



Pha Hi Village, Chiang Rai

Creative Tourism Project

By: Cultural Product Section, Product
Creation Division



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“Creative tourism is travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place, and it provides a connection with those who reside in this place and create this living culture.”

Source: UNESCO 2006

5 Participating Regions (Total of 20 Communities)



Northern Region

1. Tambon Ban Saeo Community, Chiang Rai Province
2. Ban Pang Ha Community, Chiang Rai Province
3. Ban Pa Hi Community, Chiang Rai Province
4. San Lom Choi Community, Chiang Mai Province

Northeastern Region

1. Ban Sa Nuan Nok Community, Buri Ram Province
2. Ban Sa Wai Community, Surin Province
3. Coffee Training Centre 'Vilai Coffee', Udon Thani Province

Central Region

1. Ban Thung Ang Thong Community, Ang Thong Province
2. Ban Thong Aen Community, Sing Buri Province
3. Ban Dong Yen Community, Suphan Buri Province
4. Somwang Wang Yang, Suphan Buri Province

Eastern Region

1. Koh Mak, Trat Province
2. Ban Laem Makham Community, Trat Province
3. Ban Bang Pluang Community, Prachin Buri Province
4. Ta Khian Tia Community, Chon Buri Province

Southern Region

1. Old Town of Takua Pa, Phang Nga Province
2. Ban Tha Din Daeng Community, Phang Nga Province
3. Tambon Muang Kluang Community, Ranong Province
4. Ban Tha-lae Nok Homestay Community, Ranong Province
5. Tamot Community, Phatthalung Province



Northern Region



At Ban Mae Aep, Tambon Ban Saeo, Amphoe Chiang Saen, Chiang Rai province, see how 5 ethnic groups (Akha, Lua, Chinese, Shan, and Lahu), live harmoniously along the banks of the Mekong River. Visitors can enjoy the antique houses and flavorsome cuisines of these various hill tribes and participate in a myriad of activities. On an I-Tok farm tractor ride to the nearby village of Ban Huai Kwan, visitors will encounter the Lu-Mien hill tribe, famous for their beautifully embroidered clothes, lavish attire, exotic dance moves and delicious desserts. In addition to this, visitors are able to witness and learn about the co-existence of two fascinating cultures, in which the people of Ban Tha Khan Thong, who migrated from the northeastern region (I-san) 5 decades ago, have adapted effortlessly to the Lanna lifestyle which has resulted in a colourful hybrid of I-san & Lanna cultures. Many tourism/agricultural activities are also at the visitor's disposal, namely cooking local delicacies, milling brown rice with a hand milling tool, planting passion fruit and making Sacha Inchi tea.

Tambon Ban Saeo Community





Nestled at the Thai-Myanmar trading border by the Ruak river, Ban Pang Ha offers tourists a multitude of activities including a mulberry paper workshop at the “Jinnaluck Miracle of Saa”, I-Tok farm tractor ride to a traditional Thai machete forging class, savouring Mae Sai District’s signature dish “Khao Soi Noi” or Northern Thai coconut curry noodle soup and a candle making demonstration at “Ban Tien” in which they participate by pouring wax into small clay containers (Phang Prathip) made for merit making. Other highlights include sampling the delights of the “Kim Chu” and pink guava (or Ba Kuai Ka in northern dialect) buffet at various orchards. There is also the chance to indulge in a high quality golden silk radiance facial treatment which utilizes silk protein sourced from silkworm cocoons to nourish the face and improve skin texture. Head to Doi Sa-ngo lookout point for a 360-degree view of the “Golden Triangle” formed by the borders of Lao PDR, Myanmar, and Thailand as well as testing the stamina of your legs at the Akha hill tribe’s giant swing. Last but not least, visit renowned artist Sriwan Janehuttakarnkit’s Sri Don Moon Art Space gallery.

Ban Pang Ha Community





Ban Pa Hi Community

Since 1988, following the royal crop substitution project of the Doi Tung Development Project, run by the Mae Fah Luang Foundation under Thai Royal Patronage, the livelihood of the Ban Pa Hi Community has been restored and its future secured. A community that once lived in poverty and relied solely on opium and rice cultivation, has been given a new lease of life by its introduction to alternative agriculture. Ban Pa Hi's high-quality Arabica bean with its distinctive aroma and fruity notes has been their most significant exported product. Farmers are trained in the complete process of coffee plantation from harvesting right through to running coffee shops.

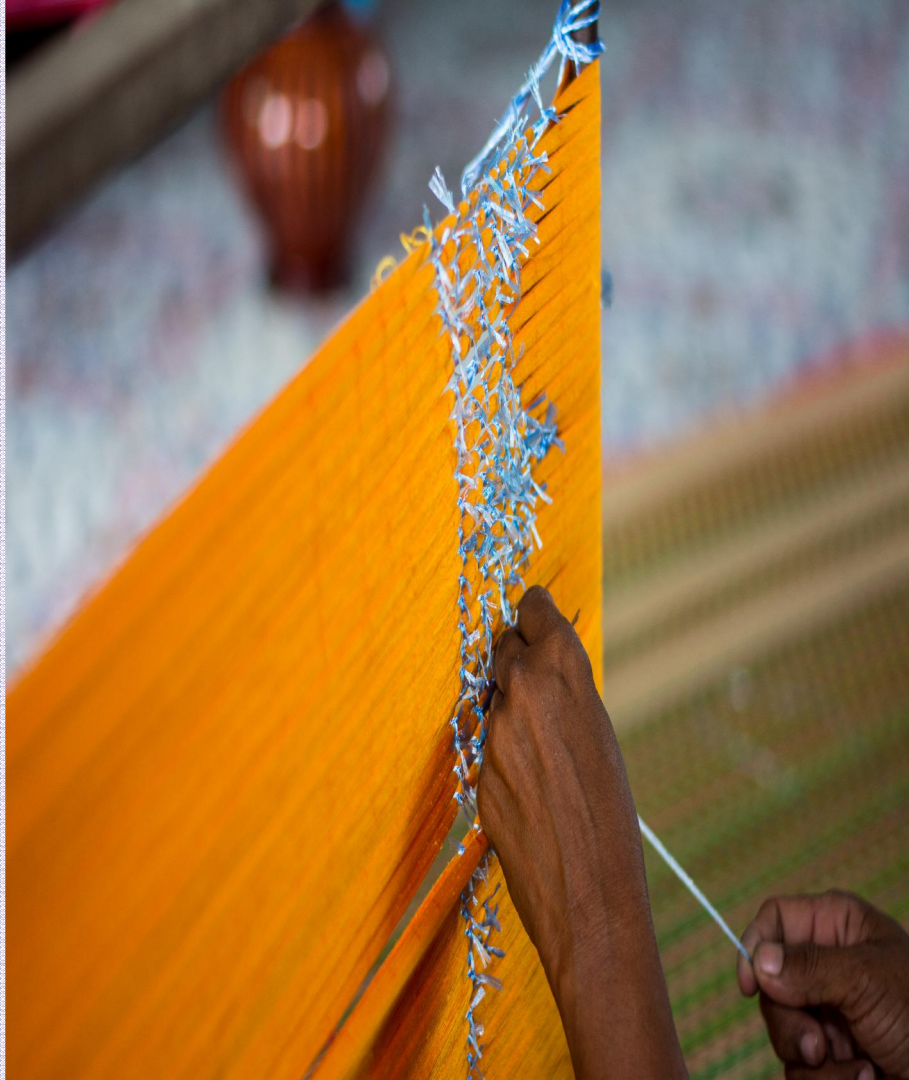
Ban Pa Hi Community: Tel. 089-4317479





San Lom Choi Community

San Lom Choi Community, Chiang Mai, is surrounded by popular attractions in Chiang Mai, with a variety of activities, charm and preserves its originality by offering through lifestyle, traditions and cultures such as integrated farming activities, planting, milking goats, creating goat milk soap, cultural exchange activity with villager in the Lisu Tribe. In addition, there are many tourist attractions nearby, such as Wat Umong, Ban Roitawaraban and Ban Dhewalai (Hindu God's House and Art Gallery), Cafés & Lifestyle Shops and Doi Suthep Wildlife and Nature Education Center.



Northeastern Region

Ban Sa Nuan Nok Community



Visitors can immerse themselves in the production of Thai silk and sustainable rural lifestyle of Ban Sa Nuan Nok, Tambon Sa Nuan, Amphoe Huai Rat, Buri Ram province. At this so-called living museum, visitors will get hands-on experience of hand-woven silk production, from thread picking and silkworm rearing right through to the final step of weaving the fabric. Learn the art of weaving the signature “Pha Lai Hang Krarok” pattern which replicates the look of a squirrel's tail. In addition to this there is the opportunity to take part in various workshops and food tastings which include such local delicacies as spicy silkworm salad, chicken soup with mulberry leaves, and Khanom Tot Ma (Thai dessert), served to a backdrop of lush paddy fields and antique rice mills.

Ban Sa Nuan Nok Community: Tel. 080-4724435





Located in the southern part of I-san (northeastern region), Ban Sa Wai boasts some of the country's finest Thai silk. In fact, silk from this area has been used to create costumes for the popular Thai soap opera "Na Ki". Its unique peacock (Nok Yung) and Luk Kaew (marble) patterns are symbolic of the local culture. Visitors to Ban Sa Wai can partake in the "Silk Road" experience and learn about Thai silk production through spending quality time and taking part in enjoyable activities with the whole family. Immerse yourself in the silk production process starting from the traditional weaving of horizontal thread (the weft), which is carried out between dawn and late morning to prevent sunlight hardening the thread.

Ban Sa Wai Community





Coffee Training Centre 'Vilai Coffee'

Harvested from an area of more than 400 Rai, Na Yung coffee beans from Amphoe Na Yung in Udon Thani province are the success story of the cross-breeding of the Robusta and Arabica Typica strains. Inspired by her love of coffee, Ms. Vilai Chanchit, who initially ran rubber tree farms, began to experiment with cultivating coffee and rubber tree plantations side by side. Her brainchild of 16 years ago finally materialized into a Coffee Training Centre, "Na Yung Coffee Community Enterprise", which is the result of a collaboration between Ms. Vilai and the local people to promote coffee plantation, increase expertise and efficiency in coffee processing methods and maximize the distribution channels for delivery to companies nationwide.





Central Region



Ban Thung Ang Thong Community

Lead by local scholars adhering to the Sufficiency Economy Philosophy, visitors will get hands-on experience of the central region's simple lifestyle - organic vegetable picking, egg collecting and fishing. As part of Ang Thong province's leading model of creative tourism, these local scholars are environmental role models who live by the commendable motto of "We eat everything we grow, and grow everything we eat" and this simple but effective concept is exemplified through the practice of organic farming and aquaculture. Visitors can enjoy cooking local delicacies like spicy shrimp paste, karonda chili paste, fresh vegetables, omelet with acacia leaves, clear soup with tofu and assorted meat and vegetables, bamboo shoots and karonda in syrup for dessert.

Ban Thung Ang Thong Community: Tel. 095-2179191





Ban Thong Aen Community

Some quality family time awaits at an idyllic destination less than two hours from Bangkok. Singburi's verdant landscapes, culinary experiences and cultural attractions make this an ideal destination for the whole family. This trip takes you to Baan Thong Aen, a simple community surrounded by nature. Here, youngsters can learn all about the tranquil lives led by local farmers who have adopted self-sufficient agricultural processes. Temple hopping, market shopping and cooking challenges all await you and your children on this 2-day, 1-night trip to Singburi.

Ban Thong Aen Community: Tel. 092-8109462





Somwang Wang Yang (Water Chestnut Cultivation)

Nourished by nutrients from the Tha Chin River and with a crunchy texture and naturally sweet taste, water chestnuts from Wang Yang district have been registered as Suphan Buri province's geographical indication (GI) product. The inception of Wang Yang Community's flourishing water chestnut cultivation project began with a traditional Thai doctor of Chinese descent who grew them to use as Chinese medicinal ingredients. Wang Yang District is blessed with an ideal climate and an abundance of the required nutrients, making it the country's largest water chestnut growing area.

Wang Yang Subdistrict Municipality : Tel. 035-528351





Eastern Region



Koh Mak

Blessed with an abundance of natural resources, Koh Mak also boasts comfortable accommodation, great food and zero high-rise buildings. Visitors are free to bask in the serenity of this unspoiled island and can access the various lookout points that it has to offer (private resorts allow the general public to pass through) for some stunning views of the Gulf of Thailand.

Those seeking a more active vacation can participate in eco-tourism activities like cycling, kayaking, and scuba diving.

Ko Mak Tourism Community : Tel.081-4431294





Ban Laem Makham Community

For a period of 2 days and 1 night, live a simple, stress-free life among the locals with an array of fun activities at your disposal. Amid beautiful natural scenery, enjoy picking your own exotic ingredients for cooking including Indian Marsh Fleabane leaves and Lamp shells, as well as tasting fresh coconut from the orchard and enjoying the impressive views on a boat trip to a nearby mangrove forest.





Between embarking at Wat Kaew Pichit Pier and disembarking at either Ban Bang Pluang Eco-tourism Community Enterprise or Arun Sawat Riverview Resort, visitors will enjoy a memorable boat trip along the Tha Chin River. Get ready to receive historical information from a knowledgeable local guide whilst tasting the delicious desserts served on board. Become immersed in the local fishing people's uncomplicated way of life and visit various attractions, namely Sawang Bamphen Thammassathan Foundation (the province's first rescue unit), Prachin Buri City Pillar Shrine, Chao Mae Thapthim Shrine, Wat Luang Prichakun, and Wat Thewa But. In addition to this, visitors can spot colonies of flying foxes, admire beautiful lotus flowers scattered about the river and pay respect to Buddha images in sitting standing, and reclining postures at Wat Bot. From the disembarking pier, it is a short car ride to Ban Bang Pluang's Reed Mat Products Community Enterprise.

Ban Bang Pluang's Reed Mat Products Community





Ta Khian Tia Community

Crippled by a shortage of water, Ta Khian Tia Community added coconut plantations and integrated farming to their initial rice farming funded livelihoods. In addition to those main sources of income, the community has also expanded on cultural aspects by promoting “Ban Roi Sao” museum (translated as house of hundred pillars) as the cultural platform to engage visitors in integrated local wisdom. Some of the activities include;

1. Guasa therapy
2. Releasing the parasitoid wasp “bracon hebetor” to combat coconut destroying pests
3. Cold pressed coconut oil
4. Cold pressed herbal oil

Ta Khian Tia Community : Tel. 098-4121712





Southern Region



Old Town, Takua Pa

Formerly known as Tako La, Takua Pa's glory days as a tin mining centre and trading hub are still exhibited through the striking Sino-Portuguese architecture on Si Takua Pa Road. The local heritage is still very much evident and visitors can experience local culture through a host of available activities such as learning all-natural tie-dye techniques, making local desserts, enjoying street art murals and sipping tea or coffee in one of the district's many chic cafes. There is also the opportunity to take a stroll along the famous walking street which brims with local delicacies and souvenirs on Sunday afternoons (November – May only).

Takua Pa Old Town, Phang Nga Province :
Tel. 096-6361274 / 093-583942





Ban Tha Din Daeng Community

Phang Nga province is blessed with the country's largest expanse of mangrove forest. Be a part of Ban Tha Din Daeng Community - formerly the Andaman Sea's tin mining area – and share their love for the surrounding nature and mangrove forests. With the assistance of the Food and Agriculture Organization (FAO) of the United Nations, this community has miraculously recovered from the devastating 2004 Tsunami and thanks to the implementation of FAO's comprehensive knowledge, Ban Tha Din Daeng, with its majestic natural beauty and charming hospitality, has been successfully transformed into a sustainable community enterprise selling hydroponically grown vegetables. In addition to fishery, agriculture and eco-tourism have become part of Ban Tha Din Daeng Community's flourishing industry.

Ban Tha Din Daeng : Tel. 086-2730823 / 084-443353





Tambon Muang Kluang Community

Over 100 years ago, when the people from Phuket fled the war, they wound up on the shore by Amphoe Kapoe and continued on foot, finally settling in a secluded mango grove. This community is now known as 'Muang Kluang, the word 'Muang' stemming from 'Mamuang' (meaning 'mango'), while 'Kluang' translates as hollow, referring to the hollow trunks of the mango trees surrounding their newly found habitat. Nature has blessed this area with countless gifts, especially the area around Khlong Lat Not which is brimming with plants, mangrove forests and marine animals. The villagers depend on artisanal fishing and employ a cage-like apparatus called a Krachang to catch fish, crabs and clams. Moreover, the surrounding mangrove trees act like a natural wall which protects the village. After the devastating tsunami of 2004, the villagers realized how important the forest was, and from that point until the present day, they have worked tirelessly at conserving the all-important natural resources..

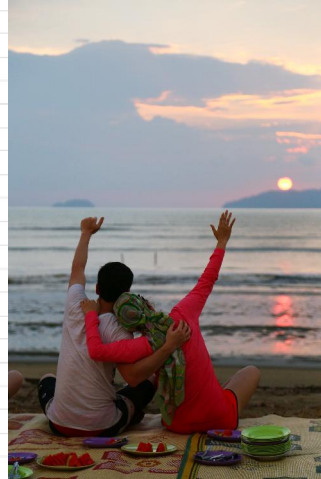


Tambon Muang Kluang Community :
Tel. 082-2786099, 087-8857965



Ban Tha-lae Nok Homestay Community Enterprise

The aftermath of the 2004 tsunami left the locals, who always relied on fishing for their income, struggling economically as their homes, natural surroundings and fishing equipment were all destroyed by the disaster. With the support of the public and private sectors, Ban Tha-lae Nok has been revived and transformed into one of Ranong province's self-reliant communities practicing eco-tourism (training tour guides and operating homestays). Blessed with beautiful natural resources which encompass rugged mountain terrain and the Andaman Sea, as well as unforgettably warm hospitality, Ban Tha-lae Nok Community welcomes visitors from all corners of the globe with an open heart..



Ban Tha-lae Nok Homestay Community Enterprise :
Tel. 090-5598433





Tamot Community

Located between the Banthat mountain range and Thale Noi protected wetland, Tamot Community boasts an integrated management of eco-tourism and gastronomy. Taste savory dishes from the 'Krua Roi Sai', a tradition that showcases the region's vast culinary diversity. While in the region visitors can also enjoy Wat Tamot, a thrilling white water rafting experience and the Nam Tok Hin Lat and Namtok Lan Mom Chui waterfalls as well as a fascinating insight into the agricultural lifestyle.

Tamot Community : Tel. 087-2988588



ROUTE



Introduction of the Sages

Dr. Theerapol Suraphom, Chairman of Pang Ha Homestay Group

“P’Luck” Community Leader and the Founder of ‘Miracle of Sau’

Contact: Pang Ha Homestay 064-679-7470

Ms. Jinnaluck Chummongkon 084-536-9324

ROUTE



Tour Operator





60th Anniversary
of Tourism Authority of Thailand