

PROJECT: *e-Tourism and Creative tourism*

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Objective:

- 1. To Contribute the e-tourism in term of implementation to creative tourism*
- 2. To provide the database and information to the front office*

HYPOTHESIS

1. e-Tourism is implemented to a sort of creative tourism
2. e-Tourism can be creating the image and branding the city as the creative tourism through the mobile and web service

METHODOLOGY

1. Content

- Literature review
- Questionnaires
- Field research
- Findings

2. Location

Thailand

PUBLICATIONS

1. International symposium in the University of
Hamburg

“150th Anniversary Thai-German Diplomatic
Relations”,

on 12th-13th March 2012 Hamburg, Germany

Topic: Creative Tourism in Thailand

2. International symposium in the University of
Joseph Fourier Grenoble¹

“Colloque international Masculins/Femimins”

On 10th-12th December 2012 Grenoble, France

Topic: Gender and Creative Tourism

**From Cultural Tourism to Creative Tourism: The
Changing Context of Cultural Tourism in
*Thailand***

**Dr. Pakdeekul RATANA
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Chiang Mai University**

Have you ever been to THAILAND?

What do you think about THAILAND?

???????????

592.8

billion baht in 2010



Tourist industry

Thailand



the Smile
the national identity



cultural tourism
Tourists are “passive” or
“receivers”
watching without
participating or sharing



“The value added process derived from human ideas”

John Hawkins

The Creative economy: How People Make Money From Ideas 2007

creative economy

links economic, cultural and social systems to intellectual property and technologies

Transformation

Cultural tourism to Creative Tourism

UNESCO

Creative Tourism is is tourism related to community development for a sustainable way of life. The activities provided had to be harmonious and connected to history, culture, and way of life in terms of learning and experience

Creative Tourism is the terms of organizing activities of learning from direct experiences such as participating in activities and interacting with local people.

The goal is that *Tourists are* not just passive visitors, but they become an active member of the community.

a Romantic Town

Pai,
MAE HONG SON

core value



added value



media

creative activity



“Word of mouth”

Chiang Khan,

LEI



linking cultural heritage values and local intellects to
tourism
creative tool: social network
E-
tourism

My slow day

Nan



Slow Travel

แอ่วเหนือสุดดินแดนล้านนาตะวันออก
 กระซิบรักที่...น่าน

ไหวพระเสริบสารณ์ ตอนรับบั้งไฟ
 ตอนชอละกรัง "สองสาม" ณ ศูนย์หลวง. นานวงศ์บุษ
 โลรัตน์ที่พระ "ซอกซิ่นเรตุ" วัดพระธาตุสอง
 "ต้นบวชเป็งปง" วัดระบอขาว
 จุดเช็คอินล้านนาชยาณี

เขียน เมืองลันน่าน อุดรรัตน์
 5-4 มีนาคม 2555
 ราคา 4,900-



the opportunity:
 to become part of local life
 to connect to a place and its people
 and also about connection to culture

How to contribute

*the sustainable growth,
NOT just a fashion!*