



Eat Well and Stay Healthy In Pong Huai Lan





KiNG's wisdom

for Sustainable Tourism



Learning King Bhumibol Adulyadej's Work Principles

	<p>1. Systematically accumulate the information for any work</p> 	<p>2. Blast from within</p> 	<p>3. Solve problems from smaller issues</p> 
<p>4. Work in order</p> 	<p>5. Geosocial, Geography, and Social science</p> 	<p>6. Work holistically</p> 	<p>7. Think outside the box</p> 
<p>8. Spend cautiously, keep it simple and target for maximum benefits</p> 	<p>9. Make it simple</p> 	<p>10. Participatory</p> 	<p>11. Benefits for all</p> 
<p>12. One stop service</p> 	<p>13. Employ nature to help nature</p> 	<p>14. An evil for an evil</p> 	<p>15. Green by conscience</p> 
<p>16. Loss is profit</p> 	<p>17. Self-reliance</p> 	<p>18. Self sufficient</p> 	<p>19. Sufficiency economy</p> 
<p>20. Be honest and sincere</p> 	<p>21. Work happily</p> 	<p>22. Perseverance</p> 	<p>23. Love and harmony</p> 

(Source: Office of the National Economics and Social Development Board)





Understanding, Accessibility, And Development

Are the principles of the King Bhumibol Adulyadej's work in his royal projects to provide his people a better welfare. His Majesty's understanding and being accessible to his people led to the successful development on land, water and natural resources, brought the abundance back, relieved his people from poverty so they can now live life with sustainable happiness from the way of sufficiency economy.





King's Wisdom for Sustainable Tourism

In remembrance of His Majesty King Bhumibol Adulyadej, Tourism Authority of Thailand (TAT) together with United Nations Development Program (UNDP), one of the major organizations that has committed to His Majesty King Bhumibol Adulyadej's royal determination, adopt the concepts of human development, economic development and "Sufficiency Economy" by His Majesty King Bhumibol Adulyadej as major principles in developing the country.

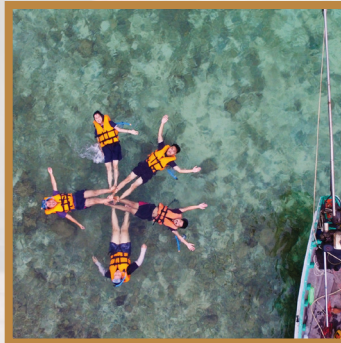
The King's Wisdom for Sustainable Tourism project is implemented by creating model learning groups in the community tourism area that is related to the King's Philosophy in order to create a sustainable tourism model. It is important to use the King's Philosophy as the principle of management and operation.

King's Wisdom for Sustainable Tourism

In the project, four model communities have been selected from each region of Thailand and each community has to apply the philosophy of His Majesty King Bhumibol Adulyadej to the community tourism route. The King's philosophy is beneficial to his people in terms of human development and was awarded the UNDP Human Development Lifetime Achievement Award.

4 communities consist of

- Bang Pong Huai Lan, Chiang Mai Province
- Chantaboon Waterfront, Chantaburi Province
- Ban Nong San, Sakon Nakhon Province
- Community around Nongyai Area Development Project, Chumporn Province



Operations of the Agencies and Mission

The goals of His Majesty the King's Wisdom Project for Sustainable Tourism are...

- 1 To extend His Majesty the King's Philosophy by integrating it with local wisdom to promote sustainable tourism
- 2 To encourage more domestic tourism
- 3 To add value in tourism area in order to increase revenue from money spent
- 4 To promote human resource development and strengthen the community to be able to stand by themselves and achieve sustainable development

A scenic landscape of a rice field at sunset. The foreground is a lush green rice paddy field. In the middle ground, there are several tall palm trees and other vegetation. The sun is setting on the horizon, creating a warm glow and casting long shadows. The sky is filled with soft, white clouds. The overall mood is peaceful and serene.

Eat Well and Stay Healthy in Pong Huai Lan

Ban Pong Huai Lan Community is located in the area of San Kamphaeng, Chiangmai Province. There are many famous tourist attractions around the area such as, Ban Ton Paomulberry paper handicraft village, Bo Sang umbrella making village, and San Kampaeng Hot Spring. Even though it improves village's economy, the revenue is concentrated only in the main tourist destinations. In order to create a career and distribute income from tourism evenly, a group of people in the community, therefore, gathered together to acquire knowledge about tourism management from the Department of Management, Faculty of Business and Liberal Arts, Rajamangala University of Technology Lanna. Later it became "Ban Pong Huai Lan Tourism Community".

Ban Pong Huai Lan Community is a new community with tourism potential. It is an area that has been graciously benefited from Huai Lan Development Project under initiative of His Majesty King Bhumibol Adulyadej who had once visited the area including the Mae Pahan Reservoir Project in 1987 and ordered the Department of Fisheries and Forestry to develop the area of Huai Lan.





Pong Huai Lan Tourist Activity

Tourism potential of Ban Pong Huai Lan Community is very high. It is well known for its richness of natural and cultural resources. For example, Doi Ngum Mountain has a very beautiful and stunning view point where people can enjoy the view of the entire city of Chiang Mai and Lamphun.

Moreover, there is also a hiking trail along the forest for people to learn about nature and traditional way of foraging. People from Ban Pong Huai Lan Community have adopted the concept of sufficient economy into their agriculture. They also have an organic farming and handicrafts such as weaving, making of traditional rice box, and Tan Khan Khao Ceremony. In the past, this community was once a pottery community hence many ancient potteries were excavated and are now being exhibited in the local museum.

In addition, there are also many important tourist attractions around Ban Pong Huai Lan Community area. For example, Pa Tueng Temple, which is a monastery where Luang Pu Luang Taipip Prang was a former pastor and his Majesty King Rama IX went to worship. There are also Doi Ton and Huai Pa Rai Reservoir Royal projects nearby which were built as a water source for the community. There are also forestry and fishery development activities, including nursery seedlings and a small fishery station. There is a transgender tilapia breeding in order to breed the fish in Huai Lan Reservoir and distribute to people. There is a demonstration of the Forestry Department about rubber tapping from crown flower tree. The latex of crown flower tree can be used to produce lacquer, seal leakage, assemble bamboo frame in wickers and used in various royal ceremonies. Ban Pong Huai Lan Community has also won "Healthy Village in Chiang Mai" award.





Natural Tourism Activities

1. Hiking in Doi Ngum takes around 7 hours. Tourists can go up to worship the relics of Kruba Srivijaya, which is enshrined on the mountain peak.
2. Taste the "Miracle fruit". It turns the lime sweet when consume together.
3. Cycling around the Huai Lan Reservoir while enjoying the beautiful scenery.





Cultural Tourism Activities

1. Engage in the handicraft activities from rattans collected from the forest and see products being made by villagers.
2. Visit the organic farming of various vegetables and learn how to cultivate them.
3. Make an offering to the monks at Pa Tueng Temple.
4. The activity is also known as "Tan Khan Khao" Enjoy the show of the local culture from Pong Huay Lan Community.





Learning activities

1. Learn how to weave the palm leaves into fishes, birds and finger traps.
2. Learn how to make artificial flowers from a thread to decorate on a traditional rice box.
3. Demonstration of traditional weaving techniques, spinning, yarn sorting.
4. Learn how to make herbal compress which is important equipment used in massage.
5. Learn how to make “Khi Maew Sweet”, a traditional sweet which is very hard to find nowadays.





Cumulative Activities from King's Wisdom for Sustainable Tourism Project

1. Community leaders can read and write city tickets, so they can be added to the products and workshop.
2. Dairy farm, a new tourist attraction of the community.
3. Khantok activities in the paddy field.
4. Rent Lanna costumes and take a photo.
5. Foraging and cooking activities.
6. Kayaking in the reservoir.





Accommodation

There are 6 home-stays in Ban Pong Huai Lan community. Each house has 1-2 bedrooms. Extra guests can sleep in the main hall of each house. The number of tourists per group is limited to 30 people







Facilities (some houses)

- ◎ Air Condition
- ◎ TV
- ◎ Coffee
- ◎ Hot Shower
- ◎ Refrigerator
- ◎ Airport Transfer (chargeable)
- ◎ Free Bottled Water
- ◎ Hot Water kettle & Tea

Number of tourists per day

- ◎ about 50 people for a day trip
- ◎ 30 people for an overnight stay

Address and Contact

-  25/2 Moo 8, On-Tai Sub-district, San Kamphaeng District, Chiang Mai 50130
-  Mrs. Wanna Kaewsupang
-  Tel. 085-615-7686
-  @baanpongcbt

How to Get Here

By Air

Flights from Bangkok to Chiang Mai Airport by AirAsia / Thai Airways / Thai Smile / Bangkok Airways / Nok Air / Thai Lion Air (distance from airport to community is about 20 km).

By Car

From Bangkok, take Highway 1 (Phahon Yothin) and take Highway 32 (Asia) through Ayutthaya, Ang Thong, Nakhon Sawan, then take Highway 117 to Phitsanulok and take Highway 11 through Lampang and Lamphun to Chiang Mai.

The distance is about 695 kilometers.

Another route is from Nakhon Sawan along Highway 1 through Kamphaeng Phet, Tak and Lampang to Chiang Mai i.e. about 696 km and travel to Ban Pong - Huai Lan. Take Don Chan Street (San Kamphaeng New Line) i.e. about 25 kilometers from Chiang Mai city.

By Bus

Buses and air-conditioned buses Service between Bangkok - Chiang Mai depart daily from Northern Bus Terminal Kamphaeng Phet 2
Tel: (02) 537-8054-5, (02) 537-5056 and Chiang Mai Province
Tel: (053) 242-664. The journey takes about 10 hours.



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Example of Tourist Route In Pong Huai Lan Community

1 Day Trip

09:00 Arrive at Chiang Mai International Airport and depart to Pong Huai Lan Community.

10:00 Arrive at the community. Listen to history story of Pong Huai Lan Community and the success of the king's wisdom that turned drought land to become fertile land.



11:00 Listen to the story of planting "clown flowers" and take a photo in the flower field.

11:30 Take a walk on Huai Lan Reservoir.

12:00 Lunch (Local dishes).

13:00 Visit the Sufficiency Economy Park, talk to "Grandmother Som" owner of the garden, who live under the concept - Sufficient Economy, Grow vegetables for household consumption and the rest is sold to make money.



13:30 Take a walk the village. Learn about backyard garden.



14:00 Learn the traditional weaving process.

15:00 Make a rice basket, one of the folk wisdoms of Ban Pong.



16:00 Taste a local "Khi Maew Sweet". Drink herbal water before returning home.

16.30 Leave the community.

17.00 Shop for souvenirs before leaving home.

18.00 Arrive at Chiang Mai Airport. Travel back to Bangkok.

20.00 Arrive at Bangkok.



2 Days 1 Night Trip

Day 1

- 09:00 Arrive at Chiang Mai International Airport and depart to Pong Huai Lan Community.
- 10:30 Arrive at the community. Listen to history story of Pong Huai Lan Community and the success of the king's wisdom that turned drought land to become fertile land.
- 11:30 Introduce you to local people with warm welcome.
- 12:00 Lunch (Local dishes).
- 13:00 Learn the traditional weaving process.



- 16:00 Visit the Sufficiency Economy Park, talk to "Grandmother Som" owner of the garden, who live under the concept - Sufficient Economy, Grow vegetables for household consumption and the rest is sold to make money.



- 14:00 Get handmade cotton cloth bag from locals as a souvenir.
- 14:30 Sewing on your cotton cloth bag under the local's guidance.
- 15:00 Afternoon refresh with traditional Thai desserts "Khi Maew Sweet". Pick up your luggage and get in to your homestay.



- 17:00 Workout time!!! Ride a bike to the Huai Lan reservoir. Watch the sunset at the reservoir or help out the locals prepared dinner at the village.
- 19:00 Dinner with local people with a special menu made from fish in Huai Lan Reservoir.
- 20:00 Leisure time.



2 Days 1 Night Trip

Day 2



06:30 Wake up and ride a bike to "Tan Khan Khao" at Pa Tueng Temple and pay homage to Luang Pu La Ta Tip.



08:30 Breakfast at the homestay.

09:30 Visit fishing station and learn how to breed fish. The villagers can pick up some fish here for household consumption and for breeding.

10:30 Walk through the creek and enjoy nature of Pha Nam Thip, sacred natural water source of the community.

12:00 Lunch in the forest.



13:00 Pick up your luggage prepare to go back.

14:00 Decorate a rice basket with colorful cotton as a souvenir back home. I guarantee that the chic is unique.

15:00 Leave the community and go to Chiang Mai International Airport.

Tourism Information Section

www.localalike.com
www.teata.or.th
www.Visit.org
www.backstreetacademy.com



Tourism Authority of Thailand (Head Office)
1600 New Phetchaburi Road, Makkasan, Ratchathewi, Bangkok 10400

TAT Call Center 1672
www.tourismthailand.org/kingwisdom

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