



SI SATCHANALAI

SUKHOTHA I

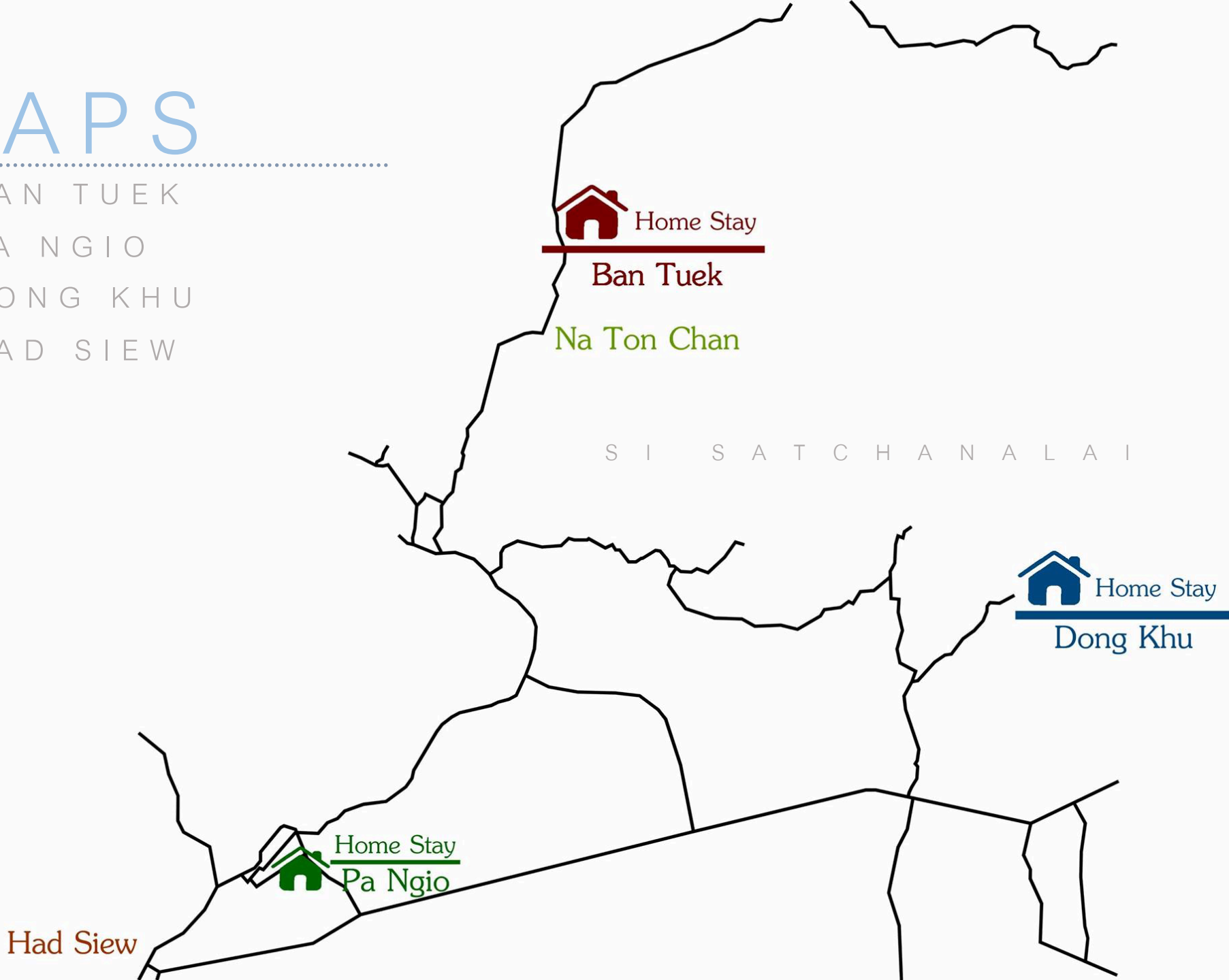
# Methods



- We lived, engaged with and observed local life.

# MAPS

- BAN TUEK
- PA NGIO
- DONG KHU
- HAD SIEW



# MAPS

- HAD SIEW

Had Siew



GOLDEN TEXTILES



LEARNING CENTER



HAD

SIEW

Golden Textile Museum



Teen juk Textiles



The museum was created by Mr. Sathorn Dorujprasobsanti who is from Thai-Pluan Srisatchanalai. He loves textiles and realises that if he does not preserve this precious thing it will be lost in the future; therefore, he collects the textiles to preserve the rich textile history.



He opened the textile museum to show his collection to the locals and tourists.

# MAPS

- HAD SIEW

Had Siew



GOLDEN TEXTILES



LEARNING CENTER





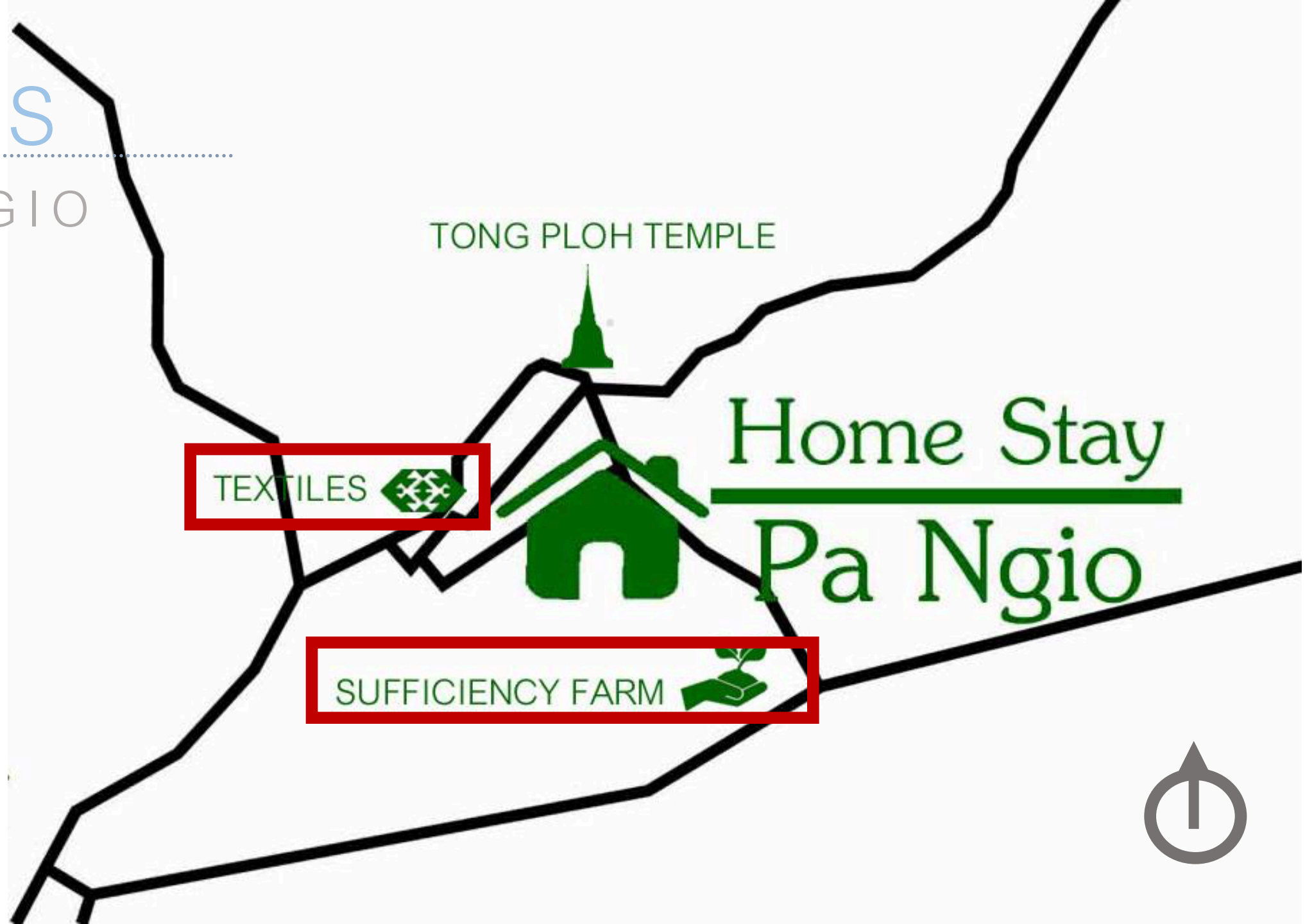
He welcomes tourists because he wants to spread the message of sufficiency.

Ked owns the learning center where mostly retired people come to work. Ked is inspired to live sustainably and sufficiently. He wants to teach others how to live this way as well, that is why he has this farm. He mentioned this learning center and one other are the only centers in the Sukhothai province. He wants to attract more people to come learn.



# MAPS

- PA NGIO



TONG PLOH TEMPLE

Home Stay  
Pa Ngio

TEXTILES



SUFFICIENCY FARM







Mixed farms : KA SEM



peanut



Brother of homestay host--Are He lived in the city for 20 years and came back to help his parents. He found this life was better and more simple. Now he wants to teach people how to live sustainably, be self-sufficient, and respect the land.

Are and his family have planted many species of plants and trees: coffee, papaya, coconut, etc.. The farm is meant to be self-sufficient both for his economic well-being and the environment. He believes that his way of farming provides variety because he can produce a number of foods year-round. He believes this method of farming and living goes with the land, not against it. This sufficiency farm was inspired by a project by the late king, but he has no help from the government.

**Wants make change by acting, not speaking. That's why he has his farm.**



>> It was amazing to see how textile machine works



# MAPS

- DONG KHU



DONG KHU



This is a sub-district Administration Organisation (SAO) project to make a reservoir to catchment for summer and they will make a homestay on it. Now, it's on under construction.

reservoir  
DONG KHU



Joe ko Mountain  
view



The reservoir is a Sub-district Administration Organization (SAO) project to develop this place as an attraction for hiking. A souvenir shop is placed near the parking area to support the careers of the local people in the future. The souvenir shop is not yet opened but everyone is welcome to hike the 450 meters to the top of the mountain and enjoy the panoramic view.



# MAPS

- BAN TUEK



RAI SAN FUN



Home Stay

Ban Tuek



KHAO PERP

Na Ton Chan

TEXTILES IN MUD



THAI MASSAGE



COFFEE SHOP



VIEW POINT



HUAY SWANG RESERVOIR





Krueng is the owner of the restaurant where *khaopoep*, the famous rice dish, was invented; Has been in business for 38 years after her husband passed away.



Khao poep  
Yai krueng



Krueng lives alone next to her restaurant. She misses her family. Her sons and daughter moved to Bangkok and wants them to come home. Her house is new and is built to adapt to the environment. She welcomes tourists.



# MAPS

- BAN TUEK



TEXTILES IN MUD



RAI SAN FUN



Home Stay



HUAY SWANG RESERVOIR

Ban Tuek

Na Ton Chan

THAI MASSAGE



COFFEE SHOP



VIEW POINT



KHAO PERP





Owns the Homestay Na Ton Chan. It started through the Wives Association which is very prominent in the region. The reason for the homestay is to teach tourists about traditional Thai living. Her ultimate goal of the homestay is to make Na Ton Chan an interesting place to live so that her children and her friends children will come back from Bangkok and live there.



Homestay owner  
Sa Ngim



She also wants to exchange knowledge with the tourists. She wants them to learn about her life, but she also wants to learn about their lives. She treats the tourists like family because they are so far away from home. Even though she cannot talk to many of the tourists, she can communicate through body language and eye contact.



She has a guestbook where tourists write in them about their experience and how she can make the town better for them and for her family. There are 6 guest books. The books include tourists from: Thailand, France, Spain, Germany, Holland, USA, England, and China. All wrote about how hospitable the home was and the wonderful things they learned during their stay.



# MAPS

- BAN TUEK



TEXTILES IN MUD



RAI SAN FUN



Home Stay



HUAY SWANG RESERVOIR

Ban Tuek



KHAO PERP



THAI MASSAGE



COFFEE SHOP



VIEW POINT

Na Ton Chan







Mud dye: The women who farmed rice would come home with mud on the bottom of their long skirts. the mud stained parts of the fabric was much softer after wash and the color looked very beautiful. So the women started soaking cloth in mud. This created the famous mud soaked textile.



Textile mud  
N A T O N J A N

This practice started out small and grew to over 150 women participating in the production of mud soaked textiles. This business helps the local economy and attracts tourists.



# MAPS

- BAN TUEK



RAI SAN FUN



Home Stay

**Ban Tuek**



HUAY SWANG RESERVOIR

TEXTILES IN MUD



KHAO PERP

**Na Ton Chan**

THAI MASSAGE



COFFEE SHOP



VIEW POINT



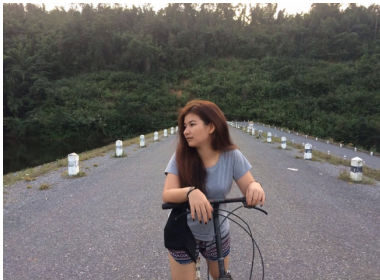


# Huay swang



In the past this area frequently flooded in the rainy season so Sub-district Administration Organization (SAO) created this reservoir to solve the problem.

In the future they want to make this place to be an attraction for tourists. They created a viewpoint and camping on the top of mountain to support the tourists but it is not officially opened to the public.



For now, Mea Rueng (the village leader) and her family along with local people enjoy the view, camp their often, and cook out on starry nights.

# Observations and Questions



- Why do they come, what kind of tourists come and why do the locals want tourism?
- Why do people come here and why do people leave?
- What can we do to help attract tourists and make people stay?



Tourists: Why do they come, what kind of tourists come and why do the locals want tourism?

Why do people come here and why do people leave?

# What can we do?



- What can they do, how can we help?
  - There is big help in place from the government so we focus on the small changes.
  - Potential Co-op for sufficiency farms
  - Promote engagement with local traditions
  - Provide a digital platform for locals to engage with the tourists
  - Provide opportunities for language education.

# Conclusions



- In general, people are enthusiastic about tourism
- Many see them as guests, not tourists
- Interested in eco-tourism and sharing their culture
- Focus on the small things