PROJECT: e-Tourism and Creative tourism

Dr. Pakdeekul RATANA, Ph.D. College of Arts, Media and Technology Chiang Mai University

Objective:

 To Contribute the e-tourism in term of implementation to creative tourism
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

 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 College of Arts, Media and Technology 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 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 <u>not</u> just passive visitors, but they become an active member of the community.

a Romantic Town

Pai, MAE HONG SON

core value





added value







creative activity



084 0023804 / 053 044450





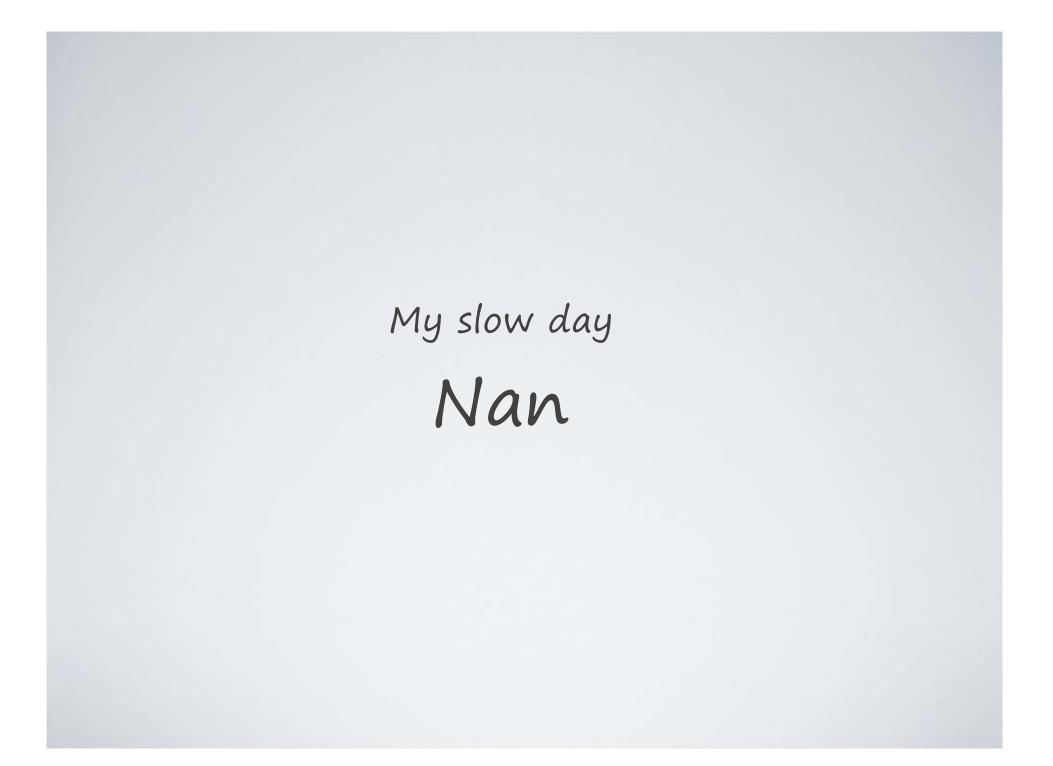


"Word of mouth"

Chiang Khan, LEI



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







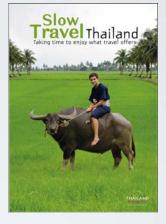






Slow Travel





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!