

# Retracing Chan Way... Creating Thai Style







# 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.

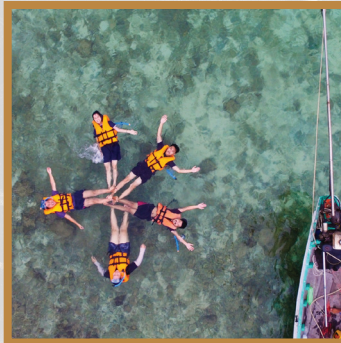


## King's Wisdom for Sustainable Tourism

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 landscape photograph showing a road with a stone retaining wall in the foreground. The background is filled with lush green trees and a bright blue sky with scattered white clouds. The text 'Retracing Chan Way... Creating Thai Style' is overlaid in the center in a bold, orange font.

# Retracing Chan Way... Creating Thai Style



Originally, Chanthaburi was “Mueang Ok Taek”...The city which has a river cuts through the middle of the city. It is also a western seaboard province so the area is rainy, and often becomes flooded in the rainy season. There is water erosion problem. The river has too many curves which slow down water drainage yet it cannot hold water in the dry season. In 1999, there was a great flood caused by heavy rain. The water level raised by 800 cubic meters per second. The water flew in to the city and affected 85,000 citizens. Estimated damage was 2,118.67 million baht. There were also recurrence floods in July 2001 and October 2006.

Being aware of the problem, His Majesty King Bhumibol Adulyadej initiated Chanthaburi Flood Relief Project which eventually became “Kaem Ling or Monkey’s Cheek Project”. The THB 3,500 million operation took 6 years (2009-2014 Budget Years). His Majesty King Bhumibol bestowed the name “Klong Pakdee Rampai” which literally means to the canal that pledges allegiance and loyalty to Queen Rampai Pannee, the Queen of King Rama VII, the royal who once lived in the province, to this 11.661-kilometer canal.

After the construction of this canal, Chanthaburi has never faced flood crisis again. Moreover, the canal also serves other purposes such as water reservation for citizen’s consumption in dry season, helping with agriculture and water supply or even driving salt water out of Chanthaburi River. This project is the last royal project that His Majesty King Bhumibol Adulyadej had bestowed to his people, Thai citizens.









## Chanthaboon Riverside Community

In 1999, the Provincial Office of Business Development had a policy to turn riverside community back to life again after the great flood. Therefore the committee was appointed to develop the plan. Riverside Community Development Volunteer was founded to be conservational tourist attraction. Connecting loosely at first, three communities later united under the name "Chanthaboon Riverside Community". The concrete result of this union was the foundation of "Chanthaboon Riverside Community Learning House" which is the modest-size historical museum. It also serves as an activity hall for people in the community.

Tourism potential and way to keep the identity of Chanthaboon Riverside Community are to conserve the beauty of lifestyle and vintage European-style architectures. The purpose of landscape management is not to be commercial tourism, but to restore the area for people to visit and admire the atmosphere.

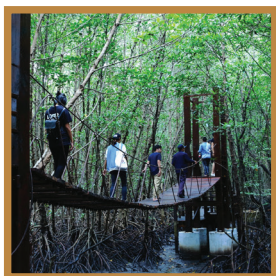
Another important aspect of visiting Chanthaboon Riverside tourism area is to learn the history of community that dates back King Rama V era when Thailand was influenced by France, the super power at that time, through architectures and historical sites in the area. The community runs the campaign "Retrace Chan-Style, Create Thai-Style" + Ban Luang Ratchmaitri Living Museum for tourists to learn and also experience the livelihood of Chanthaburi Gem Market.





## Natural Tourism Activities

1. Visit Khung Kraben Bay Royal Development Study Center, mangrove forest nature study trail, crab bank, study clams breeding, aquarium, sea grape processing, crown fish breeding (30 km from community, about 45 minutes).
2. Sing Peninsula: see fishermen's lifestyle, soft-shell crab and Asian sea bass farm.
3. Cycling along Pakdee Rampai Canal...lanes are safe and easy to ride the bicycle.







## Cultural Tourism Activities

1. Visit traditional medicine shop "Jan Guan An" which sells traditional Chinese herbs.
2. Rocket-brand ice cream shop...Observe traditional ice-cream making and taste some.
3. Visit the house of Luang Ratchmaitri, the father of Eastern rubber tree.
4. Saint Patisonthi Niramol Church...one of the most beautiful Christian churches in Thailand.
5. Admire European-style architecture built during King Rama V era.
6. Taste Pa Tai traditional desserts, the famous traditional dessert shop in Chanthaburi.
7. Try "Purple Knight" and "Orange Knight", famous menu from Pa-Eed restaurant.
8. Visit Shipyard of Taksin the Great, one of the important historical places in Thailand.
9. Listen to history of the community at house no.69 by Ajarn Prapapan, the chairperson of Chanthaboon Rakdee Group.
10. Visit Chantharam Temple, the Buddhist temple located along Chanthaboon River.
11. Taste variety of delicacies at Pu Floating Market where locals hang out.



## Learning activities

Try polishing gems and take them home as souvenirs.







## Cumulative Activities from King's Wisdom for Sustainable Tourism Project

1. Add value through packages.
2. Managing budget for community development.
3. New routes or products for sustainable tourism. ("not to be missed" activities)







## Accommodation

There are 12 rooms in Ban Luang Ratchmaitri...“The Living Museum”.







### Facilities (some houses)

- ⊙ Air Condition
- ⊙ Hot Shower
- ⊙ TV
- ⊙ Refrigerator
- ⊙ Coffee
- ⊙ Free Bottled Water
- ⊙ Hot Water kettle & Tea

### Number of tourists per day

about 30 people for an overnight stay

## Address and Contact

-  252 Sukhapiban Road, Watmai Sub-district, Mueang District, Chanthaburi 22000.
-  Miss.Moo, Pattama Prangpan, Mr.To, Panumas Chayen
-  088-843-4516, 081-915-8815
-  [www.baanluangrajamaitri.com](http://www.baanluangrajamaitri.com)

### How to Get Here

#### By car

From Bangkok, you can take 3 routes

1. Bangkok-Chonburi-Pattaya-Ban Chang-Rayong-Chanthaburi (Via Highway 3). The distance is about 291 kilometers.
2. Bangkok - Chonburi - Sriracha - Rayong - Chanthaburi route (Via Highway 36). The distance is about 254 kilometers.
3. Bangkok - Chonburi - Klaeng - Chanthaburi route (Via Highway 344). The distance is about 245 kilometers.

#### By Bus

Air-conditioned bus departs from Eastern Bus Terminal (Ekkamai) every day.

For more information, please contact (02) 391-8097

Cherdchai Tour Tel. (02) 391-2237, (039) 350-384, (039) 350-357  
Porn Nipa Tour Tel. (02) 391-5179, (039) 311-278  
Suparat Tour Tel. (02) 391-2231, (039) 312-011

Ordinary bus departs from Eastern Bus Terminal (Ekamai) every day.

For more information, please contact (02) 391-2504

There are buses from Chanthaburi to other provinces such as Nakhon Ratchasima, Trat, Rayong, Sa Kaeo, Saraburi, Buriram, Prachinburi and Tak. For more information, please contact

Chanthaburi

Bus Station at Tel. (039) 311-299





**Example of Tourist Route in  
Chanthaboon Riverside Community**

# 1 Day Trip

- 06:00 Depart to Chanthaburi.  
10:00 Arrive at Pakdee Rampai Canal Royal Project.  
11:00 Have Lunch at "Chanthara Pochana", Chanthaburi's famous restaurant.

- 12:00 Visit gem market, economic area of Chanthaburi and see the way of "Khon Doen Ploi". Try making Thai Egg Cake, community's famous dessert, at Pa Tai Egg Cake Shop. Visit Cathedral of the Immaculate Conception, one of the most beautiful Christian cathedrals in Thailand.



- 13:00 Visit House 69, Chanthaboon Riverside Community Learning Center, to see a small exhibition and learn about history of the community. Then try community's famous dessert.



- 14:00 Try polishing gems at House 119, community's old jewelry shop.



- 15:00 Baan Luang Rajamaitri Historic Inn an ancient house of Pungsi Family which was renovated into a hotel as a business model of the way to conserve an original architecture and culture. Hear an interesting tale from the house attendant.  
19:00 Return to Bangkok.





## 2 Days 1 Night Trip

### Day 1

- 07:00 Depart to Chanthaburi.  
11:00 Arrive at Pakdee Rampai Canal Royal Project.  
11.45 Visit gem market, economic area of Chanthaburi and see the way of "Khon Doen Ploi".  
12:30 Walk around to see local lifestyle of Chanthaboon Riverside Community "Retrace Chan-Style, Create Thai-Style". Then have lunch at Pa Noi Kwaitiao Mu Liang Restaurant.



13:30

Try making Thai Egg Cake, community's famous dessert, at Pa Tai Egg Cake Shop. Visit Cathedral of the Immaculate Conception, one of the most beautiful Christian cathedrals in Thailand. Take picture at wall graffiti, one of many landmarks in the area.



- 14:00 Visit House 69, Chanthaboon Riverside Community Learning Center, to see a small exhibition and learn about history of the community. Then try community's famous dessert.



- 16.00 Try polishing gems at House 119, community's old jewelry shop.  
17.00 Check-in at Baan Luang Rajamaitri Historic Inn.  
18.00 Have Dinner at "Chanthara Pochana", Chanthaburi's famous restaurant.

## 2 Days 1 Night Trip

### Day 2

- 06.00 Give alms to the monks in uddhist way.
- 08.00 Have local menu for the breakfast.



- 09.00 Set off to pray at Chanthaburi City Pillar Shrine and King Taksin Shrine for good luck.



- 10.00 Arrive at Kung Krabaen Bay Royal Development Study Center; see crown fish breeding method, crab bank, and mangrove forest conservation.



- 12.00 Have lunch.
- 14.00 Enjoy the beautiful scenery at Chalem Burapha Chollathit Road's view point on the way to Bangkok.
- 15.00 Return to Bangkok.

### Tourism Information Section

[www.localalike.com](http://www.localalike.com)  
[www.teata.or.th](http://www.teata.or.th)  
[Visit.org](http://Visit.org)  
[www.backstreetacademy.com](http://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](http://www.tourismthailand.org/kingwisdom)

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