

Tasty seafood, secluded seaside,
eye to eye with hawks,
and take a walk to fish clams





KiNG's wisdom

for Sustainable Tourism



Learning King Bhumibol Adulyadej's Work Principles

 <p>King's wisdom for Sustainable Tourism</p>	<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.

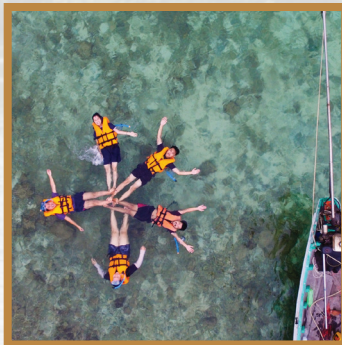
The King's Wisdom for Sustainable Tourism project is implemented by creating model learning groups in the community tourism area that is related to the King's Philosophy in order to create a sustainable tourism model. It is important to use the King's Philosophy as the principle of management and operation.

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

- o Bang Pong Huai Lan, Chiang Mai Province
- o Chantaboon Waterfront, Chantaburi Province
- o Ban Nong San, Sakon Nakhon Province
- o 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



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Back in 1997, there was a great flood in Mueang District, Chumphon caused by "Zeta", the tropical storm which hit Thailand. At that time, many Chumphon citizens suffered from this disaster. Massive amount of water flew into Chumphon downtown because there were high mountains in the west and northeast of the town. Whenever there is a rain in Bang Saphan District in Prachuap Khiri Khan, Tha Sae District, Mueang District in Chumphon and Kra Buri District in Ranong, water from these areas will have to flow through Chumphon downtown before going out to the Gulf of Thailand. Therefore, a large amount of water was locked in downtown area.

On December 4th 1997, His Majesty King Bhumibol Adulyadej gave a speech on the occasion of his birthday anniversary about solving flood crisis.

"I looked up the map and saw that there is a place that could be made into a natural detention basin. Nong Yai (Big Swamp) has not lived up to its name. There is a big swamp but not big enough because it is shallow and intruded. More importantly, there is a canal near the swamp, but it is clogged, not properly tended. There are about one and a half kilometer between the canal and the sea. This could be helpful."

Therefore, His Majesty King Bhumibol Adulyadej had Huawang-Panang-Tak Canal dredged in October 1997 by lending 18 million baht from his Prachanukroh Foundation as an operating fund. His Majesty also pushed for the completion within 30 days before Tropical Storm "Linda" reached Chumphon's coast.

"They said there is a fund but not yet arrived, and said that it will be finished in 1998. So I thought there must be a way to utilize the canal which can be very helpful in the stormy season. Then I requested a crew from Royal Irrigation Department, Provincial Government and appointed a company to dredge quickly and finish the project within a month."

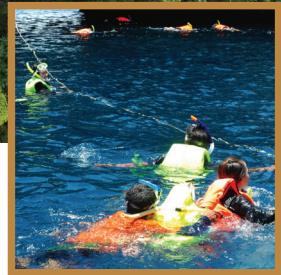
As a result, Chumphon province appointed a team to plan on developing Nong Yai area into a perfect natural detention basin dedicating to His Majesty on the occasion of His Majesty's 71st birthday anniversary on December 5th 1998. Nong Yai District in Chumphon Province is a project under the initiative of His Majesty King Rama IX in order to solve flood crisis in Chumphon covering over thousand acres. Moreover, not only do Nong Yai Development Royal Project serves as water reservoir, it is also a learning center for Sufficiency Economy Philosophy since 1999.



Nong Yai Development Royal Project

Pathio District is a slope land with mountains and coastlines. There are gulf beaches and canals which serve as windshield for fishing boats. People of the community have various occupations including coastline fishermen and farmers because they are well aware of their abundant natural resources. Citizens from 4 communities in Pathio District, which consist of Bang Son, Chum Kho, Sa Pli and Pak Klong Sub-district, are united as Tourism Network Community of Pathio District, Chumphon in order to lure extra income to the communities. The communities also manage resources with the principle of sustainable development to conserve local resources.





Natural Tourism Activities

- 1.** King's Philosophy-based Agriculture Learning Center which covers over 200 acres including paddy fields, vegetable crops, fruit orchards and other trees.
- 2.** Tam Nang Tong: Walk the rope along two 20-meter long main cave halls and view beautiful stalactites and stalagmites.
- 3.** Kao Dinso Natural Learning Center, Gulf of Thailand scenic point, Po Tueang Field and migrating hawks-watching point during October.
- 4.** Snorkeling at Khai Island: Enjoy marine diversity such as corals, giant clams and various species of fishes.
- 5.** Kayaking in Ban Bang Son canal area.
- 6.** Watch fireflies in mangrove forest around the community.
- 7.** Squid fishing: Set sail on villager's fishing boat at night and enjoy
- 8.** grilled squids, fresh from the water, with spicy sauce.



Cultural Tourism Activities

1. Local style food processing.
2. Sunset sail and dinner on the raft.
3. Hardwood Bridge made entirely by manpower where you can feed the fishes on the bridge.
4. Chumphon Personal Royal Development Project: Watch the making of aromatic spray from white eugenia, watch the cultivation of lace leaf 'Chomphu Chumphon' species, watch palm civet farmed for civet coffee and enjoy the coffee at the beach.
5. Scuba diving: See the busses which were left to be artificial reefs.
6. Making fish house and nursery from bamboo sticks and coconut leaves.
7. Shop Ban Na Tub processed seafood and famous OTOP products such as seasoned squid, shrimp paste, dried mullet, thread-fin, etc.



Learning Activities

Cooking class for original southern dishes taught by Miss Kaew, top chef in the community.





Cumulative Activities from King's Wisdom for Sustainable Tourism Project

1. Ecotourism for Marine Conservation, extending the conservational tourism.
2. Adding more coral planting activities.





Accommodation

Banmai Chaiklong Homestay at Bang Son

offers both home-stay and food.

Can accommodate up to 30 tourists/day.



Facilities (some houses)

- ◎ Wifi
- ◎ Transportation from/to airport (additional cost)

Number of tourists per day

about 30 people for a day trip / 30 people for an overnight stay.

Address and Contact

- 📍 53/5 Moo 1 Bang Son Sub-district, Pathio District, Chumphon 86160
- ☎ 080-779-1650
- 📘 Facebook Fan page: homestaybangso

How to Get Here

By Air

Bangkok-Chumporn by Nok Air
(about 7 kilometers from airport to community)
or Bangkok-Suratthani by Nok Air/Thai Smile/Thai Lion Air Airline
(about 210 kilometers from airport to community)

By Car

From Bangkok, use Phutthamonthon road Nakhon Pathom-Phetchaburi or Thonburi-Pak To route (No.35), and turn at Pak To District and take Highway No.4 (Petchakasem Road) through Petchaburi, Prachuap Khiri Khan to Prathom Phon Intersection. Then turn left to Chumphon downtown.

Drive along Highway No.4001 for another 8 kilometers.

The distance is 460 kilometer in total.

By Bus

There are buses of The Transport co.,Ltd from Bangkok Southern Bus Terminal (Sai Tai Mai) every day. For more information, contact Bangkok Southern Bus Terminal at Boromarajonani Road,

Tel: (02) 434-5557-8, (02) 435-1199.

For return trip from Chumphon to Bangkok, take a bus from Chumphon Bus Terminal, Ta Taphao Road,

Tel: (077) 502-725, (077) 511-094

For air conditioned bus, contact

1. Choke Anan Tour Company, Tel: (02) 435-5027-9, (02) 435-7429
At Chumphon Bus Terminal, Tel: (077) 511-480, (077) 511-757
2. Suwanni Tour Company, Tel: (02) 435-5026
At Chumphon Bus Terminal, Tel: (077) 511-422

Example of Tourist Route in Communities around Nong Yai Royal Development Project



1 Day Trip

05.45 Travel on Nok Air Airline, to Chumphon.

06.45 Arrive at Chumphon Airport and take VIP van to Ban Mai Chai Khlong Homestay, Bang Son Sub-District, Pathio District, Chumphon which is located in secluded area along Bang Son Canal surrounded by abundant mangrove forest.

07.00 Leave luggage at homestay before having breakfast.

09.00 The Activity "Palm Sweetness from My Heart" at Chum Ko Sub-district, Pathio District, Chumphon; learn how to make palm sugar from nipa palm which can only be found in brackish water area. You can make sugar and take it back as souvenir.

Let's go green in mangrove reforestation activity. Mangrove trees that you grow will be a shelter for marine animal in the future. They can also reduce global warming by producing fresh air and absorbing carbon dioxide.



12.00 Have southern seafood menus for a lunch.

13.30 Depart from homestay to Nong Yai Royal Development Project which is a project initiated under His Majesty King Rama IX's in order to relieve flood crisis in Chumphon Downtown.



14.00 Arrive at Nong Yai Royal Development Project.

16.00 Go back to rest at homestay.

17.30 Have various menus cooked from fresh seafood for a dinner.

19.00 Return to Bangkok.



2 Days 1 Night Trip

Day 1

- 05.45 Travel on Nok Air Airline, to Chumphon.
06.45 Arrive at Chumphon Airport and take VIP van to Ban Mai Chai Khlong Homestay, Bang Son Sub-District, Pathio District, Chumphon which is located in secluded area along Bang Son Canal surrounded by abundant mangrove forest.
07.00 Leave luggage at homestay before having breakfast.



- 09.00 The Activity "Palm Sweetness from My Heart" at Chum Ko Sub-district, Pathio District, Chumphon; learn how to make palm sugar from nipa palm which can only be found in brackish water area. You can make sugar and take it back as souvenir. Let's go green in mangrove reforestation activity. Mangrove trees that you grow will be a shelter for marine animal in the future. They can also reduce global warming by producing fresh air and absorbing carbon dioxide.

- 12.00 Have southern seafood menus for a lunch.
13.30 Depart from homestay to Nong Yai Royal Development Project which is a project initiated under His Majesty King Rama IX's in order to relieve flood crisis in Chumphon Downtown.
14.00 Arrive at Nong Yai Royal Development Project.
16.00 Go back to rest at homestay.



- 17.30 Have various menu cooked with fresh seafood for a dinner on the raft which will travel along Bang Son Canal through the mouth of the canal to watch sunset on the sea.



2 Days 1 Night Trip

Day 2



07.00

Have breakfast at homestay.

08.00

Depart to Ko Tiab Community, Pak Klong Sub-district, Pathio District, Chumphon.

08.45

Arrive at Ko Tiab Community. Take the boat to do diving activity at Ran-Ped and Ran-Kai Islands. There is also a chance to see whale shark too.



12.00

Have lunch prepared by community.

13.30

Depart to Crab Mortgage Station, Sa Pli Sub-district, Pathio District, Chumphon to learn about ocean and coastal resource conservation.

14.30

Listen to lecture about crab mortgage station and return crabs to the sea.

16.00

Go back to homestay.

17.15

Have dinner at homestay.

19.00

Return to Bangkok.

Tourism Information Section

www.localalike.com

www.teata.or.th

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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