls for other measurement tools and techniques.

Employment and business development opportunities

In order to understand the nature of possible impacts, it is important to acknowledge that employment and business development opportunities exist in a number of areas within the tourism sector. Since monitoring and evaluation are forward looking, it is important to understand the role of cultural tourism in all of these areas. The possible employment opportunities are as follows:

Public Sector

Opportunities exist in the public sector in tourism planning and management. Planning and management are critical areas for ensuring successful tourism initiatives. This sector lies in the tourism industry, which often does not receive sufficient attention. Control, facilitation, and regulation of the environment are essential to the industry, trained

professionals and officials (e.g. municipal officers, town managers, tourist information officers, economic development officers, main street coordinators and planners).

Hospitality Sector

Within the industry, this sector is the easiest to understand. It requires a wide range of skills and knowledge, such as personnel for the accommodations sector (hotels, motels, B&Bs) as well as restaurants. The major challenge is to develop managerial capacity within the community as opposed to skills and knowledge.

Service Sector

Guided tours, equipment rentals, and maintenance of facilities offer significant opportunities. For many rural areas, little effort has been made to offer these services in a proactive manner. Guided tours, such as walking, cycling, hiking, back-country trekking, canoe and boat trips, offer a means of encouraging tourists to spend longer periods of time in an area.

Attractions Management

Cultural experiences and activities are also important trends in tourism. The development of venues, which involve traditional activities, such as food, dance, music, festivals, and plays can be important attractions. Historic sites, museums, and museum villages require trained interpreters, site managers, designers, and craftsmen.

Arts & Handicrafts

The development of cottage industries for arts and handicrafts is an important source of full or part-time employment.

Working Holidays

It is important to understand that there are a number of obstacles in creating employment for cultural tourism. These include: the market and its accessibility to the heritage attractions; community acceptance of tourism and its hospitality to the tourists; the need to meet environmental standards and respect carrying capacities; the lack of integration within the tourism industry and heritage industry, both in terms of regulation and facilitation, and the lack of trained personnel in a wide range of tourism areas.

Indicators in cultural tourism monitoring

One of the important steps in ensuring quality monitoring and evaluation in cultural tourism is to establish indicators, which can be used to measure success and failures. The interdisciplinary and wide ranging impacts of cultural tourism make it impossible to deal with all variables. Therefore reliable indicators will help the assessment process. A few principles are proposed in this sustainable tourism development plan.

Some of the factors to be considered in developing and using indicators include:

1. Given the large number of factors that exist, the challenge is to select only a few indicators for development.
2. It is important to carefully select indicators, which will have an important impact on future resource allocations.

3. The development and use of indicators can be costly and time consuming. A commitment must be made early on in the process "to stay the course". The process should then be carefully assessed in order to ensure that the information being produced is accurate and useful in future decision-making.
4. Not all indicators are of equal weight. The use of a weighting system must be instituted.
5. The process of assessing community economic impacts created by cultural tourism will produce conflicting assessments. The assessment process must recognize the need to both consider and balance these conflicts.
6. For the indicators process to be accepted by a range of actors within the conservation process, the data must be of use in several different situations. For example, data on the characteristics of visitors to a site may be used for assessing economic impact for refining an interpretive program, and to guide the development of a strategic planning process.

The development of indicators will have to be undertaken as a serious first step in being able to make a case for the role that cultural tourism plays in both heritage conservation, as well as community economic development.

This indicator design process must be followed by an agreement on the need to collect and share the data in order to allow collective experiences to guide practice and make the case for investment in cultural tourism. The use of indicator data and its dissemination will not always demonstrate the effectiveness of cultural tourism in economic development since situations will exist where investments will not be seen as justifiable based strictly on job and wealth creation grounds. In these situations a full impact assessment might demonstrate other societal and heritage conservation benefits.

To keep the assessment process from having any unwanted influences, it must be future oriented and tied into the policy and plan making process. It must include the skills and knowledge of other specialists not normally seen as crucial to the conservation world. The impact process will require the following:

1. an improved planning and management development approach which looks at the past and requires that ongoing assessment be seen as essential to conservation;
2. coordination and cooperation among a wide range of specialists;
3. The training of existing and future conservation personnel in monitoring techniques.

Source of Funds and Stakeholders:

- Office of Tourism Development, Ministry of Tourism and Sports
- The Committee of Nan city's Master plan for the Preservation and Development of Old Nan city

7.3.8 Fund raising and Financial incentives

Government funding assistance, grants and low interest loans

- Culture

Department of Visual Culture Hall, Thai Visual²⁵ supports the cultural fund in every province by means of the Ministry of Culture

- Governor of Nan

- Rate rebates and rate relief programs

- Tax incentives for work, including conservation, maintenance, preservation, restoration, reconstruction or adaptation of a building or structure, compliant with relevant criteria

- These benefits can be attractive to the owner of a heritage place but they also have wider community benefits because they help to protect that heritage place in the long term.

What is the heritage grant fund?

The future of Nan city's heritages is being determined by decisions made today, because many significant heritage buildings remain. Even so, incompatible alterations and lack of maintenance or viable usage could threaten their survival.

The long term survival of heritage buildings depends on retaining and looking after existing items, while ensuring that the needs of present and future owners and users are well balanced. Creating functional, attractive and viable assets will increase their financial and social capital for owners and the community respectively.²⁶

With this in mind, the author proposes a Heritage Incentive Fund to provide financial assistance to owners of heritage items listed in the Nan city area. Owners can apply to the Council for a heritage grant. Money from the fund is awarded to owners in the form of a lump sum grant.

What can the grant be used for?

Owners of listed heritage buildings²⁷ can apply for grants towards the following:

- Conservation of external and internal heritage fabric.
- Seismic strengthening to a statutory standard.
- Fire and/or egress to a statutory standard.
- Reimbursement of Council resources consent fees.
- Consultant fees for preliminary professional studies such as the preparation of conservation and condition reports, maintenance plans and structural reports.

²⁵ The Golden Jubilee Network, [Thai Nitas](http://kanchanapisek.or.th/oncc/html/dep_cul.html) [online] Accessed 8 July 2007. Available from http://kanchanapisek.or.th/oncc/html/dep_cul.html

²⁶ Christchurch City Council , [What is the heritage grant fund ?](http://www.ccc.govt.nz/Christchurch/Heritage/Information/HeritageGrants.asp) [Online], accessed 7 July 2007. Available from <http://www.ccc.govt.nz/Christchurch/Heritage/Information/HeritageGrants.asp>

²⁷ Christchurch City Council , [What can the grant be used for ?](http://www.ccc.govt.nz/Christchurch/Heritage/Information/HeritageGrants.asp) [Online], accessed 7 July 2007. Available from <http://www.ccc.govt.nz/Christchurch/Heritage/Information/HeritageGrants.asp>

Source of budgets and stakeholders

- Ministry of Culture
- World Heritage Fund
- Tourism Authority of Thailand
- Governor of Nan

7.3.9 Laws, charters and declarations concerned with

Controlling Tourism Organizations Laws

1. Tourism Authority of Thailand Act B.E. 2551 (2008)
2. Tambon Council and Tambon Administrative Authority Act BE 2537

Controlling Visitors Laws

1. Custom Tariff Act B.E.2503
2. Immigration Act B.E. 2522 (1979)

Controlling Tourist Destination Laws

1. Asset Expropriation Act B.E.2497 (1954)
2. Local Authority Administration Act B.E. 2547 (2004)
3. Revolutionary Council Declaration No.295 Act B.E. 2515 (1972)
4. Land Code of Law B.E.2520 (1977)
5. State Convenience and Decorum Protecting Act B.E.2535 (1992)
6. National Culture Act B.E.2485 (1942)
7. Regulations of the Fine Arts Department Concerning the Conservation of Monuments Act B.E. 2528 (1985)
8. Ancient Monuments, Antiques, Objects of Art and National Museums Act B.E.2504 (1961)
9. Clergy Act B.E.2505 (1962)
10. Food Control Act B.E.2522 (1979)

Controlling Tourism Business Laws

1. Highway Law, as Revolutionary Council Declarations, Issue No.259, B.E.2515 (1972)
2. Land Transportation Act B.E.2522 (1979)
3. Land Traffic Act B.E.2522 (1979)
4. Automobile Act B.E.2522 (1979)
5. Boat Parking Controlling Along the Rivers and Canals Act B.E.2479 (1936)
6. Air Transportation Act B.E.2497 (1954)
7. Airports Authority of Thailand B.E.2522 (1979)
8. Accommodation Act B.E.2478 (1935)
9. Entertainment Sport Act B.E.2509 (1966)
10. Factory Act B.E.2512 (1969)
11. Urban Planning Act B.E.2518 (1975)
12. Employment and Outplacement Act B.E.2518 (1975)
13. Tourism Business and Tourist Guides Act B.E.2551 (2008)
14. Investment Booster Act B.E.2535 (1992)
15. Copyright Act B.E.2535 (1992)

16. Public Health Act B.E.2535 (1992)
17. Environmental Quality Promotion Act B.E.2535 (1992)

Charters and Declarations

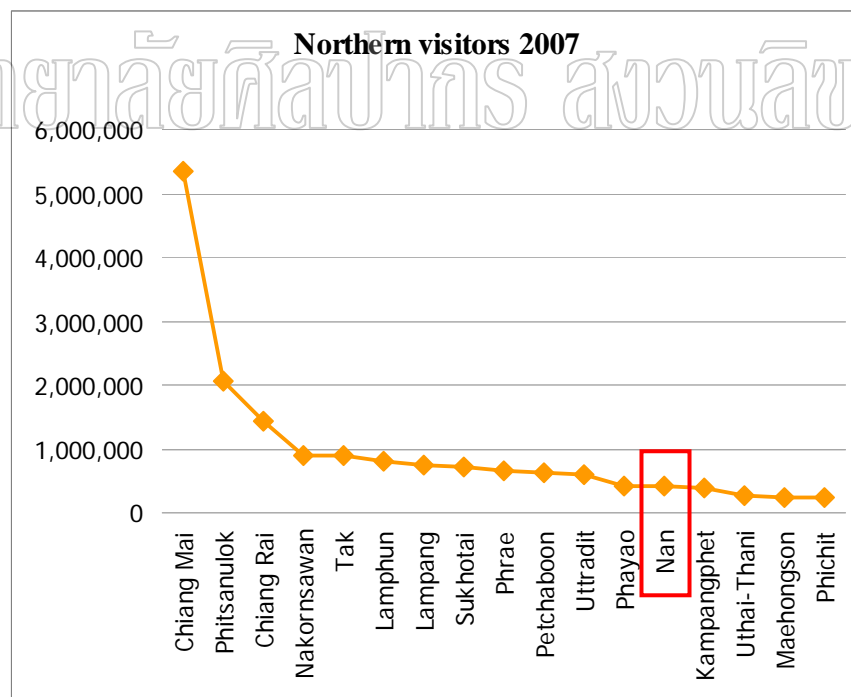
1. Draft ICOMOS Thailand Charter 2006 (Conservation and Archaeological Sites Management)
2. Manila Declaration on World Tourism 1980
3. Acapulco Documents on the Rights to Holidays 1982
4. Tourism Bill of Rights and Tourism Code, Sofia 1985
5. The Hague Declaration on Tourism 1989
6. Lanzarote Charter for Sustainable Tourism 1995 (jointly with UNEP, UNESCO, EU)
7. Statement on the Prevention of Organized Sex Tourism, Cairo 1995
8. Agenda 21 for Tourism & Travel Industry 1996
9. Global Codes of Ethics for Tourism 1999
10. Djerba Declaration on Tourism and Climate Change 2003
11. Hoi An Declaration on Promoting APEC Tourism Cooperation 2006
12. Burra Charter 2004
13. Venice Charter 1964
14. Nara Document on Authenticity 1994
15. The Hoi An Declaration on Conservation of Historic Districts of Asia 2003

Chapter 8

Conclusion

8.1 Why Nan City was chosen

The City of Nan is a city in Northern Thailand. It is located some 668 km north of Bangkok. In this current year, 2008, Nan City has 60,887 citizens. It is situated in the heart of the province which bears its name, and of which it is the administrative capital. It includes the entire tambon Nai Wieng of Muang Nan district, an area of 5.40 km², where the old city of is Nan located. The area of the City of Nan is 0.31 (0.18 + 0.13 = 0.31) square kilometres. It is spread out along the right bank of the Nan River. Nan is a small city made attractive by cultural tourism destinations, primarily those devoted to commercial, administrative, educational and cultural activities. Its industrial and tourist development has remained limited until now. This could be improved by the implementing of a sustainable tourism development plan and the complete opening of the border to Laos and beyond to China, an opening that has been postponed until now but that should occur in a short time. (See Map 17 Three Economic Corridors)



Graph 5 Northern visitors 2007

Source: adapted from Tourism Authority of Thailand, Domestic [online], accessed 11 August 2008. Available from http://www2.tat.or.th/stat/web/static_tst.php

The reason for selecting the old city of Nan to be a research exemplar for the sustainable tourism development plan is that the author wanted to find a place that

could preserve its cultural heritage. Before long, the community participation in social services should reach a high ranking. Furthermore, tourism development can be supported by the carrying capacity. As the author mentioned in Chapters 3, 4, 6 and 7, Nan City has all the necessary components. The report of the United Nations Development Program (UNDP) 2003 pointed out that community participation in the social services of Nan included 2,211 community groups, and election voting was 79.5 %.

8.2 The role of stakeholders

Cultural heritage tourism plays an important role in both tangible and intangible heritages, which can revitalize the destination sites. Nan's uniqueness consists of the ruins of old cities, ancient sites, unique temples, western architectures, local life, the contemporary commercial quarter, and cultural and natural heritages.

Of the existing eight royal houses, some have changed their functions, while some still preserve their authentic value. There are more than eleven temples, two types of vernacular houses, seven public buildings, and numerous shop houses which have owners who would like to rehabilitate and renovate them, but a lack of government incentives has hindered this. To revive the City of Nan, one of the numerous stakeholders, UNESCO recommended Nan to run 5 programs:

1. Short crafts revival curriculum
2. Long crafts revival curriculum
3. Preventative conservation curriculum for temple communities
4. Remaining hours focusing on hands-on crafts, skills and advanced crafts production
5. Curriculum for students on general awareness

Especially suggested was the “Cultural Survival and Revival of the Buddhist Sangha Project” of UNESCO. This organization cites two provinces (Nan and Nakorn Sri Thammarat) in Thailand as being role models of Buddhism craft preservation.

Additionally, in 2006 the Ministry of Culture took charge of the “Cultural Landscape Project”, which was proposed only for Nan City.

In the same year, the Faculty of Architecture, Silpakorn University managed the Academic seminar “World Heritage City: Luang Prabang – Nan”. All of these projects show the significances and values of the cultural heritages in Nan City.

8.3 Luang Prabang's valuable experience

A good comparison to use is Luang Prabang; this town is an outstanding example of the fusion of traditional architecture and Lao urban structures with those built by the European colonial authorities in the 19th and 20th centuries. The location is situated at the nearest latitude and longitude with Nan City, and in the past, both of them enjoyed a long relationship together. The city's living heritage and cultural heritage is similar to the City of Nan (See Chapter 5). Its unique, remarkably well-preserved townscape illustrates a key stage in the blending of these two distinct cultural traditions. The draft conservation and development plan for the core historic centre within the World Heritage site of the Historic Town of Luang Prabang was due for completion by the end of 1999. Upon approval by the Inter-ministerial Commission for the Protection of Cultural, Natural and Historic Properties of Laos,

the plan was to be enforced provisionally for a period of one year prior to finalization. The Secretariat reported on concerns over a number of large-scale public works and the rapid growth in tourism. The Bureau was informed that an international donors meeting was scheduled for late-January 2000 for the Luang Prabang Provincial Government to present the conservation and development plan to sensitize the donors on the need to design infrastructural development projects which would not undermine the World Heritage value of the site. Over the past four years, for the conservation of this site, the Bureau requested the State Party to consider ways and means to ensure the long-term sustainability of conservation and maintenance activities of this World Heritage site.

The UNESCO Report 2005, recognized the importance of the territorial dimension of heritage conservation and heritage-based development, as developed in the Scheme for Coherent Territorial Development (SCOT), notably to mitigate the development pressure on World Heritage property.

Reiterating however, UNESCO concern over the capacity of the national and local authorities to continue enforcement measures for heritage protection in a sustainable manner, particularly to maintain the vital function of the Maison du Patrimoine without dependence on external aid; the organization encouraged the State Party of Lao People's Democratic Republic to seek national measures to raise funds for conservation; requested the State Party to regularly report to the World Heritage Centre on the progress achieved in the implementation of the "Plan de Sauvegarde et de Mise en Valeur" and the SCOT, as well as on other conservation issues in the core protected area.

From external factors, Luang Prabang faces a negative impact from the local people on the tangible and intangible heritages. The requirement of sustainable tourism is the way to solve the problems as the author describes them in Chapter 5's Experiences from Luang Prabang. This part is linked to tourism and related organizations handling the conflicts. The Thailand tourism management system is different from Lao PDR. Because of the important role of the Lao Communist Party, the country's only legal political group, known formally as the Lao People's Revolutionary Party (LPRP) which dominates Lao politics and opportunities for advancement. Heritage Tourism Planning in Laos has only a few plans, most of them having been issued from international organizations i.e. Plan de Sauvegarde et de Mise en Valeur de Luang Prabang 1996 – 1998, La Maison du Patrimoine - Cultural Heritage Management and Tourism: Models for Co-operation among Stakeholders by 1999 – 2003, UNESCO / Norwegian government, and National Ecotourism Strategy and Action Plan 2005 – 2010 by Laos National Tourism Administration. These plans reflect the political system through tourism the community participation required.

8.4 The complexity of related tourism organizations

Compare to Lao PDR., the study will include the Thailand's in-house politics; when the new government changed the policy, the tourism planning process also changed.

The cabinet sets up nineteen ministries. The core tourism organizations are the Tourism Authority of Thailand (T.A.T.) and the Ministry of Tourism and Sports.

T.A.T. has duties only in tourism marketing and public relations In addition, the Ministry of Tourism and Sports handles the Office of Tourism Development.

Other related tourism organizations which comprise the central government ministries are: the Ministry of Culture (Provincial Cultural Office – Nan Provincial Cultural Office / Department of Fine Arts, The 7th Regional Office of Fine Arts), the Ministry of Natural Resources and Environment (Office of Environmental Policy and Planning – Natural & Cultural Heritage Conservation), and the Ministry of the Interior (Office of Provincial Public Works and Town and Country Planning).

The foremost part of Thailand's tourism planning is the local authority structure. This dissertation emphasizes a sustainable tourism development plan.

The stakeholders who originated the tourism plans in Nan City are;

1. The 2nd regional office of Upper Northern tourism strategic plans, year 2005 – The 2nd regional office of Upper Northern, Tourism Authority of Thailand.
2. Support strategic plan, part of Tourism 2006 – 2008 - Local authority, Nan Municipality.
3. Thailand Tourism Marketing plan 2008 - Tourism Authority of Thailand.
4. Nan provincial administration strategic framework for development 2007 – 2011 - Local authority, Nan Provincial Administration Organization (N.P.A.O.).
5. Master planning on preservation and development of Old Nan City 2004 – 2008 (issued 2005) - Ministry of Natural Resources and Environment (Office of Environmental Policy and Planning – Natural & Cultural Heritage Conservation).

Most of the plans emphasize quantitative goals, such as, number of tourists and amount of expenditures. In 2008, T.A.T. announced plans to reach qualitative goals but lacked the indicators to measure them. Related tourism organizations aim to reach qualitative goals. Conversely, they use quantitative indicators to qualify their aims. Therefore, the actual implementation of a sustainable tourism development plan is put in a difficult situation. In order to solve the problems there needs to be a coordination of organizations and stakeholders, and the integration of sciences. Some plans outline the program only as a draft, but there is no discussion about the plan implementation. On the whole, these plans are issued by policies of the central government. The only Master plan on the preservation and development of the Old City of Nan aims to consider the value of heritage sites, but sustainable tourism is also required.

Therefore, the most important factor driving sustainable tourism rests with the local authority. So any tourism sites in Thailand that have a local authority and would like to develop a sustainable tourism development plan, could adapt this sustainable tourism development plan to use with their cultural heritages.

These difficulties of the Thailand tourism system are why this dissertation has chosen to clarify the issues through the case of the sustainable tourism development plan for the City of Nan (See Diagram 23 The concept of a proposed sustainable tourism development plan for the City of Nan).

8.5 How to implement a “Sustainable Tourism Development plan for the City of Nan”

The author believes that a sustainable tourism development plan for the city of Nan could be implemented in a short amount of time. Because the plan is not complicated, it could be implemented quickly and used as a Master Plan for Preservation and Development of the Old City of Nan and other similar cities. This

sustainable tourism development plan is intended to be a part of the Master Plan. However, the Master Plan has to be set up by an internal team. Therefore, the author proposes forming a sustainable tourism development team (See Diagram 25 Proposed sustainable tourism development team), and dividing the team into two parts; Heritage Management and Sustainable Tourism Development.

The Asian Development Bank (ADB) approved a loan to implement the Greater Mekong Sub-region (GMS) Project. It is advantageous to enhance the infrastructure capacity of Nan City in land, air and water transportation but concerning the mode of transportation, surveyed by T.A.T., the author believes that Nan has the capacity to open a new port at Huay Gone to link up with Luang Prabang, as a Single Destination. The carrying capacity of the buses (Bangkok - Nan) is 528 persons. With flights four days per week, PB Air could carry 50 passengers each flight. This makes a total visitor capacity by transportation of 578 visitors per day.

The current accommodations available (20 places) can support 1,418 persons per day. This means that the private sector could increase, by 840, the amount of quality tourists transported to Nan. In the future, this amount could be increased by the means of quality homestay types, resorts, and spas etc.

Type of facility	Carrying capacity (persons) per day
Airplane	50
Bus	528
Accommodations	1,418
Amount of increase to reach full capacity	840

Table 49 Carrying capacity of Nan's facilities

The strength of Nan City as a tourist destination is its cultural heritage (See Chapter 4). Therefore interpretation programs to enhance the consciousness to preserve their cultural heritage could include heritage trails operated and supported with information and communication technology with published materials in the preferred language of the tourists'.

The 10th National Economic and Social Development Plan 2007-2011

Sustainable Tourism Development Plan for the City of Nan

Master Plan on Preservation and Development for the Old City of Nan 2004-2008

Project#	2004				2005				2006				2007				2008				2009				2010				2011			
	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4
1																																
2																																
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7																																


 The present quarter

Table 50 Sustainable tourism development plan for the city of Nan Project

Project*

1. Sustainable Tourism Development Center
2. Heritage registration
3. Infrastructure
4. Product strengths
5. Interpretation
6. Professional development
7. Cultural impact assessment

This sustainable tourism development plan aims to attract quality tourists to a sustainable destination by promoting community participation.

8.7 Further research

As previously mentioned, this research is the first of its kind for Thailand's tourism destinations. The complexity of the related stakeholders has been clarified. Therefore, further research such as heritage management, interpretation, Re-organizing local tourism authority and tourism marketing needs to be completed in order to expand heritage management. Nan City is the role model of Thailand's sustainable tourism development plan. It is not only for tourists, but also for Nan's community too. This is the time to realize the value of our Thai cultural heritage. We should not wait for the occurrence of the tourism problems referred to in Chapter 6 such as: prostitution, AIDS, migration, slum dwellers, and crowds of tourists. Any tourism sites, especially those for living heritage cities, could adapt this sustainable tourism development plan in a sustainable way.

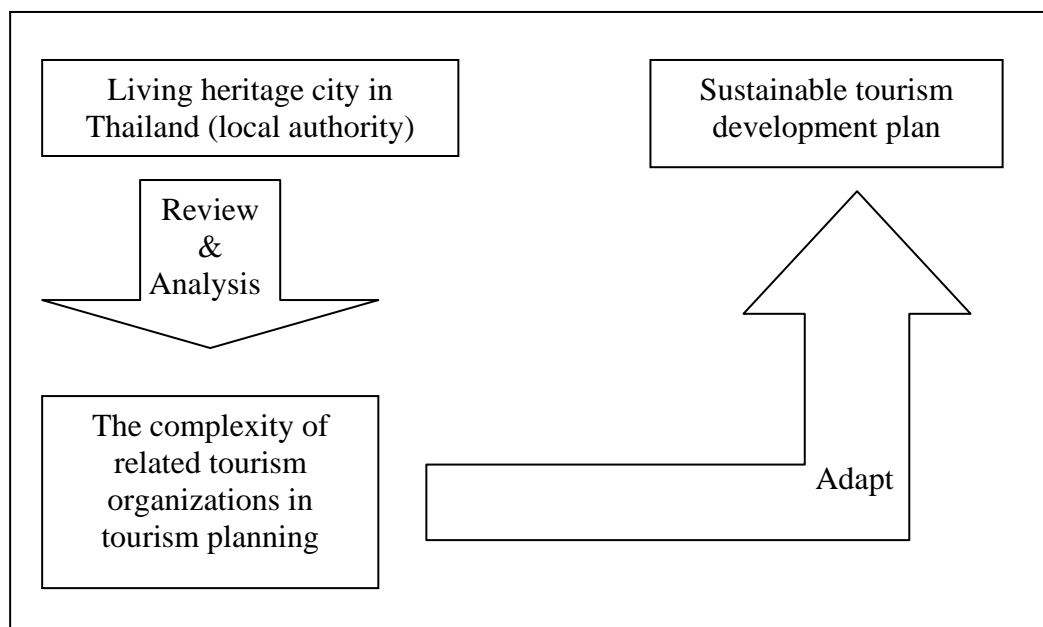


Diagram 26 How to adapt a sustainable tourism development plan

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Interview

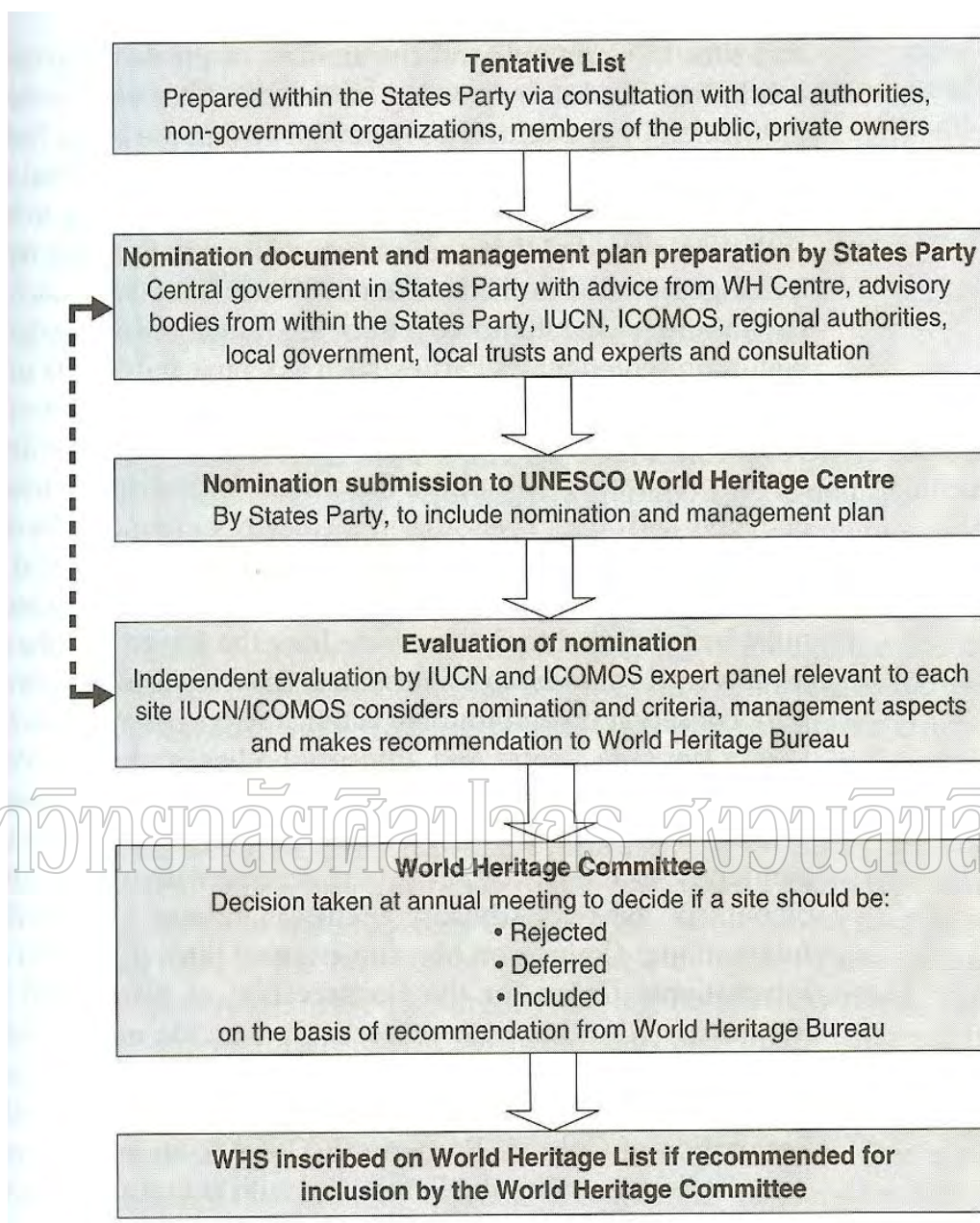
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Chatree Charoensiri, Doctor. Interview, April 2006.

Kettasone Sundara, Director of Marketing, Laos National Tourism Administration. Interview, June 2007.

Appendix A

มหาวิทยาลัยศิลปากร
The World Heritage Site Inscription Process
สงวนลิขสิทธิ์



The World Heritage Site Inscription Process

Source : Leask, Anna and Fyall, Alan. Managing world heritage sites. Oxford : Butterworth-Heinemann, 2006.

Appendix B

Tentative list of cultural and natural properties suitable for inclusion in the world heritage list submitted by Thailand

Tentative List
Cultural and Natural Properties
Suitable for Inclusion in the
World Heritage List

Submitted
By

Thailand

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

List drawn up by National World Heritage Committee of Thailand

I. CULTURAL PROPERTIES

NAMES OF CULTURAL PROPERTIES:

1. **Phimai, Its Cultural Route and the Associated Temples of Phanomroong and Muangtam**
2. **Phuphrabat Historical Park**
3. **Chaophraya River Landscape from the Memorial Bridge to Wasukri Pier**
4. **Wat Benchamabophit (the Marble Temple)**
5. **Wat Suthat and the Great Swing**
6. **Wat Ratchanadda and the Vicinity**
7. **Pra Pathom Chedi (the Great Pagoda)**
8. **The Prehistoric and Cultural Sites of Nan**

II. NATURAL PROPERTIES

NAMES OF NATURAL PROPERTIES

1. **The Andaman Sea Coastal and Marine Reserves**
2. **Kaengkrachan National Park**
3. **The Forest Complex of Petchabun Mountain Range (comprising Phu Hin Longkha National Park, Thung Salaeng Luang National Park, Phu Luang Wildlife Reserve, Phu Kradung National Park, Nam Nao National Park, Phu Khiew Wildlife Reserve and the adjacent reserve forests)**

NOTE: Completed Tentative List submissions are attached.

Tentative list of cultural and natural properties suitable for inclusion in the world heritage list submitted by Thailand

Source : National World Heritage Committee of Thailand. 2004

Appendix C

มหาวิทยาลัยสุโขทัยวิทยาเขตศรีนครินทร์
Lames du Neolithique dans les carrières de Nan (Nord de la Thaïlande)

Ase'anie N° 18
Dec 2006



Lames du Néolithique dans les carrières de Nan (Nord de la Thaïlande)

Hubert Forestier, Valéry Zeitoun,
Chaturaporn Tiamtinki, Siriphat Boonyai,
Chinnawut Winayalai, Prasit Auetrakulvit

Fait paradoxal, dans la préhistoire thaïe, l'étude du Néolithique en tant que « âge de la pierre polie » est davantage documentée par la céramique que par la pierre elle-même, ses techniques de fabrication ou son polissage. Le polissage n'est certes pas une invention propre aux temps néolithiques, mais dans l'évolution technologique locale, la production de lames de pierre destinées à des ébauches de haches, puis des haches polies, s'affiche comme une véritable révolution : ce « phénomène laminaire » est à la fois une innovation et une rupture technologique complète avec la période précédente, le Hoabinhien, plutôt caractérisé par la gamme d'outils sur galets que l'on rencontre dans les sites pléistocènes – holocènes de Thaïlande. L'apparition d'un nouveau mode de débitage laminaire permettant



1 - Vue de la région du Doi
Phu Zang, région de Nan

Ase'anie 18, décembre 2006, p. 47-81

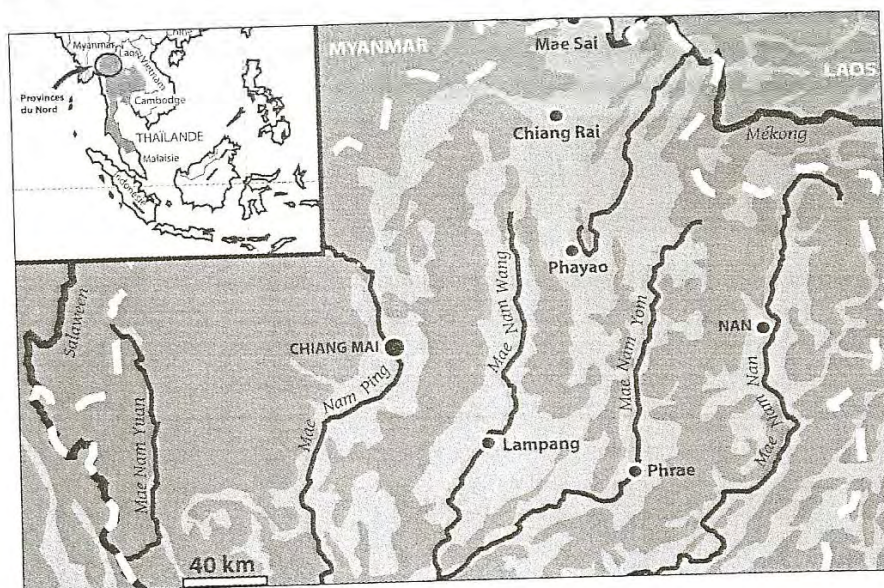
Sirindhorn Anthropology Centre
Amarin Printing

d'obtenir des outils polis désigne de nouveaux besoins, de nouveaux genres de vie, et des stratégies d'occupation de l'espace qui sont guidées par la sédentarisation.

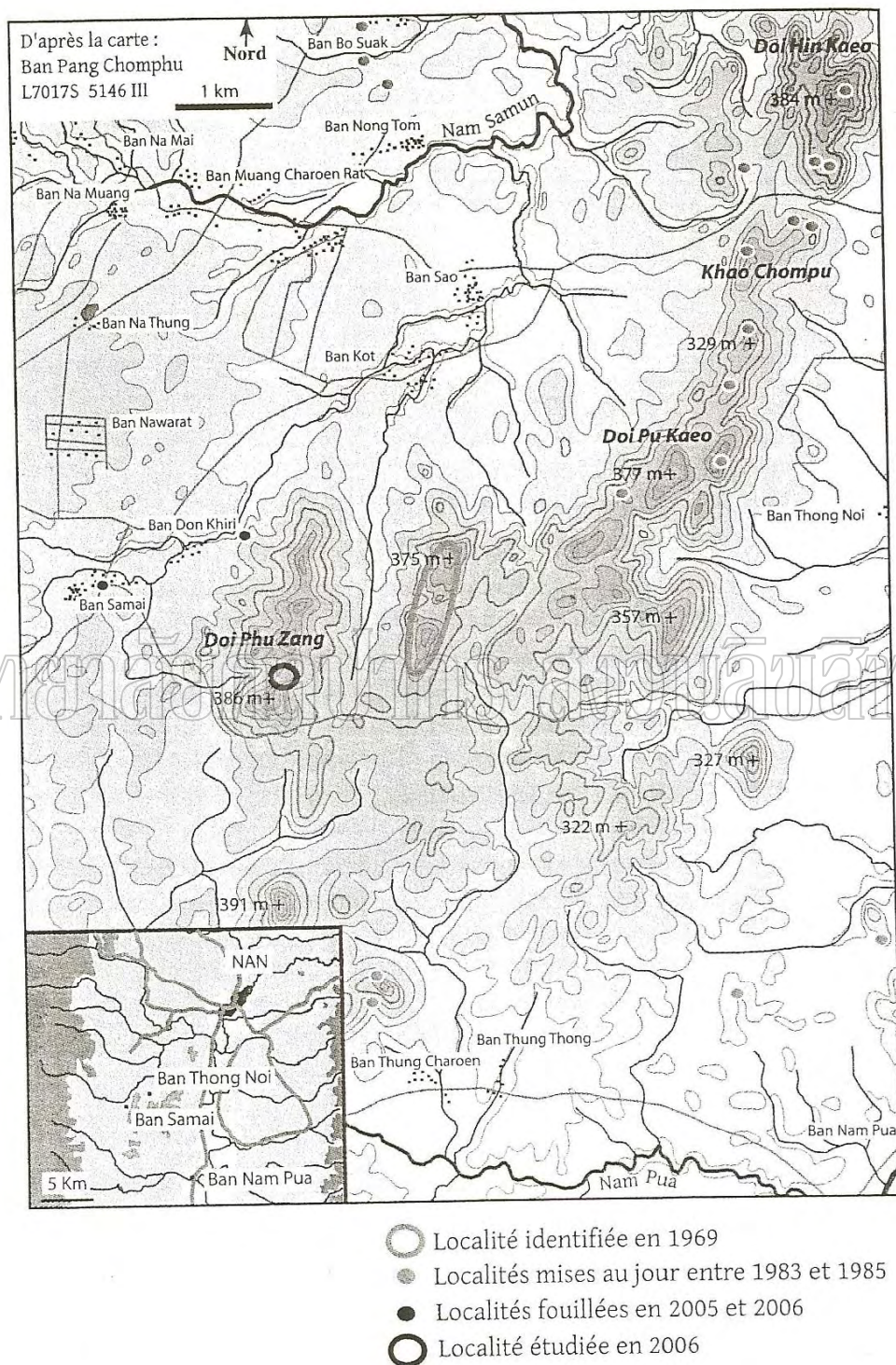
Dans ce contexte, les carrières de Nan et leurs objets de pierre sont des révélateurs exceptionnels du Néolithique. Même si d'autres carrières sont connues, par exemple dans l'Ouest de la Thaïlande ou en Malaisie, Nan présente un contexte d'atelier unique. Sur plusieurs hectares, des groupes de tailleurs expérimentés ont inscrit dans la matière les traces de leur comportement technique. On peut y lire comment ils ont débité, puis travaillé des lames de pierre pour en faire des haches et des herminettes polies. C'est bien le fait que ces ébauches aient été réalisées à partir de lames et non sur des plaquettes ou des blocs comme on a coutume de l'observer qui est un apport de premier ordre dans la connaissance. Les modalités de production de ces objets dans les carrières de Nan sont exposées ici après une récapitulation des connaissances actuelles concernant le Néolithique thaï, afin de souligner leur rupture avec le Hoabinhien, leur originalité et leurs probables origines chinoises : un vaste problème qui reste posé.

C'est à l'occasion de l'étude géologique du Nord de la Thaïlande que Koch et Siebenhüner (1969) mirent en évidence quatre zones géographiques qui se révélèrent être par la suite les foyers principaux d'industrie lithique de cette aire. À rebours, si l'on s'appuie sur les données géologiques pour guider une prospection préhistorique, c'est dans ces mêmes zones que l'on est incité à mener une recherche de terrain. Ainsi du fait de leur physiographie et de leur nature géologique, la région de Mae Sariang et des rives de la Salaween, les formations permienes de Mae Hong Son à l'ouest et celles situées au nord de Chiang Mai ainsi que la région de Nan (fig. 1), à l'est, sont, jusqu'à présent, les plus prolifiques en sites préhistoriques lithiques.

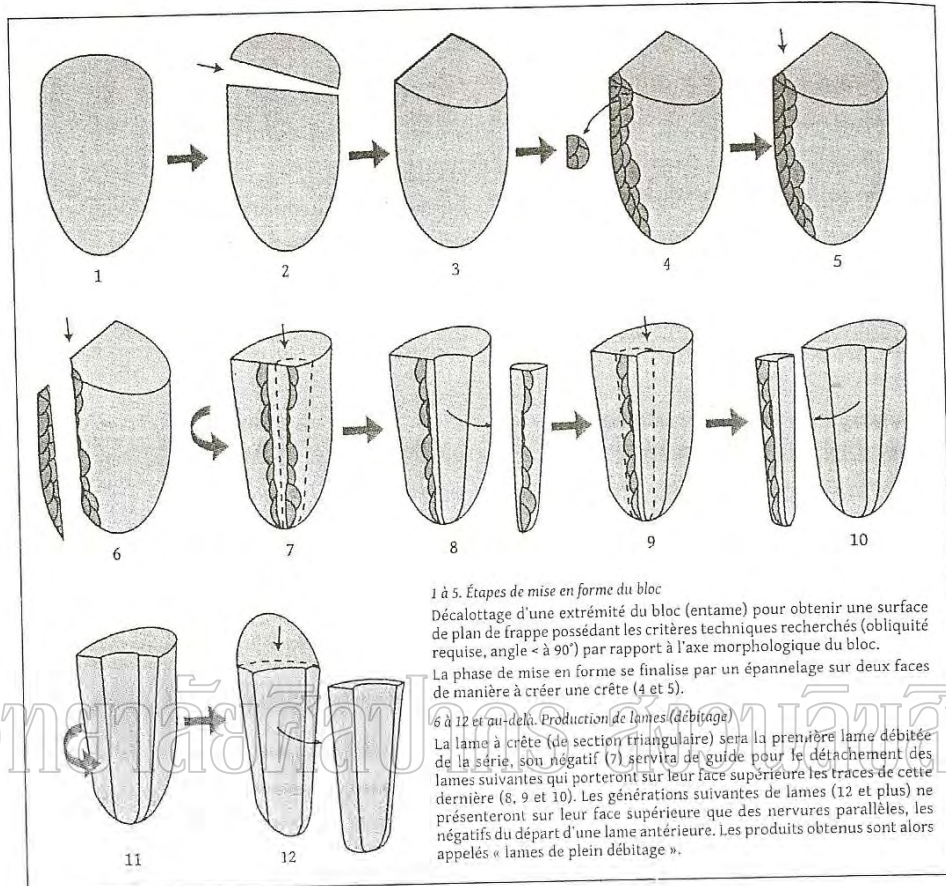
Fig. 1
p. 47



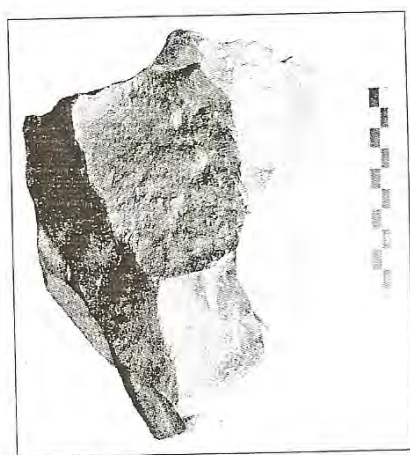
2 - Carte de localisation de la région de Nan



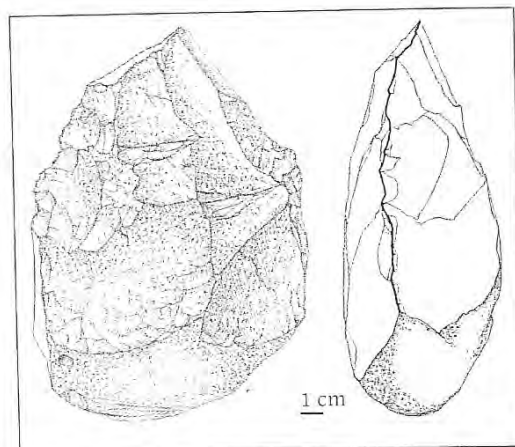
7 - Carte de situation des sites archéologiques néolithiques de la région de Nan



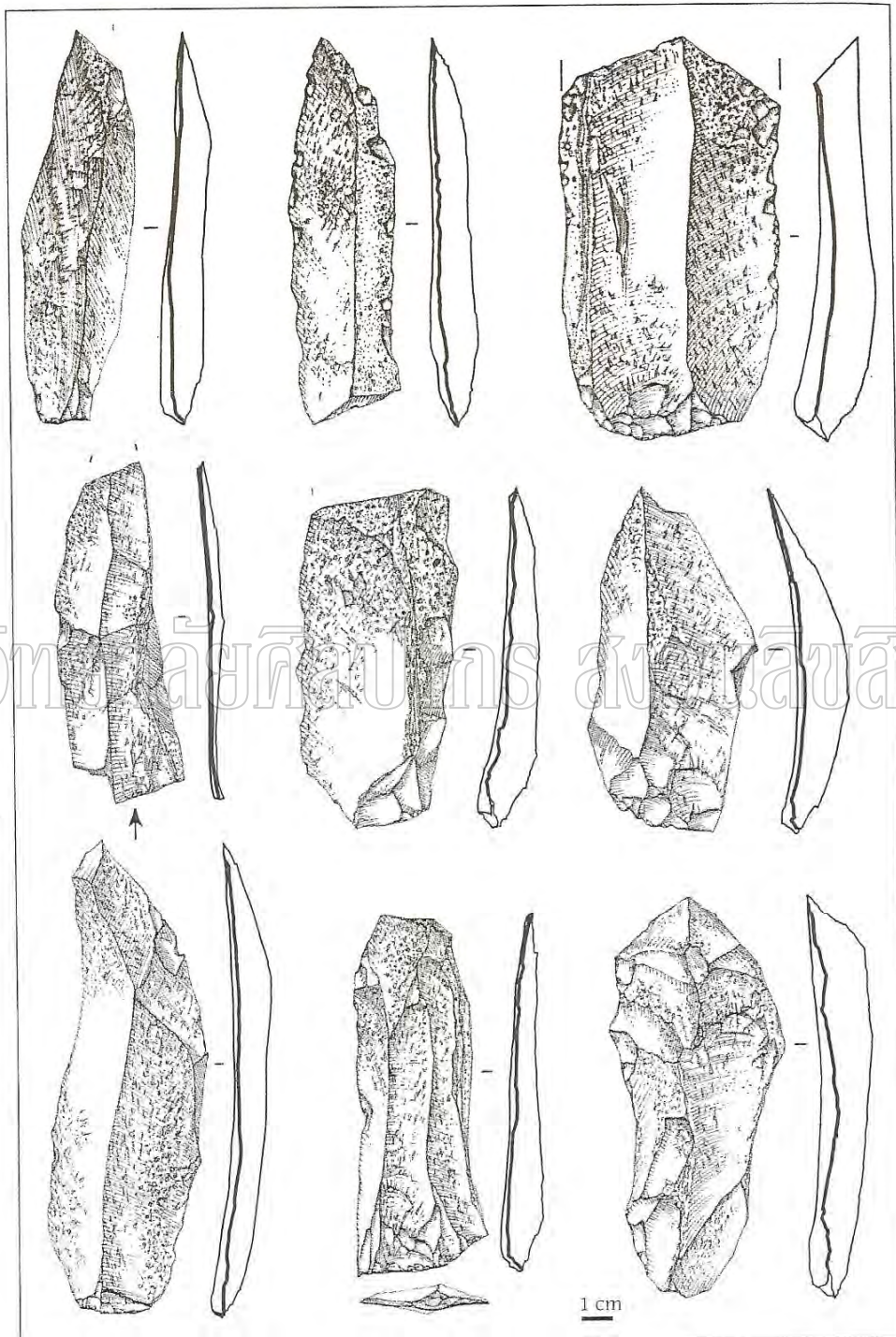
17 - Schéma illustratif du débitage laminaire



18 - Nucléus à lames (Ban Khiri, Doi Phu Zang)



19 - Nucléus à lames (Doi Phu Zang)



21 - Lames (Doi Phu Zang)



24 - Ébauches de haches et d'herminettes (Ban Khiri, Doi Phu Zang)

Lames du Neolithique dans les carrières de Nan (Nord de la Thaïlande)

Source : Sirindhorn Antropology Centre. "Lames du Neolithique dans les carrières de Nan (Nord de la Thaïlande)." *Aséanie* 18, (December 2006).

Appendix D

Laos National Ecotourism Strategy and Action Plan 2005 – 2010 Summary

มหาวิทยาลัยศรีนครินทรวิโรฒ
สงวนลิขสิทธิ์

Summary

Since 1990, when the Lao PDR first opened its borders for tourism, the industry has grown to become the nation's number one source of foreign exchange earnings. With travel and tourism across South-East Asia growing at an extraordinary level, Lao ecotourism offers huge potential to create employment and help achieve the national development objectives for poverty alleviation, economic growth and conservation of the nation's unique wealth of natural and cultural resources.

By publishing this short summary of the National Ecotourism Strategy and Action Plan, the Lao National Tourism Administration aims to:

- raise the profile of Lao ecotourism;
- communicate the vision, goals and objectives of the strategy to a wide audience;
- encourage dialogue and cooperation among the public and private sector;
- facilitate the involvement of donor and development agencies;
- promote business confidence and investment in Lao ecotourism and the wider tourism sector.

Clear direction and strong public support will encourage the investment that is needed to achieve the vision for Lao ecotourism.

Vision

- Laos will become a world renowned destination specialising in forms of sustainable tourism that, through partnership and cooperation, benefit natural and cultural heritage conservation, local socio-economic development and spread knowledge of Lao's unique cultural heritage around the world.

Building on this vision, this document sets out the guiding principles upon which Lao ecotourism is based. Emphasis is also given to the key role of private enterprise and, through a description of the growing number of projects and programmes currently being implemented, the steps being taken to encourage investment and the expansion of this exciting new sector.

The strategy makes it clear, however, that the challenges ahead should not be underestimated. The development of new ecotourism products, services and destinations is a complex process. Success will demand commitment, coordination and cooperation among a host of public and private sector actors. Only by working closely together will lessons be learned and the many potential benefits shared. Key to success will be a strong sense of partnership in taking forward the proposed action plans set out under the five key objectives which aim to:

- | | |
|---|--|
| 1 | strengthen institutional arrangements for planning and managing ecotourism growth; |
| 2 | support training, capacity building and the promotion of good practice; |
| 3 | support environmental protection and nature conservation; |
| 4 | provide socio-economic development and cultural heritage protection for host communities; and, |
| 5 | develop ecotourism research and information. |

Source : Laos National Tourism Administration, National Ecotourism Strategy and Action Plan 2005 – 2010 Summary [CD-ROM], 2007. Abstract from File: LNTA Eco 2005-2010.

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มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์