

Amphawa Cultural Heritage Conservation

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This report represents the work of Chulalongkorn University undergraduate students submitted to the Faculty as evidence of completion of a degree requirement.

ABSTRACT

The authenticity and core identity of Amphawa are threatened by the new technology, modern lifestyle and the modification of cultural expression to suit the tourists. This project is designed to cooperate with the Amphawa Chaipattananurak to introduce tourists to the historical origin of Amphawa and to promote sustainable development. Through interviews, observations and site assessment, the team decided to design a cultural travel program and brochures which include maps, trip planning guide, and information about Amphawa. The cultural travel program will help raise people's awareness about the importance of Thai traditions and cultures as well as resulting in sustainable development where people can become self-reliant.

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SSP4 Amphawa Team

EXECUTIVE SUMMARY

Amphawa is known as a place rich in history, cultures, and old practices which reflect life and identity of the people. However, due to an increasing number of tourists and globalization, people's lives are being influenced by incoming technologies, resulting in societal changes. Because of incoming urban development, concrete commercial buildings have replaced many old wooden shops, while new shops and stores with more focus on commercial tourism are replacing older traditional stores to generate more economic benefits for the owners. Therefore, the authenticity and core identity of Amphawa is now being threatened by the economic progress, which emphasizes on maximizing profits.

This project is designed to cooperate with Amphawa Chaipattananurak, one of the projects under The Chaipattana Foundation, to create a travel program that balances effective economic incentives with conservation, and enhancing cultural diversity while protecting the natural and cultural heritage of the community. Through the collaboration of Amphawa Chaipattananurak, the King Rama II Memorial Park and the Amphawa Floating Market, the team designed specific cultural travel programs that include places with historical and cultural significance, and stores that incorporate the concept of sufficiency economy in the running of their business.

The ultimate goal of this cultural program was to introduce the tourists to the historical origin of Amphawa and to promote sustainable development where people are able to depend on themselves and appreciate the values of their unique traditions and cultures. The Amphawa Chaipattananurak acted as a center to integrate all the know-how, and foster cooperation of

various agencies both from the government and private agencies and the community to achieve these goals.

In order to achieve the goal, the concept of community-based tourism or a form of tourism where local communities play a major force in developing and management of tourism was developed. The idea was to create the sense of ownership for the community, enhancing their involvement in decision-making, and make sure that the will and incentive to participate comes from the community itself. Through community-based tourism, the community would be able to take care of its natural resources, gain income to improve living standards and become independent.

The project will result in both short-term and long-term benefits for the local people of Amphawa. Short-term benefits include more income for the local community while long-term benefits would flow from the local people gaining an understanding and appreciation for the value of the cultural significance of Amphawa, in order to conserve Amphawa's identity for future generations. Moreover, this project, if successful, will act as a benchmark for other tourism policy makers to improve the direction and application of community based tourism.

One of the major limitations of this study was the time constraint. Most of the interviews we conducted were very brief, as the team was only able to visit Amphawa twice for short periods throughout the project's duration. As a result, the data obtained would be less comprehensive compared to that which could be obtained if the team were able to stay with local people for longer periods of time.

During the research, the team implemented the following four objectives needed for the completion of the project goals:

1. Obtain an understanding of the history and the significance of historic sites at Amphawa
2. Develop an understanding of the local geography and identify suitable places for inclusion in the travel program
3. Involve the community in the development of cultural travel programs through evaluating the locals' perception towards suitable places for inclusion in the travel programs
4. Find the best media type to promote the cultural travel programs

These objectives were completed through a review of literature and related documents, which provided the necessary background for further implementation of the research. Further information was also obtained through a qualitative approach, including in-depth interviews with sponsors, tourists and locals along with direct observations and site assessments. The interview technique used was based on standardized, open-ended interview to measure and highlight the differences in opinions of both locals and tourists. Through the interviews and observations, the team was able to gauge personal feelings, perceptions and attitudes of tourists as well as those of the locals regarding the travel programs, their way of life, traditions, events, and information regarding prominent places to visit in Amphawa. After collating the information, analysis provided a set of priority key objectives, which were agreed by the sponsor and team as the basis for the project.

The findings of this report were used to tailor this project to the sponsor's needs and choose the most effective way to promote Amphawa. From our research, the team realized the importance, and influence of history on people's lives, and the environment in Amphawa, such as traditional architecture. Through the recommendation from sponsors and interview with

locals, the team also came up with ten places to be included in the travel program. These places included local stores that practice the concept of sufficiency economy as well as important historical places in Amphawa. Moreover, the team was able to integrate the local people's ideas, and coordinate with local businesses in the development of programs where tourists can experience demonstrations of how local products are made, and learn about unique cultural practices. In addition, through the use of SWOT analysis, the team determined that a brochure was the most suitable media type for our research because brochures are small, easy to carry around and able to guide tourists to their destination. The contents of the brochure consisted of two maps, programs for one and two day trips, a yearly activity calendar for the Amphawa region and information about places which best define Amphawa's cultural identity, and were made in both English and Thai versions, to best promote Amphawa to a large target audience.

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CHAPTER I: INTRODUCTION

Thailand is known as a country rich in history, cultures, and practices which reflect life and identity, and these are unique to every city, town and province. However, due to an increasing number of tourists and globalization, people's lives are being influenced by incoming technologies, resulting in societal changes. Because of incoming urban development, concrete commercial buildings have replaced many old wooden shops, while new shops and stores with more focus on commercial tourism are replacing older traditional stores to generate more economic benefits for the owners. Therefore, the authenticity and core identity of many places is now being threatened by economic progress, which emphasizes on maximizing profits. Additionally the influx of large volumes of tourists to an area can result in stores marketing goods which are not authentic to the area, or are not made locally. This coupled with local businesses being sold to outside interests can result in proceeds not flowing back to the local community, and a dilution in the region's local identity.

One of the places impacted by these changes is Amphawa, a small riverbank community located in Samut Songkhram province. Amphawa is a place with significant history where tales, cultures and traditions are passed down from generation to generation. Traditional practices and cultures can still be observed along both sides of the riverbank. However, knowledge of these is becoming less prevalent nowadays due to the impact of modern lifestyles, brought about by changing population demographics and the pressures of economic gain by the expanding tourism industry. As many visitors come to Amphawa to experience the atmosphere and its attractions based in traditional lifestyles and cultures, it is imperative that the authenticity and identity of Amphawa is retained for future generations and that the local community appreciates the rich heritage value of their city.

This project is designed to cooperate with Amphawa Chaipattananurak, one of the projects under The Chaipattana Foundation, to create a travel program that balances effective economic incentives with conservation, and enhancing cultural diversity while protecting the natural and cultural heritage of the community. Through the collaboration of Amphawa Chaipattananurak, the King Rama II Memorial Park and the Amphawa Floating Market, the team decided to design specific cultural travel programs that include places with historical and cultural significance, and stores that incorporate the concept of sufficiency economy in the running of their business.

The ultimate goal of this cultural program was to introduce the tourists to the origins, culture and history of Amphawa and to promote sustainable development where people are able to depend on themselves and appreciate the values of their unique traditions and cultures. Notably, this knowledge would not be lost, and be able to be transferred through future generations. The Amphawa Chaipattananurak acted as a center to integrate all the know-how including the cooperation of both government and private agencies together with the community as well.

Currently, most tourism programs related to Amphawa involve evening floating market tours, home stay accommodation packages and fire fly sightseeing trips. Because of this, people are often forgetting about other important parts of Amphawa, such as antique houses and shops which are historically significant, culturally important practices such as the manufacturing of locally made products and foods, and places of historical value such as temples. This project focused on promoting interest in these forgotten places and allowing tourists to experience the core identity of Amphawa, and the beauty of Thai history.

In order to achieve the goal, the concept of community-based tourism or a form of tourism where local communities play a major role in developing and management of tourism was developed. The idea was to create the sense of ownership for the community, enhancing their involvement in decision-making, and making sure that the will and incentive to participate came from the community itself. Through community-based tourism, the community would be able to take care of its natural resources, gain income to improve living standards and eventually become self-reliant.

Information gathered from the review of literature as well as discussion with local people, tourists and the involved parties was used to paint a picture of what constitutes the identity of Amphawa, and which elements most warranted promotion and inclusion in the travel program. With these results, the team then designed a suitable travel program that promoted this side of Amphawa, features that are not seen in many other tours. The object of this trip is for people to learn more about the culture, traditions, and way of life of the local people while supporting the community in the process.

The project will result in both short-term and long-term benefits for the local people of Amphawa. Short-term benefits include more income for the local community while long term benefits would flow from the local people to gaining understanding and appreciation for the value of the cultural significance of Amphawa, conserving Amphawa's identity for future generations. Moreover, this project will act as a benchmark for other tourism policy makers to improve the direction and application of community based tourism.

One of the major limitations of this study was the time constraint. Most of the interviews we conducted were very brief, as the team was only able to visit Amphawa twice for short periods throughout the project duration. As a result, the data obtained would be less

comprehensive compared to that which could be obtained if the team were able to stay with local people for longer periods of time.

CHAPTER II: LITERATURE REVIEW

2.1 Amphawa

Samut Songkhram is a province of fertile land, producing many types of vegetables and fruit crops. Its coastline is also a source of a large variety of seafood products which are sold in many other provinces of Thailand. It is also an interesting historical source as a model for life in the early Rattanakosin period.¹

Amphawa (in Thai: อัมพวา) is a district of Samut Songkhram Province, located slightly inland at the northwestern tip of the Gulf of Thailand, 72 km from Bangkok. It occupies an area of 416 square kilometers and is administratively divided into 3 districts: Amphur Muang, Amphur Amphawa, and Amphur Bang Khonthi with the Mae Klong River flowing through the northern part of the district.²

Originally, the Amphawa area was named Kwang Bang Chang however there is no evidence indicating when the name Kwang Bang Chang was adopted. Another name for this area is Suan Nok, meaning “the outer orchard”. Even though it was a small community, it was flourishing with commercial and agricultural activities. There were markets that sell products along the river as well as a port for trading. Moreover, there was also traditional riverside houses boasting classical architecture, and some of these can still be seen along the two sides of the river today. Amphawa was also an important source of food and commodities for the capital city as Krung Thonburi (the inner orchard) and, later, Bangkok.³

Amphawa canal is a small canal flowing from the Mae Klong River, passing through Amphoe Amphawa with a length of 5 km and width of 30-50 m. Wooden houses were built

along the river in the same style and condition as during the Rattanakosin period. The important communities here are based around Amphawa's temples, Baan Bangjaak, Baan Parok, and Bang Chang. The important historical sites are mainly temples such as Amphawanjethiyaram temple, Phrayayood temple, Chulamanee temple, and Daowadung temple. The water condition is clean with fish, shrimp, and monitor lizards living in the area.⁴

2.1.1 Amphawa Chaipattananuruk



Figure 1 HRH Princess Maha Chakri Sirindhorn was a special guest in the grand opening ceremony at Amphawa Chaipattananuruk Foundation.⁵

The Chaipattana Foundation is a non-profit organization established by His Majesty King Bhumiphol Adulyadej. It was officially registered as a juristic entity by the Ministry of the Interior under the registration number 3975 on June 14, 1988 and the registration was made public in the Royal Gazette, no. 105, section 109 on July 12, 1988. 'Chaipattana' means victory of development thus the aim of the foundation is to help people to truly benefit from

development projects, resulting in better way of life for people leading to the peace and stability of the country.⁶

Amphawa Chaipattananurak (Figure 1) is one of the projects under The Chaipattana Foundation and it is located near the Amphawa floating market. The project was originally started when H.R.H Princess Maha Chakri Sirindhorn trusted The Chaipattana Foundation with the land she received from Khun Prayong Nakawarang, a native of Amphawa, and she entrusted the foundation to develop the area to the benefit of the community. Since Amphawa is a place with endless history, traditions and cultures, the area had potential to be a valuable asset for future generations. Building on the concept of sufficiency economy, Amphawa Chaipattananurak utilized the land by giving an opportunity to the local people to come and sell their products. The ultimate goal of Amphawa Chaipattananurak was to help local people become self-reliant and use existing subsistence culture to benefit the community. A detailed interview can be read at Appendix A. The Amphawa Chaipattananurak project at Amphawa is divided into different areas, each of which serves a different purpose. These areas include:

- Exhibition room (Figure 2)

An area used for the display of history, culture, and information related to the Amphawa community and other significant places within Samut Songkhram province. The display serves to help tourists and local people understand more about the wisdom and traditions of the Amphawa community.



Figure 2 The Exhibition room at Amphawa Chaipattananuruk

- Retro (traditional) coffee shop



Figure 3 The 'Chanchala' coffee shop

The ‘Chanchala’ coffee shop (Figure 3), situated in front of the canal and decorated in an atmosphere similar to an old train station, is a place where people can sit and enjoy the riverside view as well as reminisce about how life in Amphawa would be like. Apart from selling foods and drink, the shop also sells locally made products, including those from projects under The Chaipattana Foundation.

- Community store area and cultural center

The large open area at Amphawa Chaipattananuruk (Figure 4) is well suited for showcasing performances and demonstrations about Amphawa culture to tourists. These performances include, for example Thai classical music shows and demonstrations on how local products are made. Additionally, part of this area can also be set up as a store for the local people to market their products a way to generate more income.



Figure 4 An example of a performance held at the cultural center

- Demonstration garden

This plantation, with many varieties of native fruits and plants, is one of the tourist attractions intended to help visitors learn more about Amphawa. Locals can also sell fruits and vegetables from their farm and other locally made souvenirs here. Importantly, the plantation also acts as a learning center where knowledge of local plants can be shared between agricultural researchers, farmers and other interested people.



Figure 5 A scene from the Amphawa Floating Market showing people buying food from a boat

2.1.2 Floating Market

Amphawa Floating Market has been open for 50 years, and is one of the oldest and biggest signature floating markets in Samut Songkram province. In this market (Figure 5), there are many interesting products for sale such as old toys, historical paintings, clothing, and traditional Thai food and desserts. Taking a boat journey along the canal is an ideal way to experience Amphawa's scenery, and the way of life for local people. In communities along the

river, tourists can still observe the traditional way of life which has not changed much from the past. Most locals still keep their own identity and practice traditional ways of existence. The environment and atmosphere are still quiet and green, with many trees and no high-rise buildings obstructing the view of the city. Only small shops are present on the riverbanks. Walking along the waterside path is another option to experience the traditional Thai lifestyle at Amphawa Floating Market and enjoy shopping for a variety of beautiful hand-made goods, taking pictures with buildings of vintage style architecture, and tasting Thai local foods and beverages. A famous activity in Amphawa after sunset is firefly watching from a boat. Amphawa Floating Market provides a central point for tourists wanting to experience the atmosphere of a traditional Thai riverside village.

2.1.3 King Rama II Memorial Park

King Rama II Memorial Park was built to honor King Rama II who was Thailand's "Poet King", and the site is believed to be that of his birthplace. It is located along Mae-Klong riverside in Amphawa district, Samut Songkhram. The main attraction is a traditional Thai-style teak mansion used as a museum to house an exhibition related to King Rama II's works.

In King Rama II Memorial Park, there are five main buildings (Figure 6) with four of the buildings built in a traditional Thai architectural style. The museum displays many old artifacts such as a Chinese art altar lay that can be dated back to the early Rattanakosin era (18th century). In addition, the museum also shows the well-being of people in this era, an exhibition of ancient weapons and dress appliances for upper-class ladies of the period. The remaining building was built with the purpose of practicing Thai traditional plays, which are held annually. The museum compound consists of several groups of traditional Thai houses, each of which contains

exhibitions focusing on art and culture. For example, Ho Klang (the main hall) houses the statue of King Rama II. Ho Non Chai (men's room) depicts the lifestyle of Thai men during the Rattanakosin era, with Ho Non Ying (women's room) containing exhibits depicting the lifestyle of Thai women at this time. Chan Ruean (the corridor) is a good example of the traditional Thai style house. It also features an outdoor theatre, and a lush botanical garden containing various types of trees that are found in Thai literature such as Ruby, Chang Iiesuen, Lean Rats and Sarapee. These plant specimens are rare species received personally from HRH Princess Maha Chakri Sirindhorn to be planted in the park for decorative purposes as well as a reference for interested tourists. The park also has shops that sell locally made goods and various kinds of fruits.⁷(Appendix F)



Figure 6 One of the Thai style houses at the King Rama II Memorial Park

2.1.4 Other Important Places in Amphawa

2.1.4.1 Amphawanjethiyaram Temple

This royal temple is situated at the end of Amphawa Canal near King Rama II Memorial Park. The old name of this temple is actually the same as Amphur which is Amphawa meaning “a respectful garden full of mango trees”. This temple is an important temple, and together with Suvandaram temple in Ayutthaya province were temples built for King Rama II. Amphawajethiyaram temple was built during the reign of King Rama I, and underwent a major renovation during the reign of King Rama III. The temple contains a monument for King Rama II, four Buddha footprints, and attractive wall paintings.⁸

2.1.4.2 Phummarinkuleetong Temple

The temple (Figure 7) is located opposite to King Rama II Memorial Park. The name of the temple means “the golden residence of Buddha”. The reasoning behind this name is that one residence of Buddha is made of teak, with golden patterns on the inside and outside. Thai music lessons are taught in the wooden building, making this an important source of learning and conserving Thai music in Samut Songkram province.⁸



Figure 7 The display of the Buddha image in Phummarinkuleetong temple

2.1.4.3 Chulamane temple

This temple is situated alongside the Amphawa canal. It is a historical site that was built during the Ayutthaya period existing from 1350 to 1767. Inside the temple, there are wall paintings that tell the biography of Buddha and the Thai way of life. Of additional interest are sculptures placed in four directions around the temple telling the story of Thai traditional literature.⁸

2.2 Community Based Tourism

One way to conserve culture and significance places in Amphawa is through the concept of community based tourism. Underlying this concept is the inclusion of culturally or historically significant places for the tourists to visits, as well highlighting the uniqueness and identity of the region within tourism programs. Community based tourism is the tourism model that we have applied in developing the concept of our cultural travel program.

The Thailand Community based Tourism Institute (CBT-I) was established in 2006, and lies under the umbrella of the Thailand Research Fund (TRF) Regional Office, based in Chiang Mai, Northern Thailand. Through considerations of environment, social, and cultural sustainability issues, CBT or community based tourism can provide many benefits to the local community. It will help tourists to increase their awareness and learn about the community way of life.

The use of community based tourism program will involve aspects of local lifestyle, culture, people and nature which locals will feel proud and willing to share with the tourists. With this concept, tourists can enjoy participating in hands-on activities to learn more about the

culture of the community. Tourism programs are designed to support community and environmental projects, build local skills, and distribute opportunities evenly. Through an involvement in the activities, tourists can experience and learn first-hand about Thai people, local lives, cultures, and the relationship of the local and natural world. Moreover, it can also help local people to value their local cultures and the environment around them. Community based tourism is considered as a main concept in promoting the tourism in Amphawa. Through the use of this concept, the team would then be able to develop the tourism programs that incorporate the ideas from the locals.

2.2.1 Development of Community Based Tourism

In order to come up with a successful community based tourism initiative, there needs to be plenty of preparation and cooperation from the community. Firstly, the community needs to be clear about the opportunities and risks of developing CBT. Locals need to be invited to meet the other communities that already run successful CBT programs, learn from their experiences and decide whether to run CBT in their community.

Once the community had decided to run CBT in their community, they are requested to think beyond the question: how can we benefit from tourism, and consider an alternative question: how could we use tourism to support sustainable community development in our community? There is also a need for the locals to obtain some skills such as planning, organizational development, management, operation, and marketing.

2.2.2 Benefits of Community Based Tourism

- Help local people develop in an ever-changing world. The community that develops CBT will have more skills in management, analysis, and development.
- Build cooperation and participation within the community especially involving the voice of local youth, women, elderly, and minority people
- Traditional practices will be supported, there can be space for locals to show their culture and cross-cultural exchange between the local and tourists, which enable the locals to learn new experience as well as building self-confidence
- Improved natural resources management and conservation
- Increase in community funds and income for local people

2.2.3 Community Based Tourism and Cultural Travel Program

The concept of the cultural travel program uses community based tourism as a way to conserve the natural environment, as well as the cultural heritage of Amphawa. In this way, the community can learn to be self-reliant, appreciate the value of their culture and traditions, and use this knowledge to better their quality of life and that of the community. In addition, tourists get to experience the “real Amphawa”, through learning the importance of history, traditions and the local’s way of life.⁹

2.3 Sufficiency Economy

Sufficiency economy is one of the concepts widely accepted in Thailand, with many people in the Amphawa community practicing it. An example of this is the use of coconut leaves,

which are a main agricultural product of Amphawa, to weave baskets for household use. In addition, locals do not seek much profit from their business but they are sufficient with what they can develop themselves from their local resources. To understand the concept of sufficiency economy, the relationship between His Majesty King Bhumibol Adulyadej and his people needs to be understood. Since the beginning of his reign, he has been actively involved in helping Thai people through initiating projects and foundations, and inventing ways to improve people's quality of life. Projects supported by the King include initiatives for improving rural economic development, protection of critical natural resources, and solutions to urban problems such as water treatment, and traffic management.

In 1997 and 1998, in the middle of the Asian economic crisis, His Majesty King Bhumibol Adulyadej re-emphasized again the concept of sufficiency economy that he had originally proposed in 1970. Sufficiency economy can shield the Thai people, as well as the nation, from adverse internal and external shock by making people to become more self-reliant, and learn to utilize their local resources effectively.

The concept of sufficiency economy leads Thai people in the middle path where individuals, families, or communities can practice these principles to live comfortably and within their means. It is based on moderation, self-reliance, honesty and integrity, together with exercising knowledge with prudence. It asks the individual to define a reasonable level of comfort for daily life, and consider whether luxury goods are necessary for their existence. As His Majesty stated in a Royal Speech on December 4, 1998, "If one is moderate in one's desires, one will have less craving. If one has less craving, one will take less advantage of others. If all

nations hold this concept of moderation, without being extreme or insatiable in one's desire, the world will be a happier place.”¹⁰

This concept can be applied in both large cities and rural areas where modern economic system can merge into the cooperative system. The application of sufficiency economy to public affairs can help solve problems arising from globalization and promote sustainable growth while keeping conservation and development in balance. The wisdom of His Majesty's was acknowledged internationally, where the philosophy of sufficiency economy has been utilized by other countries as an approach towards sustainable development.¹⁰

In community based tourism, the tourist will be able to see the way of life of locals as well as the usage of natural resources around them. Besides from those benefits, tourists can clearly see and understand how locals have applied the concept of sufficiency economy. This is the common concept that all the local stores are using in running their business.

2.4 Previous Studies about Amphawa

From the past, there were many work cases related to Amphawa. These previous studies include the conservation of cultural heritage, the sustainable tourism development and the community-based tourism management. In our project, we mainly studied on the connection of three places, Amphawa Floating Market, Amphawa Chaipattananurak, and King Rama II Memorial Park, and also focused on the local stores which apply the principles of sufficiency economy in their business.

2.4.1 The Conservation of Cultural Heritage Project

From the paper of Siriwan Silapacharanan and Wannasilpa Peerapun, Faculty of Architecture, Chulalongkorn University, the objective of the project was to capture the identity and conserve the cultural heritage of Amphawa through the restoration of buildings along the riverside.¹¹ The results of this restoration included an improved canal environment as well as the increase of income to the local people in the community. The restored buildings also generated income to the local community through their use as homestays, shops and an information center. This can help raise the quality of tourist attractions and awareness of key sights together with the expectations of tourists who play an important role to the national economy. The restoration could not have been achieved without the valuable participation of local residents. The success of this outstanding heritage conservation model in Amphawa may promote it as a model, leading cultural tourism in Southeast Asia as a whole.¹¹

2.4.2 The Sustainable Tourism Development Project

The study was taken from the literature of Management Plan of Historical Site for Case Study of Amphawa Community by Siriporn Luekveerawattana, the Faculty of Architecture, Chulalongkorn University. The paper was about the study and management of tourism in Amphawa community through the concept of sustainable tourism to avoid destroying various values of its natural and cultural environment and to conserve traditional Amphawa lifestyles.³ The objective of this study was to evaluate the value of cultural resources presented in Amphawa such as traditional architecture, local farmers, environment, the canal and river, and the lasting history of the floating market. There are many cultural practices and natural heritage aspects in Amphawa that are outstanding and unique having social, historic, and scientific value. These tell

the story of Amphawa's history, and the evolution of the community from past up to the present. As a result, the project encouraged stakeholders of these heritages to realize its value and able to use it in sustainable way. After the achievement of this project, the sustainable tourism management would provide the satisfactions of every organization, which are concerned about Amphawa in aspects of managing natural and cultural resources. Good management practices can conserve this cultural heritage, and highlight the origins of Amphawa to tourists and local people who depend on this cultural heritage for their livelihood.¹²

2.4.3 Saving the Spirits of Amphawa Project

The Thailand Cultural Environment Project (TCEP) was established through the cooperation of the Municipality of Amphawa, the Faculty of Architecture, Chulalongkorn University, the Chaipattana Foundation and the Province of Samut Songkhram, due to the reason that Amphawa is the center of cultural tourism in Samut Songkhram.¹³ The significant studies under the TCEP included cultural heritage surveys, increasing awareness of, and demonstration of heritage building conservation processes and providing financial support to the restoration of 17 wooden houses along the Amphawa canal.¹³

The important role of TCEP was to improve the physical aspects of the community to be more interesting and attractive. The result of restoration of old wooden houses on the Amphawa Canal not only contributed to their conservation but also served to inject interest from tourism, resulting in economic benefits. Most of the participating house owners in the conservation project had renovated their houses to serve as local shops, and to provide homestay accommodation to accommodate this project. The successful implementation of TCEP benefited the Amphawa community in the following ways:

- Economic impact: Amphawa Floating Market generated additional income per household. Also, part of the incomes came from the renovation of local people's houses that made the atmosphere more attractive to tourists. People can sell their products on weekdays outside their community and gain more income at the floating market during the weekend.
- Social impact: After the completion of TCEP and the renovation of the floating market, there has been an increase in the number of tourists from 25,000 to be more than 250,000 in three years since 2005.⁸ Another impact is that on the family unit: people of younger generations stayed in their local home to help parents and family members run small businesses based on catering, crafts or local homestays.
- Cultural impact: Traditional activities related to life on the canals such as boat racing, food offering to monks, traveling by boat, religious ceremonies and activities in many temples, food and dessert festivals have grown in popularity, which benefits tourism and allowing the cultural identity of Amphawa to be retained for future generations.¹³

2.5 Local stores around Amphawa community

The following are examples of local stores at Amphawa that have embraced the concept of sufficiency economy in the running of their business.

2.5.1 Ruen Mai Hom (เรือนไม้หอม)

Ruen Mai Hom is a local store that sells local handmade products such shampoo, soap, and tea. They apply sufficiency economy through using local herbs and materials which they either planted by themselves or brought from the neighboring areas to make their products. The

store also hires local people to help in the production, thus giving them the opportunity to work and obtain income to support themselves. The strong selling point of the store is the products' quality. Products were initially sold at the local market, with advertising based on 'word of mouth'. They believed that before they could expand their business (exports or selling at other non-local markets), they should have a strong, firm community presence. The best selling products are Indian Mash Fleabane Green Tea and their locally made herbal inhalant. Khun Butr, the business owner, (in Figure 8) in an interview highlighted the need to set up a booth at any event both in Samut Songkhram area and other provinces to introduce her products to more customers, and become better known to people outside the Amphawa region.



Figure 8 Group picture with Khun Butr, the business owner of Ruen Mai Hom

2.5.2 Handicraft in Basketry/Weaving from Coconut Leaves

The handicraft in basketry/weaving from coconut leaves group started the community business in 2001 and it employs 5-6 workers, who are each aged over 50 years old. Not everyone

can endure this weaving job; only those people who love to weave and have lots of patience can do this work. These are some basic steps of weaving coconut leaves. Coconut leaves are cleaned and classified into different sizes. Next, the coconut leaves are weaved into the desired shape, which is the step that requires expert knowledge and training (Figure 9). Then, the product is sun-dried to protect it from having mould or fungus. Lastly, the product is coated with lacquer to give it strength and make it long-lasting.¹⁴ Besides weaving basket from coconut leaves, they also make the traditional Thai dessert called Ja-Mong-kut. One of the things that they need is new designs for creating new products. Moreover for customer's safety, the use of lacquer should be prohibited and they are finding other natural coatings. Regardless of this issue, the group makes products using the resources around them efficiently, together with conserving traditional practices (Appendix C).



Figure 9 Demonstration from experts of how to weave coconut leaves into a hat

2.5.3 Khun Dang's Preserved Fruits

This is a small community business that was started by Khun Dang, with preserved lime being her first product. Many fruits or herbs can be preserved to prevent wastage, and to make other foods such as snacks. An example is turning a bitter herb like guduchi (Boraphet) into a sweet snack. Firstly, the stems of this herbaceous vine are sliced into small pieces and the outer bark removed as shown in Figure 10. Next, it is soaked overnight in saline water with dissolving alum. Changing the saline water daily removes the bitterness. After taking out the inner part it is washed and soaked in calcium chloride solution overnight before boiling. The herb is then boiled in sugar syrup daily for 15 days (Appendix D).



Figure 10 The first step of making preserved guduchi

2.5.4 La-Ong Silp Thai Art Gallery

This art gallery contained shirts with Thai prints, paintings, postcards, and other products for sale. In an interview with the owner of this art gallery, Kru Aor, he said that the problem that he is facing is that less people want to come to study art, and he fears that knowledge of art in

Amphawa may be lost with time. His principle is doing things for happiness not for what he can get in return. He does not make his art business as a mass production to gain a lot of profit but a product that is sufficient that he can make a living out of it. Kru Aor suggested that in order to make cultural connections there needs to be a consensus with decisions, and involvement from the entire community. In his free time, he also helps with gardening at the Chaipattananurak Foundation (Appendix E).

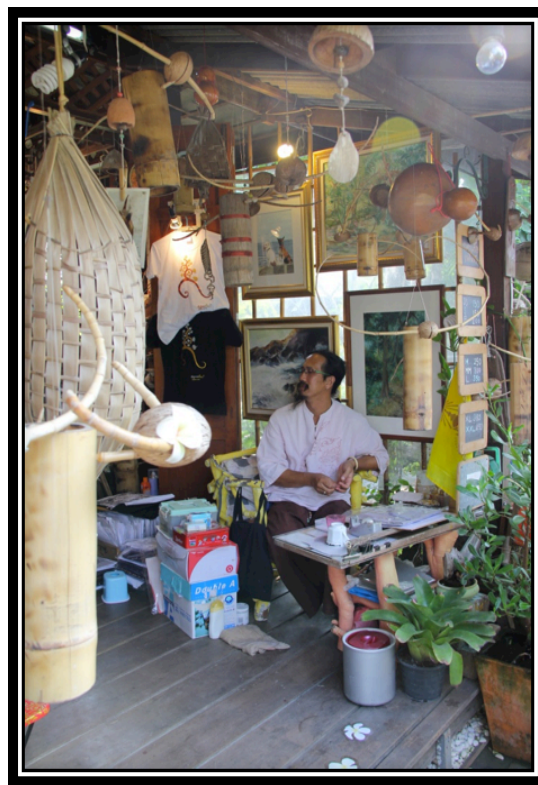


Figure 11 Kru Aor at his favorite painting spot at La-Ong Silp's Thai Art Gallery

2.6 Types of Promotional Media

2.6.1 Video

Nowadays video has become a popular medium for many tourism companies to promote attractions. Because video is a more interactive medium than written content, it is considered as an effective marketing tool. There are numerous benefits to using video as a promotional tool. Firstly, it can reach a large target audience as most people would prefer to watch video rather than reading text. Posting the video online would also disseminate the information. Secondly, video promotion can be innovative, through visual demonstration and explanation of concepts. In addition, video can also be more personal, providing a way to interact with the audience. Thirdly, video promotion increases brand recognition by giving a good impression and allows the audience to recognize and remember the attractions better than other media.

Despite the advantages, using video for promotion also has its drawbacks. These include preparation and editing time, including script writing to ensure a professional presentation. In addition, video might not be suitable for all topics such as extensive articles or detailed research that may be better presented in textual format. Lastly, some people may prefer to access information in textual form because it allows them to scan through the content, and filter out the desired information.¹⁵

2.6.2 Brochure

Brochures are very important for businesses or organizations because they make people understand more about purposes or scope of work. In the context of Amphawa, a brochure can be used to highlight key information, places and features. They usually consist of detailed version of

the places that combine graphics with textual content to make each different place as attractive as possible. In addition, brochures also serve as a media, which can be used to interact with target customers and attract potential customers' attention. In order to grab the attention of the target customers, the brochure design should have an interesting look with clear images and colors, enhancing its attractiveness.

The factors that should be taken into account to ensure a brochure is successful and truly serves its objective include firstly a clearly stated purpose or message that the owner wants to convey to the target customers. Secondly, a good brochure must have an eye-catching and striking headline with clear wording in order to attract the reader's attention. Moreover, the layout should be clear, and content should be precise, brief and easy to read and understand. A good brochure should also consist of varieties of colors to make it noticeable and appealing. Important information that should be included is information about the different places, maps, and most importantly the contact information.¹⁶

2.6.3 Guidebook

Guidebooks generally have the advantage of containing more information than brochures. Because of this, people often perceive them as a more reliable information source compared to others. On the other hand, guidebooks can be big, heavy, and expensive. Also, while guidebooks are useful to travel enthusiasts, they may not be suitable for many people who visit a place only once. Moreover, the research involved in making a guidebook is also very intense, requiring a lot of time, money and effort.¹⁷

2.6.4 Website/ Social media

Websites can be used to good effect for communicating with target customers and reaching a large target audience. A good website must provide information that is concise, clear, not too complicated and up to date. Websites possesses many advantages including low production cost and ability to reach large numbers of people, especially young generation anywhere in the world. Additionally, website content can be linked to different websites and constantly updated.

Despite the many advantages, the use of websites for promotion also has drawbacks including high number of competitors and potential limited audience focus (younger generation) The sheer number of websites can be overwhelming for people, often making finding the right information harder.¹⁸

2.7 Map Guidelines

A well constructed map is an effective way to convey information to readers and at the same time enlighten, convince or persuade them. A good map should be clear, reflect the territory structure, and provide sufficient information to the users. In order to create a good map, the first thing that needs to be considered is the goal of the map, in other words, what the reader would gain from the map. Identifying the target reader is a key issue for successful map design. The cartographer should have a general idea about the reader's background to determine appropriate content and subject matter. Another thing that should be taken into account is the availability of data. Cartographers should ensure that they have enough information in hand before creating a map to ensure accuracy and completeness. It is also important to consider how much time to

invest in a project to decide an appropriate scale for the map so that it could be finished within a given time.¹⁹

The following common features should be included in a map:

1. A clear title
2. A reference direction which is shown by an arrow or compass rose
3. The date when the map was made
4. Name of author(s)
5. The key definition of the map's symbols
6. A scale showing the relationship of map distance to actual distance
7. A clear border separating text from the edges of the map
8. An index showing a list of places in the map in alphabetical order

CHAPTER III: METHODOLOGY

The goal of this project was to introduce people to the historic origins of Amphawa and promote sustainable development through designing a cultural travel program. Sustainable development would allow people to be able to depend on themselves, appreciate the value of their traditions and cultures and be able to transfer this knowledge through different generations. In order to achieve these goals, the following research objectives were developed:

1. Obtain an understanding of the history and the significance of historic sites at Amphawa
2. Develop an understanding of the local geography and identify the places for inclusion in the travel program, and their locations
3. Involve the community in the development of the cultural travel program through evaluating the locals' perception towards places that should be included in the travel program
4. Find the best media type to promote the cultural travel program

This chapter outlines steps that needed to be taken in order to achieve these objectives. Qualitative research was used because it allowed us to obtain information related to people's perspectives, opinions and behavior. Research instruments included interviews, observations, site assessments and reviews of related secondary data sources.

3.1 Research Design and Data Collection

As shown in Figure 12, the research started with defining the scope of the study through the establishment of clear, realistic goals and objectives. This was followed by a review of literature and related documents, which provided the necessary background such as the history of

Amphawa Chaipattananurak Foundation, King Rama II Memorial Park, and other places of historic or cultural significance in Amphawa. After obtaining a broad overview, a meeting with representatives from Amphawa Chaipattananurak and local store owners suggested by our sponsor was organized in order to obtain a local perspective about life in Amphawa, the history and culture of the town, and issues and problems of importance to the community. The information from this visit provided the scope and framework of the project, and provided an opportunity for the sponsor and local community representatives to present their views and expectations for the research. Further information was also obtained through a qualitative approach, including in-depth interviews with tourists and locals along with direct observations and site assessments. The interview technique our group used was based on a standardized, open-ended interview where the same open-ended questions were asked to all interviewees. The purpose of the interviews was to measure and highlight the differences in opinions of both locals and tourists. Through interviews and observations, the team was able to gauge personal feelings, perceptions and attitudes of tourists as well as those of the locals regarding the travel programs, their way of life, traditions, events, and information regarding prominent places to visit in Amphawa. All the interviews were conducted in Thai for convenience. The interviews were also recorded to ensure all the data could be translated into English. Convenience sampling or non-random sampling was used for selecting tourists for interview because it is an easy and fast way to obtain general impressions and quick responses from interviewees, since we can go and directly asked anyone for an interview. Snowball sampling, where we found people for interviews through recommendations from sponsors and related people, was also used to obtain more specific information such as reasons that people come to Amphawa. After collating the

information, analysis provided a set of priority key objectives, which were agreed by the sponsor and team as the basis for the project.

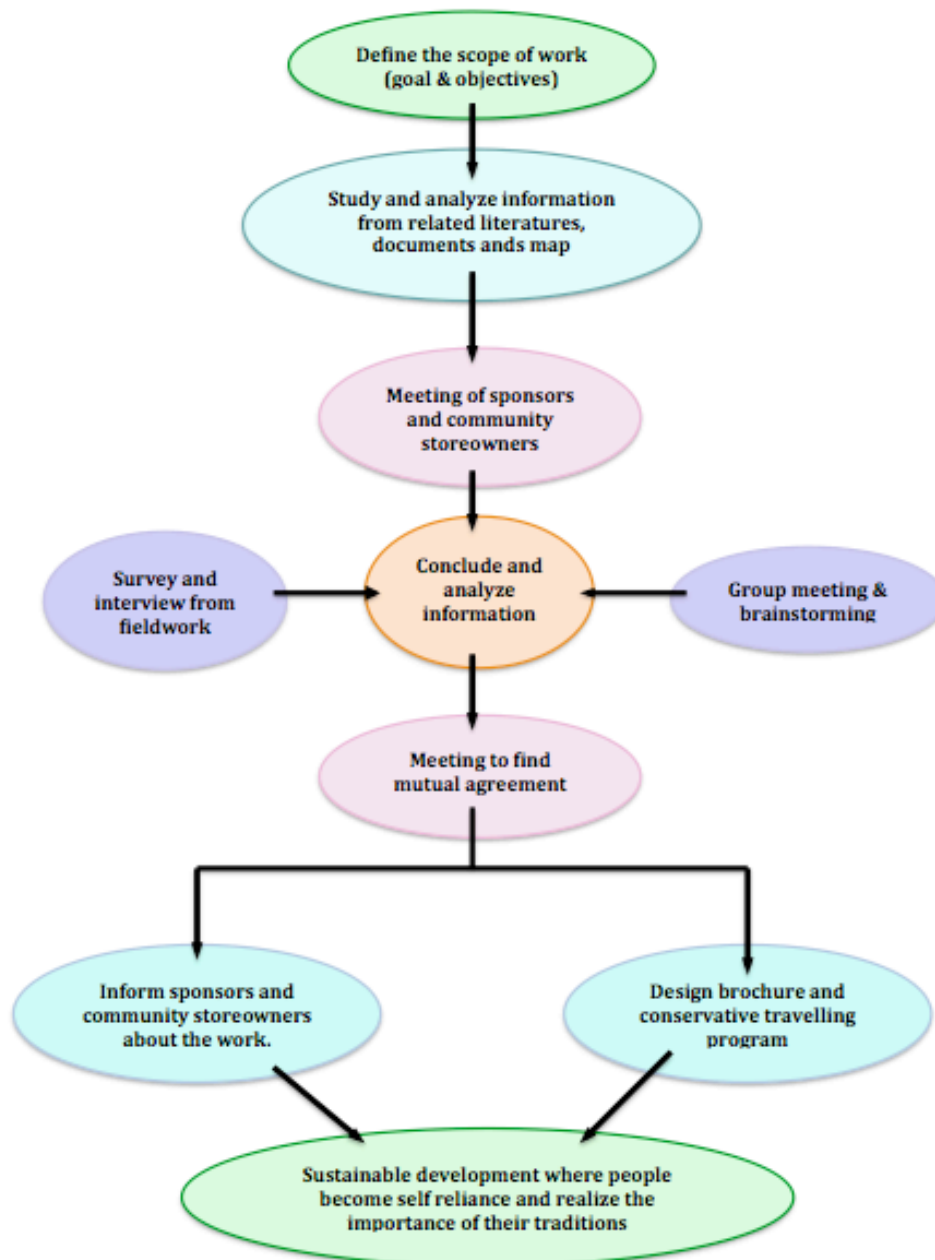


Figure 12 Flowchart summarizing the project design, highlighting information gathering and identification of key objectives

3.1.1 Develop an understanding of the history and the significance of historic sites in Amphawa

To obtain an initial picture of the history and significance of historic sites in Amphawa, data was obtained mainly from secondary data sources such as travel books, local (Amphawa or Samut Songkhram) documents, posters, brochures, TV, radio, Internet sites, and other related literature. Visits to the actual sites were another way to obtain more data, and were opportunities to observe the environment and way of life of the local people.

This objective was important because it created a strong foundation or baseline for the continuation of our research. Since our project was related to the conservation of cultural heritage, understanding the history would allow us to specify how we should proceed and assist with selecting the places that needed to be highlighted for conservation. By knowing the basics, we would be able to build on and explore specific themes for our research, such as the development of the travel program.

3.1.2 Gain an understanding of the local geography and identify places for inclusion in the travel program

This objective was important for achieving the goal because once we understood the local geography and where key places of historic or cultural significance are in relation to the layout of Amphawa, we could then prioritize sites for inclusion in the travelling program, and devise easy and convenient routes for tourists. Using this data to create a map would allow tourists and visitors to maximize their Amphawa experience and obtain a better understanding of the true nature, meanings and culture of Amphawa.

Data relating to the geography of Amphawa was first collected from secondary sources which are internet sites and travel books, where maps of the local areas could be obtained. Additionally, direct observations and site assessments of the local areas to confirm the location of important places was also conducted. This was done by walking around the floating market area as well as visitations to local stores around Amphawa. Photographs of each place, its location and of signage directing visitors towards these locations were also taken as part of the data collection process.

In addition, we created a list with rankings of places for inclusion in the travel program. The list gave us a general idea on the most important places in Amphawa and what we should include in the travel programs, thus making the process of final decision making faster and easier. For each community store, we asked about, and observed their production process to give us a better understanding on the products and things that we should promote for the stores. Furthermore, in-depth interviews with locals and tourists were also conducted to obtain more information regarding people's ideas towards different attractions. The following are questions that were asked in the interview:

- What is the first thing that comes to your mind when thinking about Amphawa?
- What are the places that you plan to visit at Amphawa?
- How much do you know about Amphawa?
- What places do you recommend people should go to when coming to Amphawa?

After all information was collected and analyzed, the ranking of each place was done to create a list of key places for inclusion in the travel program.

3.1.3 To involve the community in the development of the cultural travel program through evaluating the locals' perception towards places that should be included in the program

In order to conserve the true identity of Amphawa, there needed to be consensus from the community in what cultural heritage needed to be conserved, and how the local people could participate in achieving this. The people needed to explain their ideas and views, and we needed to explain our understanding and strategy to conserve places through this tourism program.

Gathering information included conducting interviews with local people. These included local storeowners that were recommended to us by the sponsors and locals who live along the floating market area. We needed to understand the relationship between the life of local people and cultural heritage, and their views on the impact of tourism on the local community. It was also important for us to ascertain what the local people did for a living, how they derived income, and how these relate to Amphawa's cultural heritage and tourism industry. To conserve the cultural heritage is to ensure that the identity of Amphawa is retained, and the significance of local culture and tradition is kept over the generations. As part of our fieldwork in Amphawa, interviews with local people enabled us to better understand their values and concerns. The following questions are indicative of the questions we asked the local people:

- What are changes from the past to the present?
- How do these changes affect your community?
- What do you want to conserve in Amphawa?
- What are the improvements that you want to see in Amphawa?
- What problems are you facing?
- What do you want from this cultural travel program?

3.1.4 Find the best media type to promote the cultural travel programs

Choosing the correct type of promotion media was crucial to promoting Amphawa as a culturally and historically significant town. This information was found in secondary sources such as books, Internet, and other related literature. Using this information, we were able to evaluate the advantages and disadvantages of each media type and came up with the most effective media options to best portray Amphawa as a place of historical, and cultural significance.

3.2 Data Analysis

At the conclusion of our project, we had completed two site visitations. The first visit involved the meeting with the sponsor at Amphawa Chaipattananurak and local stores to obtain a general overview of the needs and problems the local people face. The second visit included a short-term stay in the Amphawa community to survey the area, and collect data about the personal experiences of the lives of Amphawa people. Data collected from the fieldwork was in form of written notes, voice recorded interviews, and photographs. SWOT analysis was used to evaluate the strength, weakness, opportunities and threats of each media type to evaluate their effectiveness as promotion tools, with the results enabling us to make choices on the most appropriate media for promotion of Amphawa as a cultural tourist destination. The results of the SWOT analysis are summarized in the following Results section.

3.3 Data Output

At the end of data analysis, we decided that brochure was the most suitable media for our research because it can be done within the limit time, easy to make and distribute as well as able

to obtain the feedbacks directly from our target audience. The obtained data from the interviews and observation were used to make brochures and maps, which provided information regarding Amphawa and the cultural trips.

- Brochure

From the results of the SWOT analysis, the brochure showed the most advantages and potential when compared to other media types. Thus, the brochure was selected as the most appropriate media type to communicate the benefits of Amphawa to the tourists. The efficient use of promotional media will help tourists to understand the significance of culture and heritage in Amphawa, and what makes Amphawa a unique place in Thailand. Nowadays, brochures and information packets are a requirement for many types of businesses or organizations to promote their products and services. For this reason, the brochure fits with our own goals and objectives. First, creating the brochure will create credibility to Amphawa Chaipattananurak, outlining plans and programs for tourists. It also summarizes the key messages and points that tourists need to know about Amphawa in a form that they can refer to, and read at their leisure. This brochure will be a handy way to inform visitors to Amphawa about essential places to see and visit, their background history and significance and a route showing how to get to them.

The contents of the brochure include the history of Amphawa Chaipattananurak, King Rama II Memorial Park, and the Floating Market, with photos of these attractions for easy recognition. Important community stores are represented, including a description of their history and merchandise, with a summary of their main or best selling products including activities that visitors can enjoy when they visit each store. A brief introduction regarding sufficiency economy and how each store practices this concept in the running of their business is also included. The brochures that we provided were in both Thai and English versions in a form of modern-Thai

style which is brown color to give vintage style to attract and inform both Thai, and foreign tourists. The contact details of all places included within the travel program were included for easy reference. The brochure will be distributed at the Amphawa Information center, and at the Chaipattana Foundation in Bangkok. Moreover, we will ask the Chaipattana Foundation to distribute the brochure at each local store.

- Cultural travel planning guide

One and two day cultural travel trips were planned as options for tourists interested in historical and cultural tourism to enjoy travelling in Amphawa and nearby areas, and learn about the traditional way of life and history of the area. Places and activities were listed with recommended time durations, so that tourists can flexibly choose places of interest to fit their schedule and preference. The trip planning guide was provided in the brochure and will be added to the website of Amphawa Chaipattananurak.

- Map

In order to provide the best experience for visitors to Amphawa, maps can help tourists find the places they want to go as well as showing a clear and convenience route for them to follow. The map included the location of Amphawa Chaipattananurak, the King Rama II Memorial Park and other community shops/places which practice sustainability economy and promote locally made goods and traditional culture. The map was developed in a form of cartoon, with colorful symbols so that it can attract people of all age groups. This form of map will give uniqueness and have its own identity.

3.4 Summary

We decided to create a cultural travel program in order to promote the true identity of Amphawa, through connecting important sites such as Amphawa floating market, Amphawa Chaipattananurak, King Rama II Memorial Park, and community shops. Promoting the unique history and culture of Amphawa will ensure that visitors understand and appreciate the true identity of Amphawa, and ensure knowledge of cultural and historical practices is maintained for future generations. This will benefit local people who can appreciate the value of their history and traditions, and use this knowledge to develop a sustainable tourist industry to benefit the local community.

CHAPTER IV: RESULTS & ANALYSIS

Through the combination of several research methods such as site assessment, observations and interviews, our group was able to clarify the goals, and obtain a better understanding on the overall direction of our project. Through this, we were then able to determine the solutions and meet the sponsor's requirements which were to introduce people to the origin of Amphawa and promote sustainable development so people could become self-reliant.

In order to achieve the goal, the team developed four important objectives as follows:

1. Obtain an understanding of the history and the significance of historic sites at Amphawa
2. Develop an understanding of the local geography and identify the places for inclusion in the travel program, and their locations
3. Involve the community in the development of the cultural travel program through evaluating the locals' perception towards places that should be included in the program
4. Find best media type to promote the cultural travel programs

This chapter describes the findings that our group obtained according to each objective as well as how our group adapted this information to help achieve the goal of our project.

4.1 Obtain an understanding of the history and the significance of the historic sites at Amphawa

‘In order to make the future happen, we should respect the past and know what is enough, essential, and repairable.’ (quote from Mr. Daniel Meiner, Bangkok Vanguards group). Through our interviews and observations at Amphawa, we were able to see how this quote played a significant role in helping us realize the importance of history to people’s lives. From the historical point of view, Amphawa has many places which have important historical value to the royal Chakri dynasty of Thailand. Amphawa was the location of Queen Amarin’s house and the birthplace of King Rama II. In other words, this area can also be considered as part of the origin of the Chakri dynasty. There are also ancient historical places which played important roles in the early Chakri dynasty such as, King Rama II Memorial Park, temples, and a military camp. These places from the past still remain in good condition, reflecting their original characteristics. Among these places, King Rama II Memorial Park is considered one of the most important places in Amphawa because it marked the birthplace of King Rama II and houses the residence of his grandmother. Tourists can come and learn about the history of King Rama II, his achievements in term of arts and literature and also see the architecture of that era. Another important place is Phummarinkuleetong temple which was originally the house of the first queen of the Chakri dynasty and the birthplace of King Rama II. This temple has a large prang that contains relics of King Rama II, with a statue of King Rama II in front in order that visitors can pay their respects to the King.

Apart from these important places, in the floating market area, tourists can also see the old houses built in the style that resembles those of the past. Houses along the canal show the identity and uniqueness of Amphawa’s architecture, and relate evolution of Amphawa area from

the past up to the present. These houses are important historical evidence and also have architectural value for study and should be conserved for the future generations.²⁰

In terms of people's way of life, we can also see how they are influenced by history and how the canal influenced their lives. In the past, people's lives depended mainly on the canal which was the main commercial center that attracted people from the surrounding area for trade. Important practices and cultures such as morning food offering to monks along the canal can still be seen nowadays.²¹

From our interviews and observations, we were able to point out changes from the past until now which could bring negative impacts to Amphawa and the local people. These changes are summarized in Table 1. For example, in the past, the canal played a major part in the daily lives of the inhabitants because it was the center where people from different areas came and traded their agricultural products. Nowadays, people still make a living through the use of the canal however most of the stores are now owned by people from other areas rather than locals. A large number of locals decided to sell their business and moved out while some were forced to move out for economic benefits. Moreover, many products sold along the canal are no longer local products: they are mostly fashion products so therefore, locals no longer gain the benefits from these changes and tourists will not be able to truly experience the origin of Amphawa.²²

Table 1 Major changes in Amphawa from past to present

DESCRIPTIONS	
Stores	Local stores are replaced by pubs, bars and restaurants.
Products	Locally made products are replaced by fashion products.
People	Locals sold their businesses and moved to different areas.
Transportation	Motorboats have replaced the use of row boats and more roads have been built Amphawa.
Environment	Peaceful and green environment has been replaced by noise from motorboats, music from restaurants, and the sound of people shouting.
Canal	Clean and clear canals have become dirty and polluted canals because of the waste from tourists.
Packaging	Foam has replaced the use of natural packaging such as banana leaves.

As part of our interviews with the tourists, we asked them about reasons for their visit to Amphawa, and these are summarized Figure 13. We determined that the main reasons for their visit were the floating market, to experience new foods and because Amphawa is close to Bangkok. Approximately 15 percent of the answers were related to Thai culture and history which made us realize how people have very little knowledge regarding the importance of Thai history and traditions. Thus the importance of our project was to find a way to make people understand the values and realize the significance of the old practices and cultures, and motivate them to participate in conserving these things.

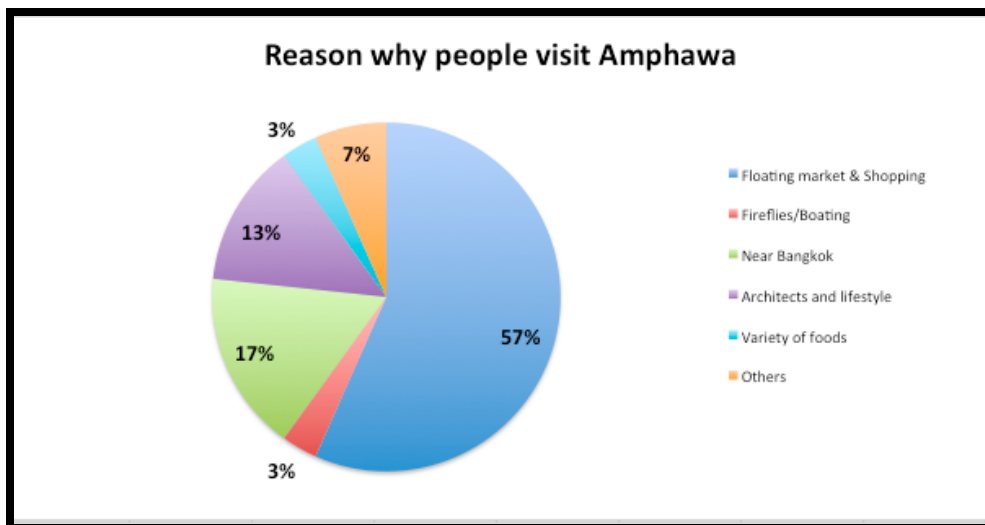


Figure 13 The Pie chart summarizing major reasons why people visit Amphawa

In conclusion, historical places in Amphawa are very important, as they possess cultural, architectural, and aesthetic significance both to the locals and tourists. Furthermore, the locals' way of life that depends on the canal has not changed much and people still keep their own identity and the environment the same. There are no high buildings, supermarkets or factories and traditional architectures can still be seen, and the canal is still the center of traditional life and lifestyle in the town. Culture and identity have made Amphawa a place worthy for conservation and potential place for visitors and tourists to learn about Thai history. Therefore, it is vital that culture and traditional ways of life are retained and conserved by the local community.²³

4.2 Develop an understanding of the local geography and identify the places for inclusion in the travel program, and their location

4.2.1 Developing maps for inclusion in the brochures

At the beginning of the project, the sponsor indicated that finding the connection of three key places in Amphawa, the floating market, Amphawa Chaipattananurak Foundation, and King Rama II Memorial Park was crucial to the success of the project. After discussion with the sponsor, we set up an objective to develop an understanding of the local geography and identify places for inclusion in the travel program. From this objective, we decided to create a map as an output. In order to achieve this, we found the information from the secondary data such as websites and guidebooks in order to locate the position of each potential place.²⁴

First, we focused on the route from Bangkok to Amphawa, using Google Map to obtain the exact location of Amphawa and the directions to each place as shown in Figure 14. Outlining this route helped us to scope the location of each potential place with respect to each other. Ruen Mai Hom, a local cosmetic store which uses local herbs to make products, is not in the same area as other stores so another map was required to pinpoint this place as shown in Figure 15.

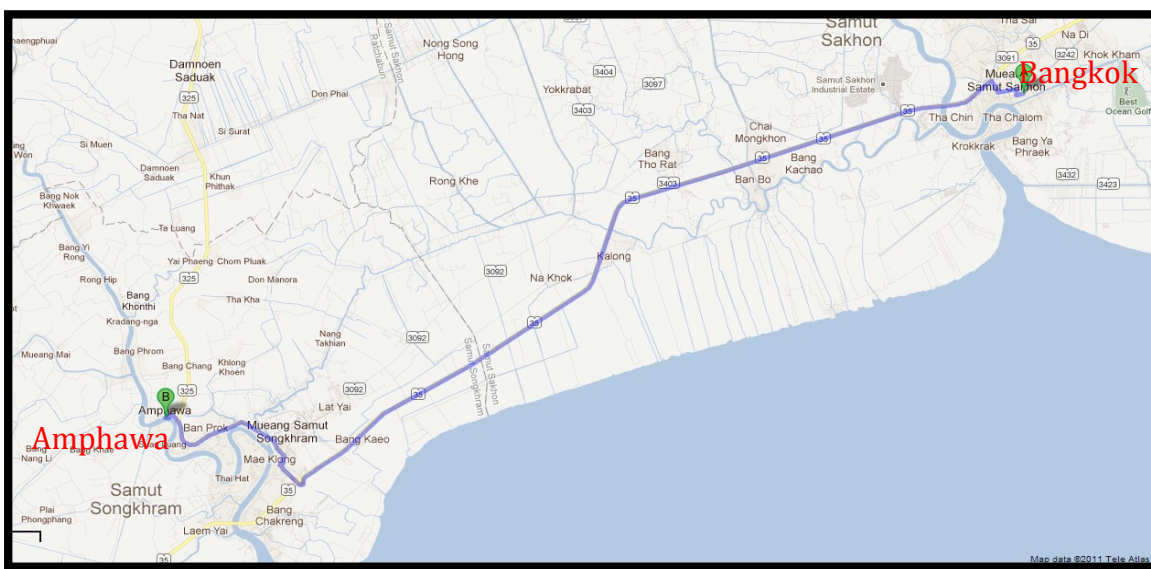


Figure 14 The route from Bangkok to Amphawa as shown by Google Map

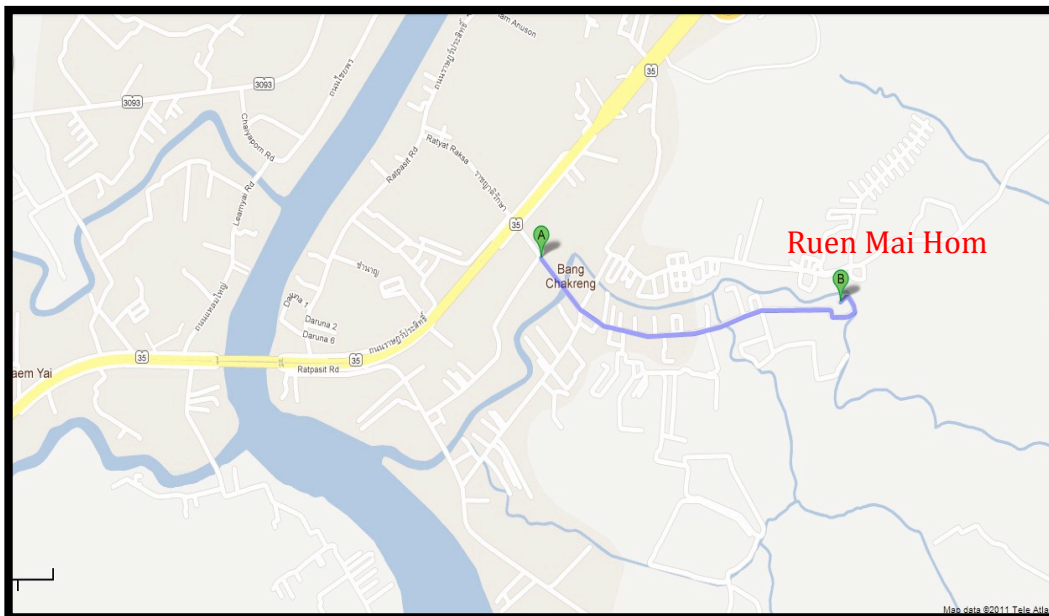


Figure 15 The location of Ruen Mai Hom with respect to Amphawa.

After that, we went to ask for some advice from our advisor about the map and we had a discussion about the form, color, template, style and information that we would incorporate into the map. We then decided to create a map in a formal style showing the basic route and identifying each potential place on the map. Our map was similar to the diagram shown in Figure 16, by having arrows which lead to different potential places and specify each place along the river. The map content was also needed to be translated into English to cater for foreign tourists. However, we felt that the formal style was not attractive and outstanding enough even though it was very clear and easy to understand. So, we had agreed to brainstorm again to make a final decision on the map.

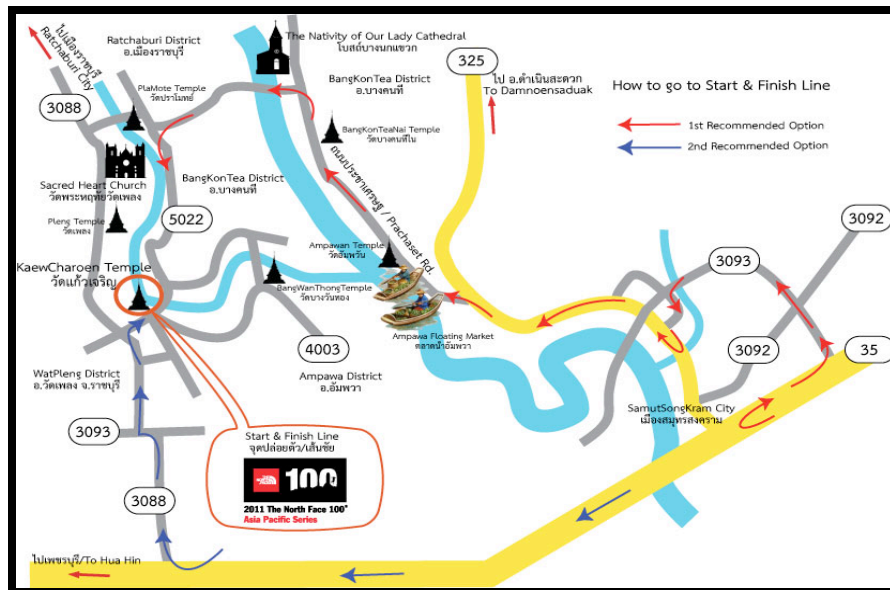


Figure 16 Formal maps as an example but still it needed to be translated into an English version³²

At Amphawa, we went to visit every potential place and interviewed the owners to find helpful information. After that we discussed again about the style of the map and one great idea came up. For every place that we recommend in a map, we used different symbols in the form of a cartoon to represent each store in order to make our map become more attractive and eye-catching. For example on the location of Khun Dang Preserved Fruit, we used a picture of fruit in a jar to represent the store. For the color of the map, we decided to create it using a colorful theme to make it more attractive for the tourists since most of the tourists in Amphawa are teenagers. In order to connect these potential places, we wanted to come up with the best route which would be convenient to the tourists and represent them in the way which would be easy for tourists to follow. We believed that a map in a form of colorful cartoons would be easy to understand for adults, and also appealing to children. This final map was added to the brochure beside the information of each place, in both the English and Thai version. Figure 17 shows a representative map which greatly influenced and inspired the design of our final map.³³ Eventually, the final version of our map was created in a brownish color to emphasize the retro

atmosphere along the floating market at Amphawa. The symbols for each of the places were depicted in cartoon style as shown in Figure 18.

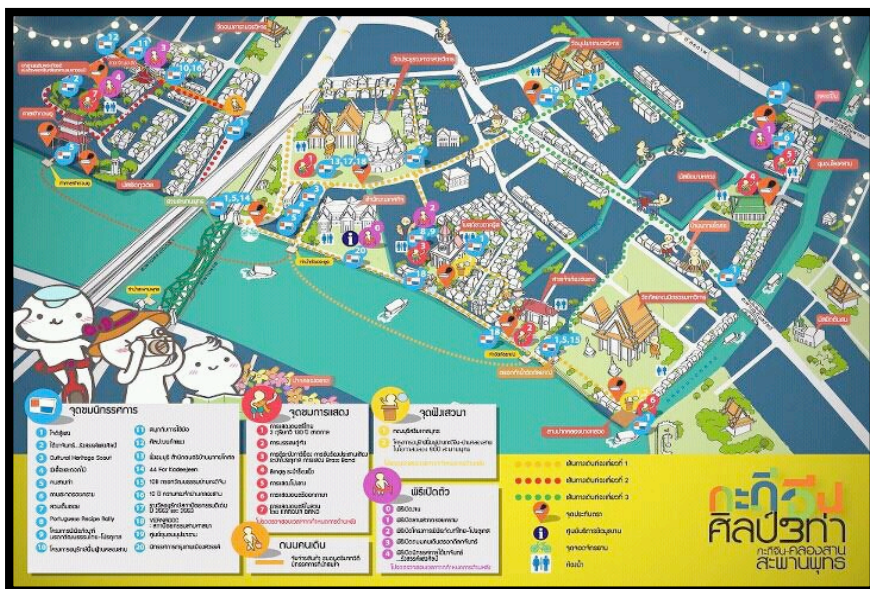


Figure 17 shows a cartoon map which greatly influenced the idea of our map. It is easy to understand as well as being interesting³³



Figure 18 A part of final version of the map showing the route in the Amphawa Floating Market area.

4.2.2 Places to be included in the brochure

In order to select the places to be included in our travel program, we used secondary data to search for the most attractive and relevant places in Amphawa. The following is the first list of potential places including those suggested in discussions with the sponsor.²⁵

- Amphawa Chaipattananurak
- Amphawa Floating Market
- King Rama II Memorial Park
- Ruen Mai Hom
- Khun Dang Preserved Fruits
- Handicraft in Basketry/Weaving from Coconut Leaves
- La-Ong Silp Thai Art Gallery

Additional Places from Interviews and Field Work Observations

Through interviews with the local people, we obtained their recommendations for other important places for inclusion in the program. “Phummarinkuleetong temple is very famous for its historical background as well as a very accurate horoscope” (said by Srimala shopowner in the floating market) (Appendix J). As part of our fieldwork, we visited this temple. Besides the temple itself, there is also a Thai traditional house on-site which has an interesting historical background which is what we were told by the local people. From our visit and interviews, we feel that adding this location into our travel program can add more activities for the tourist to enjoy and also give them an additional opportunity to learn more about the culture of Thailand.

Samaan Trading, a local coffee shop and bakery, was also suggested by one of the foundation staff. They mentioned that Samaan Trading has been situated on the banks of this canal for many years and the taste of their coffee was unique (Appendix A). After visiting the

store and interviewing the owners, we also agreed that the originality and uniqueness of a local store would benefit its inclusion in the program.

Hengki Chinese Bakery was also suggested by one of the foundation staff, as the store has existed for more than 40 years (Appendix A). From our observation, the store architecture and decorations are in the traditional style and reflect the heritage of Amphawa. We have also included this store into our travel program so that tourists can experience this, and reflect on the history and way of life in past times.

From the tourists' point of view, the place that they want to visit the most is the floating market where they can enjoy eating varieties of food and traditional desserts. They also mentioned about the atmosphere of the market, reflecting the old architectural style of the town. Other than strolling along the banks of the floating market canal, tourists are also able to enjoy other activities such as boat rides for sightseeing, or watching the fire flies at night or relaxing at restaurant along the Amphawa canal (Appendix J).

Ranking

From the information we received, we ranked the places in order of their priority to emphasize in our brochure. The sponsor recommended the top seven places for their historical and cultural significance. We included the temple at number 8 because the group feels that it is a place that plays an important part in people's lives, even from past times up until today. It is the type of place where the old way of life merges with the modern life of people in Amphawa. Ranks number nine and ten are stores that we do not neglect or put less importance to, except that they are better known to many tourists so need less promotion compared to other places.

Final List and Ranking of Potential Places:

1. Amphawa Chaipattananurak

2. Amphawa Floating Market
3. King Rama II Memorial Park
4. Ruen Mai Hom
5. Khun Dang Preserved Fruits
6. Handicraft in Basketry/Weaving from Coconut Leaves
7. La-Ong Silp Art Gallery
8. Phummarinkuleetong temple
9. Samaan Trading
10. Hengki Chinese Bakery

4.3 To involve the community in the development of the cultural travel program through evaluating the locals' perception towards places that should be included in the program

In the first part of the project, we had the opportunity to meet with our sponsor at Amphawa where they introduced us to some of the local stores in the Amphawa area, such as Ruen Mai Hom, Handicrafts in Basketry/Weaving from Coconut Leaves and a Preserved Fruits store. This project aims to promote community based tourism, with local people taking an active role in the cultural travel program. The program will benefit the community as local people will gain more income, and learn to be more self-reliant. A prosperous local community would help to ensure culture and practices are retained, with local people staying in Amphawa. The second advantage is that local people can publicize the culture, tradition and local knowledge to both Thai and foreign people, and appreciate the value of their culture and traditions. In order to conserve the local knowledge and cultural heritage of Amphawa, we had to engage with local people by conducting fieldwork in the community. This allowed us to understand their problems

and needs, and obtain valuable insights and opinions to assist us to achieve our objectives and goals.

Understanding the relationship between the daily lives of local people and the cultural heritage of Amphawa are the important things to conserve the local community knowledge. To gain an insight of the impact of history and culture on local people, we interviewed the owners of several local businesses, Ruen Mai Hom (K.Butr), handicraft in basketry/weaving from coconut leaves (K.Pae), preserved fruit (K.Dang) and Amphawa Chaipattananurak Foundation (K.Nui).

Ruen Mai Hom is a local store that sells handmade products such as shampoo, soap, or tea. K. Butr wanted us to highlight the benefits of these products, and the process of making the tea. A key point is the fact that she uses local herbs and non-chemical ingredients in her production process. Her business is well known in the community where more than 50% of her customers are local people. Moreover, K.Butr also applied the philosophy of the sufficiency economy by using local herbs, which are grown around the Amphawa community as the main ingredients for her products. She also employed local workers as a means to support the local community. She said that she does not use big machinery for making her products, as she would rather employ local people to run her business. To incorporate the local businesses into our travel program, we asked K.Butr to schedule a demonstration for our travel program. Tourists are also able to participate in the making of some products at her store in the 2nd week of every month. More information regarding the interview with K.Butr is shown in Appendix B.

Next, we interviewed K. Tae, the leader of the group which produces handicraft in basketry/weaving from coconut leaves. She agreed to arrange a scheduled time for tourists to come to her store and participate in the activities (preferably Tuesday and Wednesday). Tourists have to call her a few days in advance and make an appointment so that she can prepare the

ingredients and tools for them. Tourists can then participate in basketry making as well as learning how to make some of the Thai traditional desserts. The benefits that the owner expects to receive from our project include a better marketing strategy where there is a center to connect between the store and customers as well as more promotions regarding Thai traditional desserts. She also wanted us to find a way to conserve the irrigation system used in farming and also helped to keep Mae Klong River clean. Natural packaging was also an important part of her product that she would like to preserve because banana leaves also help the snacks smell more fragrant. Another thing that she needed was a new design for creating weaving products. For customer's safety, the use of lacquer should be prohibited. The more detailed interview can be found in Appendix C.

Thirdly, the interview with K. Dang told us that the advantage about tourism development is that there are a lot of tourists visiting Amphawa nowadays, and that they generate substantial income for the Amphawa community. However, she also told us that most of the business owners along the Amphawa Floating Market are not local anymore so the benefits of selling did not directly go into the community of Amphawa. In addition to that, she also hoped that someday the benefits can go back to the locals. She also wanted us to conserve the traditional way of life of the Amphawa people. She agreed to join our cultural program but tourists have to make an appointment in advance with her (1 or 2 days). They would be able to come to her shop and experience the fruit preserving process first hand. The full interview can be found in Appendix D.

Lastly, we interviewed Kru Aor, the owner of the Thai art gallery called La-Ong Silp. He told us that the tourists can come and try t-shirt painting at Kru Aor's store, as long as they call and make an appointment with him beforehand. He thought that Amphawa Floating Market

should be a place that sells only local products because nowadays most of the stores in Amphawa belong to non-local people. He felt that the locals are very talented but they just lack someone who can help them in the development and continuation of their products. Moreover, they also needed help in terms of marketing and also the packaging process. More details of the interview can be found in Appendix E.

In summary, shop owners talked about the changes in Amphawa from the past to the present and what they want to promote. Moreover, they were willing to demonstrate and give the information regarding the production process to the tourists. This demonstration will encourage tourists to visit the local community. Therefore, the owners not only show the production process but it is also another channel to promote their products. Moreover, we also set up a time that they preferred to demonstrate products in a trip planning guide (one-day, two-day trip) as shown in Figure 19. These are the best alternative ways to promote three potential places, local community products, local knowledge, tradition and culture. Our trip planning guide and map will be beneficial for the tourists in order to travel around Amphawa conveniently with all the useful information in hand.



Figure 19 A part of brochure where a one-day and two-day trips are included.

4.4 Find the best media type to promote the cultural travel programs

After gathering the secondary data on different promotional media options which included brochures, videos, guidebooks and websites,²⁶ our team was able to apply the SWOT analysis method for each promotional media as shown in Figure 20. As can be seen from the results, strengths included the positive attributes of the media, both tangible and intangible. Weaknesses, on the other hand, described the negative aspects or factors within control that might require improvements to give it a competitive advantage. In addition, external factors that could affect the choice of media of our choice would be categorized as either opportunities or threats.²⁷

To begin with, from our observations in Amphawa we found that because Amphawa is a small district and most people only know about the floating market, most of the tourists that come to Amphawa either come without looking for any further information or else do not

prepare for the trip beforehand. From this information, we have concluded that a guidebook, video and a website were not suitable for our style of promotion. The guidebook was eliminated because a thorough research and lot of information is required which would be very time consuming and therefore might not be suitable for our research. From our observation, we also realized that most tourists usually come to Amphawa without carrying too many items with them since the floating market area is very small and especially crowded on the weekends. As a result, it would be inconvenient for people to use their guidebook while walking around the market. Accordingly, we wanted to come up with something that would be small, easy to carry and convenient to look at. In addition, as Amphawa is already quite a famous place, most people already have a general idea on how it looks, therefore making a video probably wouldn't succeed in making the place more interesting because people already seem to have a good idea on what it looks like. Moreover, making a video also requires a lot of time and skill in editing thus it might not be appropriate for our research due to the limited time available to us. Another drawback about producing a video is that it would be difficult to distribute to people. If we were to give it to them in the form of CDs, they might not be interested in it and if we were to post it on a website, people may not be interested enough to spend a lot of time on watching it.²⁸

The brochure was chosen as the media option our group would use for the promotion of Amphawa because the main purpose of the brochure was to attract tourist's attention, which is similar to the goal of our project which is to introduce people to the historic origins of Amphawa. A brochure can be completed within the limited time and it is easy to distribute to the target audience. Moreover, a brochure can also be produced in different languages and designs thus attracting various groups and ages of tourists and also various ages of the target audience. Lastly, the brochure is small which would make it easy for tourists to carry around and use.

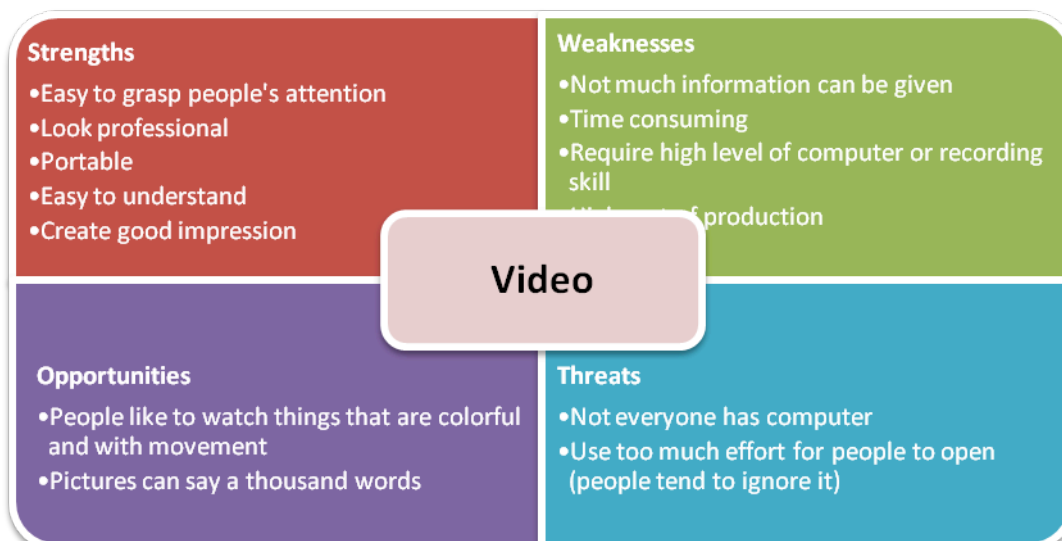
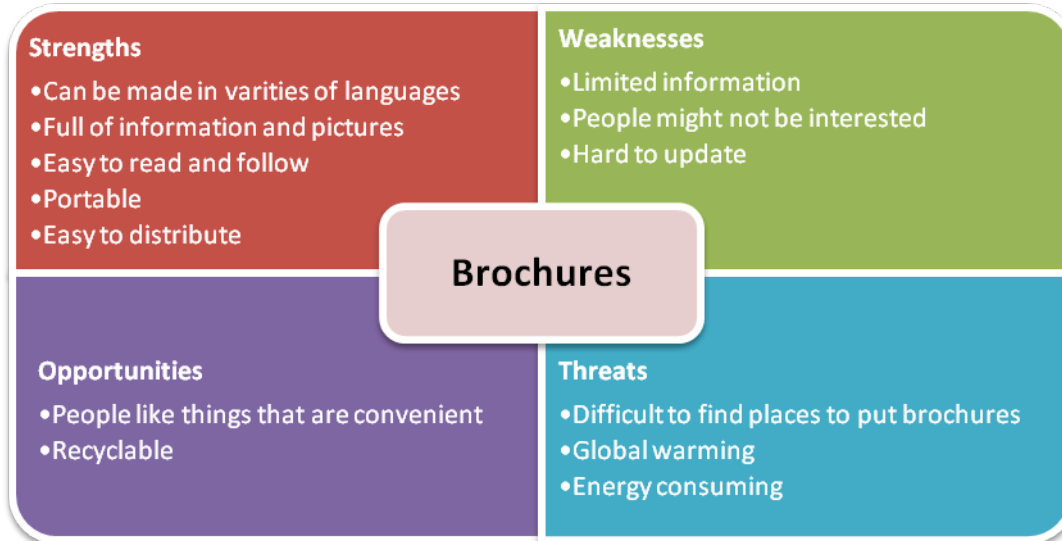




Figure 20 SWOT analysis of different promotional media options

4.5 Developing the brochure design and its contents

This section explains how our group used the information obtained from section 4.1 to 4.3 and developed the designs and contents from our brochure and the reasons behind the choices that we made. We looked at references from past examples of successful travel brochures and then looked for common elements in each of the brochures and summarized them in Table 2. The information from the table was then used as guidelines for our brochure's design and contents. The reference brochures were chosen from those that are attractive to us and had some relation to the project topic.

Table 2 Criteria for producing the brochures

Characteristics	Descriptions
Organization/ contents	Clear step-by-step process and well planned. Easy to follow and is complete with clear and easy to read fonts.
Colors	Contrasting colors, brownish background and vintage style to give a historical feeling.
Quality of information	Information must be accurate (correct) and interesting
Creativity	Many interesting points with corresponding pictures or drawings
Types (folding)	A3 paper and folded into a square shape
Layout	Unique layout with eye-catching cover page

As a starting point, our group decided to make two versions of the brochure: one in Thai and the other in English for both Thai and foreigners visiting Amphawa. Creating two versions would make it easier to attract their attention, cross the cultural and language barriers and also let them know about our project, the history and the importance of Thai culture. From our discussion with sponsor (Appendix A) and suggestions from Mr.Daniel Meiner and Mr.Michael Biedassek (Appendix F), we decided that the main theme for our brochure would be traveling while having a role in helping the community. This means that not only would the tourists have a chance to enjoy the beautiful scenery at Amphawa and learn about the history and culture, they would also be able to contribute to society through their travelling. We believe that using this theme, we would be able to attract more tourists because most people tend to pay more attention to charitable things.

Regarding the size of our brochure, our group decided to use A3 size paper because there is lot of information to be included in the brochures and A3 paper would allow us to include all essential information.²⁹ Moreover, from our research we also found that most of the brochures use A4 sized paper, folded in three sections. These brochures are very common and might be too boring for people therefore we decided to use A3 paper and use the style of folding as shown in Figure 21 to make it more unique, and attractive to our target audience.

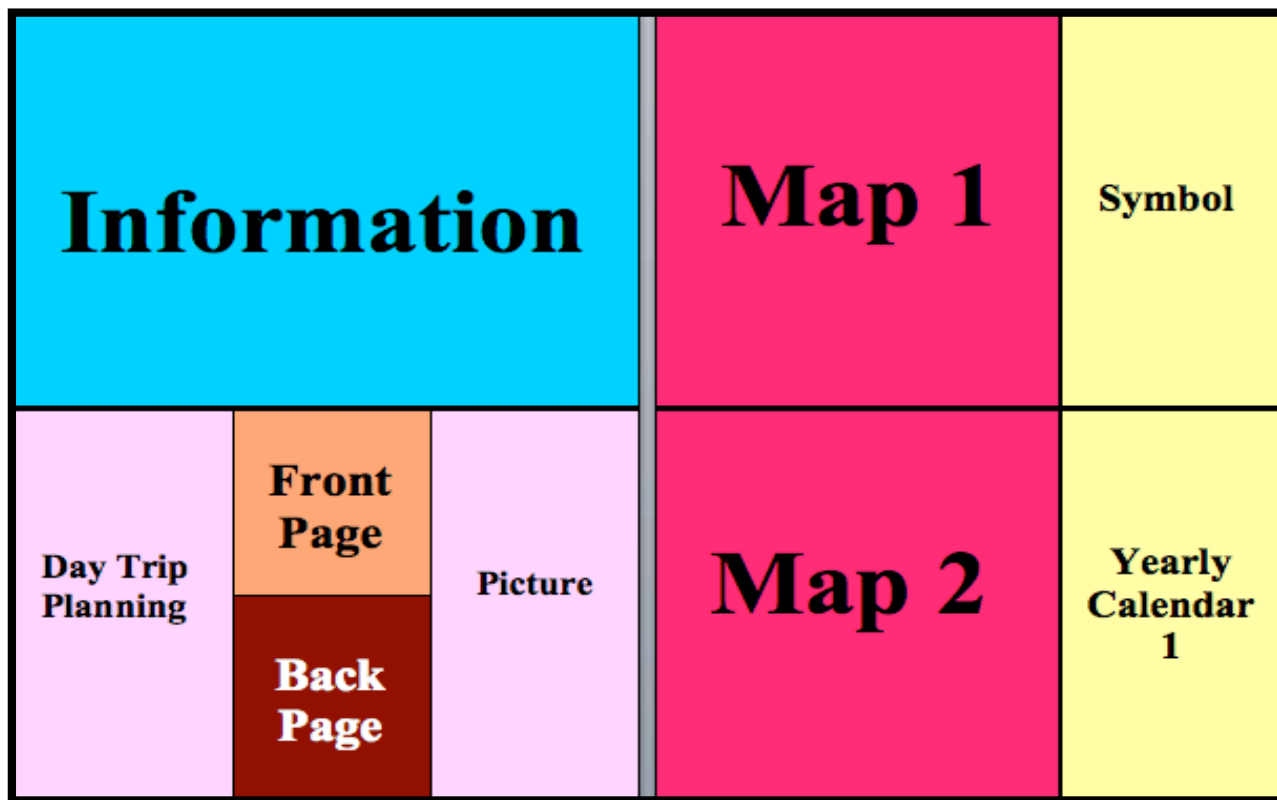


Figure 21 Brochure template

As for the contents of the brochure, our brochure included two maps whereby one focused on the floating market area and the other shows the general Amphawa area and the local stores which are not situated in the floating market area. Each store is represented with a symbol which would show the store's unique symbols. Examples of the types of map symbols that we used are shown in Figure 22. For example, the symbol for King Rama II Memorial Park would be in a form of Thai style houses, or the symbol of fruits in a jar for preserved fruit store. The map on the bottom right of Figure 22 shows the general idea on what our final map would look like.

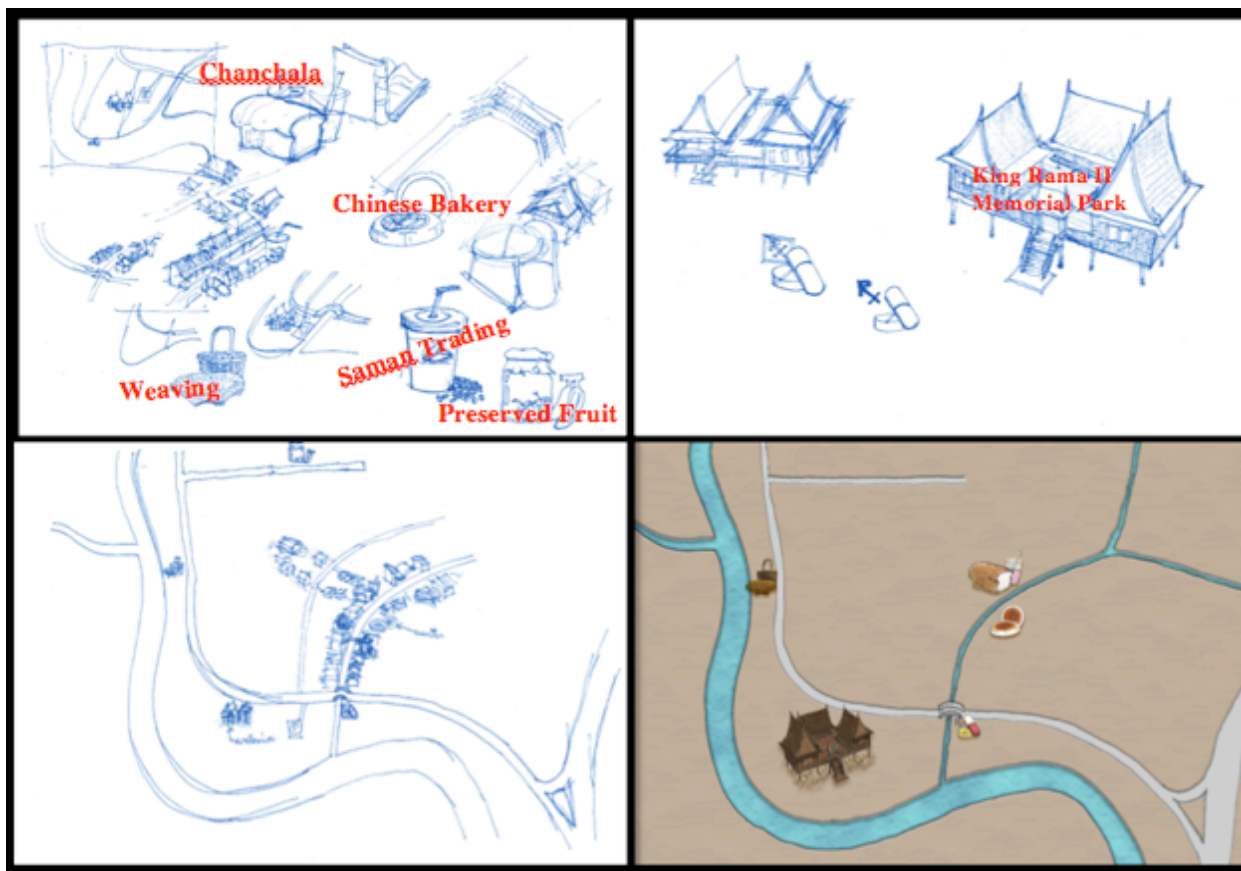


Figure 22 Map and symbols development

In addition, a yearly activity calendar (Figure 23) which detailed activities that will take place in the Samut Songkhram province throughout the year was included in the brochure.³⁰ Moreover, from the interviews with the local stores and the sponsor we added an itinerary of a 1 and 2 day trip planning guide, including activities in which tourists can participate in each local store. Moreover detailed information regarding each place that we showed in our map, and a trip-planning guide are shown on another page.³¹ The finished versions of the brochure are shown in Appendix K.



Figure 23 Part of the brochure which shows yearly activities calendar and a map to Ruen Mai Hom

CHAPTER V: CONCLUSION

The goal of our project was to design a conservative cultural travel program that promoted lasting development where locals were able to depend on themselves and acknowledge the values of their traditions and cultures. In order to achieve this goal, there were five objectives that had to be completed. The first is to obtain an understanding of the history and the significance of the historic sites in Amphawa. Secondly, we have developed an understanding of the local geography and identify the places for inclusion in the travel program, and their location. Thirdly, we also involved the community in the development of the conservative travel program through the evaluation of locals' perception towards places that should be included in the program. Lastly, we have obtained information regarding different promotional media options. The concept of community-based tourism and sufficiency economy were also integrated into the program in order to help people understand the core identity of Amphawa.

In order to achieve these objectives, several steps were included in the research method. The research started with meeting with sponsors as well as locals to learn about their problems, needs and to obtain the general ideas of how our projects should be. Then, interviews, observations, and first-hand experiences were used to gather more information to confirm with the information gained in the first step. At the end of the project, from the information obtained, we have provided Amphawa Chaipattananurak Foundation with brochures containing completed conservative travel programs, a map, a full description of each traveling place with pictures, a trip planning guide and contact information.

5.1 Obtain an understanding of the history and the significance of the historic sites in Amphawa

To understand the history of Amphawa we have used secondary data such as a reading thesis regarding the Amphawa community, a website, and travel guidebooks to search for more information. Conducting an interview with the locals and asking questions from our sponsor gave us an in-depth understanding on the history of Amphawa. The locals have been asked about their opinions regarding the changes that have taken place in Amphawa from the past until the present and what improvements they wanted to see. For tourists, we noticed that most of the tourists were just shopping along the canal and paid very little attention to the culture and identity of Amphawa community. The other important source of information was through observation which gave us a real picture of Amphawa community. We could clearly see and understand how the locals use the sufficiency economy in their way of living, the similarities that every local store has been using since the start of their business. Moreover from the result of our observation and interview, regarding the changes from past to present, we realized that there need to be a balanced between culture and globalization to ensure that new technologies will not be replacing the unique Thai culture.

5.2 Develop an understanding of the local geography and identify the places to be included in the travel program, and their location

In order to create a successful brochure, firstly we need to be able to locate places in Amphawa community to include on the map in the brochure. The map is the main thing that we wanted to include in the brochure so that there will be a route which will create connection between each different place. The map was designed in a cartoon style which can be most

attractive to the tourists, which will also make it easier for the tourist to see and also be more interesting. Secondary data such as a Google Map and primary data such as observations were used design key features of the map. The places and local stores included in the map are those that are historically and culturally significant reflecting the true identity of Amphawa.

5.3 To involve the community in the development of cultural travel program through evaluating the locals' perception towards places that should be included in the program

We decided to visit the three local community stores – Reun Mai Hom, Handicraft from coconut leaves and Preserve Fruit. We obtained a lot of information and participations from these local stores through interview and observation. The local community stores gave us the information of time that they were available to demonstrate their product to the tourist which presented in one day and two day trip planning guide of our brochure. We believed that this travel program would give several benefits back to the local community and enable the local store to be more self-reliant through the development of this sustainable travel program.

5.4 Find the best media type to promote the cultural travel program.

Through our research many types of promotional media such as website, guidebooks, video, and brochure were been evaluated the effectiveness. We used the SWOT analysis where strength, weakness, opportunities, and threats have been analyzed. The best answer to promote Amphawa Chaipattananurak is a brochure.

The completion of the project will benefit the Amphawa community in both short and long term. The short-term benefits include the boosting of income for the locals while the long-term benefits are the realization of the local communities on the cultural significance of Amphawa and the desire to continue with the conservation for the future generations. Moreover,

this project will provide information and will be useful for other tourism policy makers to improve the direction and application of tourism at the community level.

CHAPTER VI: RECOMMENDATIONS

From the observation and interview, we learned that through every potential place, there are still some problems presented in each location. Also, there are many suggestions and comments from the tourists in order to improve the management of each potential place. All of the recommendations are good things that can improve and develop the quality of the potential places. The following are recommendations for each place.

6.1. Amphawa Chaipattananurak

From our observations, site assessment and interviews, we think it will make a good improvement if Amphawa Chaipattananurak can design posters or signboards which can be used to promote and direct people and place them at the entrance of the Chanchala Coffee Shop so that tourists can easily notice the area behind the coffee shop. Moreover, adding a unique and clear signboard along the floating market area which can direct tourists to Amphawa Chaipattananurak would also be another good way to introduce tourists to the foundation. Making an attractive entrance sign will be highly beneficial to the foundation as it can increase the number of tourists who visit Amphawa Chaipattananurak. According to the information obtained from the interview we found that most of the tourists do not know where Amphawa Chaipattananurak is located. As a result, there are very few tourists who visited the place. Attractive signs or stickers on the floor to indicate the direction will bring in more tourists to Amphawa Chaipattananurak and the backyard behind the coffee shop where many local stores are situated. Also this benefit will increase the income of locals who have set up their booths in Chaipattananurak area as well as being another good way to promote local products inside the foundation which are not sold in the floating market or are available only in the foundation area.

Introducing an interesting activity might be an alternative way to attract more tourists. Furthermore, we also suggest that the foundation could redecorate the showcase which is located in front of the Chanchala Coffee Shop by either using a more colorful decoration or adding more local products such as, preserved fruit, or woven baskets to promote the local products directly to the tourists. As people hardly notice the showcase in the Chanchala Coffee shop, we think it would be better if there were some decorations to attract more attention from the tourist. If possible, the foundation could arrange a corner where tourists can try out the products, and add a suggestion box for tourists or experts to provide feedback. As a result, the foundation would be able to obtain more creative ideas for further improvement in the products as well as allowing the foundation to act as a center between customers and the locals.

6.2 Amphawa Floating Market

From the observations and interviews that we have conducted with the tourists in Amphawa Floating Market, there were a number of tourists who complained about cleanliness along the canal. Waste such as bottles or plastic bags that are thrown into the canals are creating a negative image to the Amphawa community. We therefore think it would be better if there were signs to create awareness to tourists and locals especially boat drivers and people who take part in the boat tour to watch the fireflies. Moreover, we also suggest that they should impose a fine or strong penalty for those who are ignorant about this to make a stronger and more impacting message to both locals and tourists. According to the high number of tourists, the sidewalk is also another important issue to be concerned about because people can unexpectedly fall into the canal. To prevent the tourists from having an accident like this, we suggested that the Amphawa floating market authority should expand the sidewalk along the two sides of the canal

and build barrier to protect the tourists. In addition, we suggested that the use of motorboats should be reduced or replaced by rowboats instead because motorboats create noise pollution which disturbs the locals who live along the canal as well as polluting the environment through the release of gasoline and smoke. It would be better if they used row boats instead of motorboats since it can be another option to travel in the traditional style as well as being environmental friendly.

6.3 King Rama II Memorial Park

With regards to the King Rama II Memorial Park, this place is built to celebrate King Rama II but there is no biography and exhibition regarding the King Rama II that can be seen around the area. Most of the tourists who come here expect to learn about the history of King Rama II so it might be a good idea for the staff to arrange an exhibition which includes the history of King Rama II as a means to introduce and educate tourists about Thai's history. Also it will be better if there is a small-shuttle bus to provide a service for the tourists to or from Amphawa Floating Market so tourists can travel around the area with ease. Since there are many architectural structures inside the memorial park, we suggested a directional map to show the direction and signs to explain clearly the location of each place.

6.4 Local stores

From our observations, there are many interesting local stores with various unique products located in the Amphawa area but to attract more tourists there should be a directional map which shows the best way to reach the store because some of the stores are located in a different area from the floating market which might be difficult for tourists to locate themselves.

For the handicrafts produced from coconut leaves by the basketry/weaving group, we suggest that this community should promote their shop more by using a marketing strategy that is especially attractive to lovers of handmade products. For Khun Dang's Preserved Fruits, we think this place is quite well known among the tourists. However some aspects that this store might want to consider improving include the packaging and the store decorations which would make both the products and the store more attractive to tourists as well as creating a boost to the store's atmosphere.

6.5 Brochure

For the brochure, we would like to give a suggestion to Amphawa Chaipattananurak design, produce and distribute the brochure in the form of a package made from local products which the tourists can save as a keepsake. The package can be made by the locals using natural products such as dried coconut leaves. It would be especially useful if they could design it into a form whereby tourists could hang the brochure around their necks to make it more convenient and easier for the tourists to carry it around.

6.6 Facebook Fanpage

The "Fanpage" is another interesting media which has the ability to highly attract the attention of tourists because social media has now become very popular and it is an easy method for tourists to obtain information. Social media can be used to find large amount information in only a few minutes and it is also free of charge. This means of media can easily access target groups ranging from teenagers to adults. As a result, our group has suggested that the foundation create an Amphawa Facebook Fanpage which can include information such as the

accommodation, our brochures, or guides on how to plan a trip. Moreover, through this fanpage tourists can also become a part of Amphawa by uploading their impressive photos, write any suggestions, or add any admirable experiences in the fan page in order to share their experiences or their opinions with other people and the Amphawa authorities.

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APPENDICES

Appendix A

Interview with sponsors from the Chaipattana Foundation and Chaipattana Amphawanurak
2 December 2011

- *General Information*
 - Coconut trees are the economical agriculture in Amphawa district.

- *Problem they are facing*
 - The problem that they are facing is the problems of morning market that still need marketing strategy for customers to come. If the sticker is place in Chanchala coffee shop to show the entrance of the Amphawa Chaipattananurak, the stickers might not match the atmosphere of Chanchala coffee shop.

- *Requirement/Expectation they want from our project*
 - A banner for the entrance of Amphawa Chaipattananurak in 5 different languages.
 - To preserve the identity of the local people and make a sustainable development where local people can be more self-reliant.
 - Arranging some activities for example activities for camping or trailing in lychee garden to connect between the garden for the foundation and Rama II Memorial Park.

- *Related science aspect and social aspect?*
 - Make use of science knowledge and adapt into real life situation.
 - Some creative idea as and adapt it as a scientific management.
 - Need to contact the local people in order to do some development in the community.

- Involve locals into the program we can educate the local people in the community.
- *Strategy to tackle problems*
 1. Understand the origin and the uniqueness of Amphawa cultural heritage.
 2. Know what is the main problem that is occurring.
 3. Know how to deal with the problem.
 4. Know what is the main cause of the problem
 5. Use the local knowledge and natural resources to solve the problem.
- *Other Suggestions*
 1. Come up with some idea that can be use in real life and let the local people participate in the program.
 2. Make use of our scientific knowledge with the local people and their products.
 3. To connect each place, we can use the products to create connection. For example, use popular products in the local places as a selling point or redesign the products for more variety of products. Use customers' suggestions to improve the quality of the product and make use of customer demands.
 4. Most of the time, these three potential places are only appealing to tourists once. We should add something more to the community for the tourists to come back again. We can do this by showing the locals life for tourist to see or show products that represents each places. For example, during weekends there might be kids who will be guiding the tourists about the culture, way of life of locals, foods, and products of Amphawa as well as asking about the comments of each product.
 5. Other interesting traditional stores that are in Amphawa for many years include Samarn Coffee, Sawan Osod, and Tao Taan.

Appendix B

Interview with Ms. Butr from Ruen Mai Hom

Local store at Amphawa

2 December 2011 and 20 January 2012

- *General information*
 - Ruen Mai Hom is a local store that sells handmade products such as shampoo, soap, and tea that uses local herbs and materials where they either planted by themselves or brought from the neighborhood areas to make their final products.
 - The store originally started with specialists that were sent by the governments to the village to teach people how to make shampoo (find a way to create careers for locals).
 - Ms. Butr's mother had learned and also tried the product and found out that it really works therefore her mother became interested and decided to create her own business.
 - In the beginning, her store only sells shampoo at the local markets but now because of the high popularity in the products, she expanded her business and sells various types of products. Their business had been started for about 16 years ago

- *Things to be included in the brochure*
 - Products that the owner wants us to promote are 'Indian Mash Fleaban Green Tea' because it uses local ingredients and traditional way of making it.
 - The benefits and the process of making the tea and focused on the fact that she's using local herbs and non-chemical ingredients in the making of the products.
 - The store's best selling products are Indian Mash Fleabane Green Tea and herbal inhalant.

- *Customers*

- More than 50% of her clients are local people around those areas. The rest of the clients are foreigners from Japan, Korea, China and USA. Customers from other city usually learn about her products through the exhibitions.
- *Sufficiency economy (how the owners integrate this concept into her business)*
 - The owner uses local herbs that were grown around the Amphawa area as the main ingredients for her products.
 - She also hired local workers as a mean to help the locals to have a job and able to provide for their family.
 - She does not use big machines in the process of product making because that will cause the locals to lose their job.
 - She's fine with the amount and quality of products that she and her workers can make now.
- *Demonstration/ Activities*
 - Regarding the demonstration which can be shown to tourists, she said that she can show them only how to make soap or tea because the process of other products are too complicated and cannot be showed. Tourists can also participate in the making of these products at her store in the 2nd week of every month.
- *Opinions regarding Amphawa*
 - The owner said that Amphawa right now doesn't give off the feeling of the original of Amphawa anymore when compared it to the past. The charm and attractiveness of Amphawa were gone. People focus mainly on their own business and benefits. For locals, some are force to move out while some sold their houses and move to other areas instead.
- *Opinions regarding the showcase*

- She thought that setting up a showcase is a good idea but it might not work because people might not be interested in it.
- *Requirements (expectation from our project)*
 - The owner wanted more areas for selling products and want teenagers to know more about and support their products. Conserve the community and work as a group and support the use of local products and herbs. Moreover, she also wanted us to come up with a marketing strategy. The owner also mentioned about more opportunity to set up booth to introduce her products.

Appendix C

Interview with Ms.Tae from Baan Bang Jark (Handicraft in Basketry/Weaving products from coconut leaves and Traditional Desserts)

Local store at Amphawa

2 December 2011 and 20 January 2012

- *General Information*
 - The business started since 2001 and most of the workers are in the age of more than 50 years old because weaving is the job which requires a lot of patience and passions.
 - Most teenagers in the community are not interested in this job.
 - The best selling products are handicraft in basketry/weaving products from coconut leaves as well as traditional Thai dessert as Ja-Mong-Kut and Miang-Kum.
 - The best selling time for the products is during the festival time such as New Year and Songkran.

- *Things to be included in the brochure*
 - The owner wants us to promote traditional Thai dessert which was famous during King Rama II dynasty.

- *Customers*
 - There are wide ranges of customers ranging from different age group to different nationality.

- *Sufficiency economy (how the owners integrate this concept into her business)*
 - The owner engaged the concept of sufficiency economy by first of all, with the conservation of coconut trees since in order to obtain coconut leaves, the trees must be cut down thus the owner decided that she'll only work with what she had and not force any trees to be cut down.

- Other things include the use of natural products for packaging as well as her products themselves also made from natural products and with local knowledge thus make the products totally Thai.
- The owner does not exert herself and the group to make a lot of product in order to gain back a lot of profit but to do it with quality and efforts that they had.
- *Demonstration/ Activities*
 - Regarding the activities, the owner's willing to arrange for people to come to her store and participate in the activities (preferably Tuesday and Wednesday). Guests will just have to call her a few days and make appointment beforehand so that she could prepare the ingredients and tools for them. Tourists can then participate in basketry making as well as learning how to make some of the traditional Thai desserts.
- *Opinions regarding Amphawa*
 - There are lots of changes from the past until now which bring both advantages and disadvantages to the community.
 - Advantages include increase income and easier to make a living, people know more about local products. It also brings in new technology thus allowing the development of products. The development also makes the product to be up to the standard by certifying the product according to many accreditation bodies.
 - Disadvantages include the lost of Amphawa's originality or the core identity as well as the problems with environments; more resorts are coming in thus more destruction to the land and making Amphawa more susceptible to flooding. Other disadvantages include noise pollution from tourists.
- *Opinions regarding the showcase*
 - The owner thinks it might not work because there are varieties of tourists thus many opinions with different liking. As a result, it might be difficult to obtain the

information regarding their opinions as well as difficult to arrange the showcase that would attract all of them.

- *Requirements/ Expectation from our project*
 - Better marketing strategy where there is a center to connect between the store and customers
 - More promotions regarding Thai traditional desserts.
 - To conserve the irrigation system of farming method and also to keep Mae Klong River clean.
 - Natural packaging is also important part of her product that she want to conserve because banana leaves also help the snack smells better.
 - New design for creating weaving products. For customer's safety, the use of lacquer should be prohibited. Then, what chemical can be use instead?

- *Problems*
 - The problem that the owner and her workers are facing is insufficiency of natural packaging material in rainy season in which during that time it would take longer time for the banana leaves to dry. Other problem includes the lack of coconut leaves for the use of weaving since the coconut trees must be cut down in order to obtain the leaves.

Appendix D

Interview with Ms. Dang from preserved fruits store

Local store at Amphawa

2 December 2011 and 20 January 2012

- *General information*
 - The business is owned by Khun Dang. She started her business almost 25 years ago. She uses fruits or vegetables that people can hardly eat because of their strong taste and use the preserving process to make them edible with a good taste suitable for everyone. All of her products are her best selling products and had been rewarded as well. The selling point of her product is from the Thai name of her product that sounds interesting for her customers.
- *Things to be included in the brochure*
 - The owner didn't specifically say the things that she wanted to be included in the brochure. She said that all of her products are considered best selling product and she was happy with her marketing strategy right now.
- *Customers*
 - Most of her customers are not from the local people in Amphawa but other people from Bangkok or other province.
- *Sufficiency economy (how the owners integrate this concept into her business)*
 - Pa Dang applied sufficiency economy by doing what she can handle and also conserve her property by keeping her land for farming and does not sell it to the investors.
- *Demonstration/ Activities*
 - For the activities, she was fine with showing people how to make her products. The customers will just have to make early appointment with her. As long as the guests

make an early appointment with her (1-2 days), they could come to her shop and experience the fruit preserving process first hand.

- *Opinions regarding Amphawa*
 - The advantage about tourism development is that there is a lot of tourist that brings income into Amphawa community.
 - The most of the business owners along Amphawa floating market are not local anymore so the benefits of selling does not directly goes into the community of Amphawa.
 - She also hopes that someday the benefits can go back to the locals.
 - To conserve the traditional way of life of Amphawa people. For example the use of banana leaves in food processing etc.

- *Opinions regarding the showcase*
 - She complained about the showcase that the location is too deep inside the foundation that it is hard for tourists to see the products.

- *Problems/ Requirements (expectation from our project)*
 - One of the things that the owner complained about was that the place that Amphawa Chaipattananurak placed her products was too far away and it is difficult for people to find and see her products. Therefore, it would be better if we could find a better place for her products.

Appendix E

Interview with Kru Aor from La-Ong Silp Thai Art Gallery

Local Store

2 December 2011 and 20 January 2012

- *Customers*
 - The customers are mostly tourists who walk into Amphawa Chaipattnanurak and have the love of Thai art. Unfortunately, not very much of the customers are foreigners.

- *Sufficiency economy (how the owners integrate this concept into her business)*
 - He is fine with what he has and we should follow what your heart designs,
 - Do not think about business only, we should do things that will make you happy because money CANNOT buy business.
 - His principle is that he just does it for happiness not for profit.
 - He also tried to do everything that benefits the community in order to contribute to the princess.

- *Demonstration/ Activities*
 - For activities, tourists can come and try t-shirt painting at Kru Aor's store, they just have to call and appointment with him beforehand.

- *Opinions regarding Amphawa*
 - The good things that come with the changes include more development and people obtain more income to support their family.
 - People tend to view products from the foundation as more reliable comparing to just local products.
 - On the negative side, the new changes also affect way of life of locals. For example, some are forced to move out so that their houses can be used as stores.

- According to Kru Aor's opinions, he thinks that Amphawa/ floating market should be a place that sells only local products because nowadays most of the stores in Amphawa belong to non-local people.
- Locals are very talented but they just lack someone who can help them in the development and continuation of their products. Moreover, they also need help in term of marketing and packaging process.
- *Problems/ Requirements (expectation from our project)*
 - Many people did not know Amphawa Chaipattananurak thus it would be better for us to find its difference or uniqueness and promote that point to let people know more about the foundation.
 - People usually focus mainly on their own benefits thus it would be difficult for them to work together and reach the goal. Because of this, sometimes locals might not be able to obtain the full benefits from the work.
 - Some people seem to be pessimistic toward the foundation therefore they might not be willing to help.
 - Locals just won't open to new ideas and it is very difficult to engage them to the new concepts or show them that the new development really works.

Appendix F

Interview with staff from King Rama II Memorial Park

2 December 2011 and 22 January 2012

- *General Information*
 - This park is a historical place that also teaches how to play Thai musical instrument and Thai dancing.
 - They held a festival during the King Rama II birthday month on February and Loy Kratong Day
 - Every year will have a ceremony/festival in this place for praise King Rama II. Normally, the festival will arrange on King Rama II birthday period (24 February).
 - On every Saturday, the activity that they are having is the class of Thai tradition dance for kids to study.
 - Upcoming project is the project of building more Thai traditional houses and camping in the park.
 - Recently, the activities that tourist can enjoy are riding bicycle around the park and also sightseeing on the architecture of traditional Thai houses.

- *Problem that they are facing*
 - The problems that they are facing are they restaurant has very less customers, more theme for children education, and more facility and ability to support foreign tourist.
 - Monthly schedule of the activities in King Rama II Memorial Park is still tentative.

- *Expectation/Requirement*
 - The information that they want us to promote is the project of trees in Thai literature that was composed by King Rama II. However, they still need some time to raise certain species of tree to fulfill this project. They still have time until February 25 when HRH Princess Maha Chakri Sirindhorn will visit the King Rama II Memorial Park.

- Recently, the activities that tourist can enjoy are riding bicycle around the park and also sightseeing on the architecture of Thai traditional houses.

Appendix G

Interview with Mr.Surajit (The senator of Amphawa, Samut Songkram Province)

21 January 2012

- *Directions for our project*
 - In order to solve the community problem, we should first start with understanding the most basic ways or the origins of the locals and their ecosystem. For example, if we were planning to introduce people to the local
 - To take into account the ecosystem of Amphawa community. Starting from ecosystem then move towards the cultural aspects and the way of live and identity of locals
 - People's occupations will be according to their environments. He also said that we should find a connection between the people job, way of life in the community, culture, and places because a true travel program should be the one that show exactly people's way of live without making or changing anything.
 - Local products should be cultural product or things that can serve as the community's signature and show its uniqueness (how it different from others).
 - To promote the community product, we should understand the process (starting from basic) and the difficulty of making it so that we could really explain to people about the products.

- *Problems in Amphawa*
 - To be able to adapt to globalization, locals should not directly follow what have been introduce to them but need to appreciate the local knowledge of what they are having in their hands.
 - He also mentioned about the problem with King Rama II Memorial Park that people do not really know the significance of his work and his contribution. Moreover, Thai people still do not understand the importance of their own cultural heritage.

Appendix H

Interview with Mr. Daniel Meiner and Mr. Michael Biedassek

(Bangkok Vanguard group, a tourism company whose purpose is to facilitate cultural and sustainable travel experiences.)

3 February 2012

- *General Information*
 - A tourism company purpose to facilitate cultural and sustainable travel experiences that do not only create positive impact but also connect visitors closer to Thailand (<http://bangkokvanguards.com>).
 - They are experts who set up a cycling tour around the provinces that is near to Bangkok like Ratchaburi or Samut Songkram. Their tours are mainly visitation of unique places and eco-friendly. However, it is not an in-depth tourism.

- *What they think about Amphawa nowadays?*
 - The negative impact of tourism in Amphawa, one of which is the result of the fireflies tour. The tour affected both the locals and ecology of Amphawa. For example, to make it easier for tourists to travel around in the boat, they cut down the trees that are places where fireflies live.
 - The number of fireflies is decreasing. There is also noise pollution as a result of the use of motorboats, which also affected the environment in Amphawa.
 - A guide who can tell about the history of King Rama II and architectures in Amphawa to the tourists.
 - To find the key point about Amphawa. What makes this place different from other places and what is so special about Amphawa. We can also show the tourists what local people do for their living.
 - To support the local products and go green.

- *Means of Promotion*

- VDO is the most powerful media. Get an interview with local people and add in the VDO.
- Come up with a social media or a Facebook fanpage

- *How we should attack our project and brochure design?*

Both of them suggested that:

1. We should find a 'quality' guide who can explain and educate tourists about Amphawa, the architecture, and history.
2. Preservation of the community work
3. We should also introduce the significance of agriculture, scenery, process in making locals' products and quality of products.
4. Promote businesses that truly belong to locals.
5. Emphasis to tourists that they can help support local community through this cultural program. (Raise awareness)
6. In the brochure, we could indicate the problems of Amphawa by comparing with other places.
7. Show our passion, the uniqueness and identity of Amphawa.
8. Create connection with locals and positive impact to locals which will result in a lasting connections.
9. Make the customers become the change makers.

- *Powerful Quotes from Youngsters!*

- "Culture is something that is irreparable. Once it's gone, it's gone forever."
- "Less is more."
- "Make future a more livable place."
- "Learn from the people."
- "Nowadays, it's all about greed."
- To make the future happens, we should respect the past and know what is enough, essential and repairable.

Appendix I

Interview with Aj. Siriwan Silapatcharanun, Faculty of Architecture, Chulalongkorn University
10 February 2012

- *The beginning of Amphawa project and what are the details of the project?*
 - There are many interesting places in Thailand but she has decided to choose Amphawa to do research and development. She found that Amphawa is one of the most powerful place that have many aspects such as architecture, history, agriculture, ecology, geography, social, etc. so this is the beginning of Amphawa's studies that she has been teaching for 5 years.

- *What is the personal interesting in Amphawa?*
 - She has been working in Amphawa for many years; she found that the ways of living along two sides of the canal and the river is very interesting to study. She found that Amphawa is the place where people can learn many aspects and also people can obtain much knowledge by coming to Amphawa.

- *What do you think about "Amphawa cultural heritage conservation" brochure and map?*
 - She agreed with what we are doing in this project as she said that brochure is the best media. People can carry brochure along with them and it is very convenient to use, as it is small in size and unique. Moreover, brochure will be printed into 2 versions that are Thai and English. Tourist can truly gain benefit from this brochure. Therefore, she will continue to make use of this brochure in her private tour as well.

- *What are the advantages and disadvantages of the changes in Amphawa?*
 - Renovation of Amphawa floating market and community around the canal or river make more income to the local community.

- Young generation of Amphawa came back to their hometown on weekends to open the store or help their family.
 - When the Amphawa floating market is famous again, people that used to move out from Amphawa came back to run the local business. Also, she cannot refuse that there is no drawbacks from the development.
 - It is impossible to refuse the disadvantage of the change. We just have to balance the disadvantage and advantage to be equal. When the change came to Amphawa, there were many problems occurred such as, noise pollution, water pollution and extra garbages, which are very difficult to manage.
- More suggestion on brochure, map and trip planning guide
 - It might be better to upload our brochure, map and trip planning guide on traveling or the Amphawa Chaipattananurak website because the tourists might already have their own planning so if they see these information before the day trip, they can build up their own program.

Appendix J

Interview with tourists at Amphawa

20-22 January 2012

Interviewee 1 (Woman)

1. Why do you choose to visit Amphawa?

- I came to see fireflies and want to travel in Amphawa.

2. What are places you usually visit when coming to Amphawa?

- I have been to only floating market.

3. What activities do you like most in Amphawa?

- I like to buy food beside the canal and sit on boat to see fireflies in the night.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- I think Amphawa has very small area and too many people in there. It's very difficult to walk.

Interviewee 2 (Woman)

1. Why do you choose to visit Amphawa?

- I just came here for traveling.

2. What are places you usually visit when coming to Amphawa?

- I only visit to floating market.

3. What activities do you like most in Amphawa?

- I like to shopping in Amphawa and maybe eating.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- I think there are too many people nowadays.

Interviewee 3 (Woman)

1. Why do you choose to visit Amphawa?

- Because my family wants to go to Amphawa, I also come with them for traveling in the weekend.

2. What are places you usually visit when coming to Amphawa?

- I visit only floating market.

3. What activities do you like most in Amphawa?

- I went to do merit like pay respect 9 temples to Buddha, looking for a food and walking.

4. Do you know about Amphawa Chaipattananurak?

- I really don't know.

5. What do you want to improve about Amphawa?

- I think the sidewalk was very small, hard to walk and all things were expensive.

Interviewee 4 (Man)

1. Why do you choose to visit Amphawa?

- I came to Amphawa because I had a camp with my colleagues.

2. What are places you usually visit when coming to Amphawa?

- I have been to floating market.

3. What activities do you like most in Amphawa?

- I like to walk along the canal in the evening and then to see fireflies in the night.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- I think the area can't support all tourists and the important thing is cleanness.

Interviewee 5 (Woman)

1. Why do you choose to visit Amphawa?

- Because I want to see fireflies and boating.

2. What are places you usually visit when coming to Amphawa?

- Only floating market.

3. What activities do you like most in Amphawa?

- Just see a fireflies and walking.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- I think have to rebuild a bridge, because it's very old and not strong. Foods are very expensive.

Interviewee 6 (Woman)

1. Why do you choose to visit Amphawa?

- I want to visit King Rama II memorial park.

2. What are places you usually visit when coming to Amphawa?

- Only floating market and King Rama II memorial park.

3. What activities do you like most in Amphawa?

- I like to walk in the King Rama II memorial park area and buy a food along the canal.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- The sidewalk very narrow and foods also expensive.

Interviewee 7 (Woman)

1. Why do you choose to visit Amphawa?

- I came to visit floating market with my family.

2. What are places you usually visit when coming to Amphawa?

- I visited only floating market.

3. What activities do you like most in Amphawa?

- Find a food for eating.

4. Do you know about Amphawa Chaipattananurak?

- I really don't know.

5. What do you want to improve about Amphawa?

- I think cleanness on parking area.

Interviewee 8 (Man)

1. Why do you choose to visit Amphawa?
 - Because it is very near Bangkok. Spend time only 2 hours for driving.
2. What are places you usually visit when coming to Amphawa?
 - I have been to floating market and King Rama II memorial park.
3. What activities do you like most in Amphawa?
 - Buy souvenirs and seeing fireflies by boating.
4. Do you know about Amphawa Chaipattananurak?
 - I don't know.
5. What do you want to improve about Amphawa?
 - The pathway was very small.

Interviewee 9 (Man)

1. Why do you choose to visit Amphawa?
 - I want to see a floating market.
2. What are places you usually visit when coming to Amphawa?
 - I like to visit a temple and floating market.
3. What activities do you like most in Amphawa?
 - To do a merit by boating.
4. Do you know about Amphawa Chaipattananurak?
 - I don't know.
5. What do you want to improve about Amphawa?
 - I think it's not clean enough, small sidewalk and no space to eat.

Interviewee 10 (Woman)

1. Why do you choose to visit Amphawa?
 - I came to see a floating market with my school activities.
2. What are places you usually visit when coming to Amphawa?
 - I visited a floating market and temple.
3. What activities do you like most in Amphawa?
 - I like to eat, especially seafood which sell along the canal.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- The weather was very hot and footpath was narrow.

Interviewee 11 (Man)

1. Why do you choose to visit Amphawa?

- Because it is very near to Bangkok, not spend too much time for driving.

2. What are places you usually visit when coming to Amphawa?

- I visit only floating market.

3. What activities do you like most in Amphawa?

- Walking and buying some foods.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- I think there are less a parking and not clean.

Interviewee 12 (Woman)

1. Why do you choose to visit Amphawa?

- I want to see the old architecture and what local people do.

2. What are places you usually visit when coming to Amphawa?

- I went to floating market and King Rama II memorial park.

3. What activities do you like most in Amphawa?

- I like to buy some local souvenirs and enjoy food.

4. Do you know about Amphawa Chaipattananurak?

- I actually don't know.

5. What do you want to improve about Amphawa?

- The pathway was narrow and the canal was dirty.

Interviewee 13 (Man)

1. Why do you choose to visit Amphawa?
- I just went to here for sightseeing.
2. What are places you usually visit when coming to Amphawa?
- I have been for only 2 places such as floating market and King Rama II memorial park.
3. What activities do you like most in Amphawa?
- I like to see old Thai building in King Rama II memorial park and eating seafood.
4. Do you know about Amphawa Chaipattananurak?
- I don't know.
5. What do you want to improve about Amphawa?
- Too many people and a management in Amphawa were not good.

Interviewee 14 (Woman)

1. Why do you choose to visit Amphawa?
- I just want to travel in floating market
2. What are places you usually visit when coming to Amphawa?
- I visit for floating market.
3. What activities do you like most in Amphawa?
- I like seafood beside the canal and also for Thai dessert.
4. Do you know about Amphawa Chaipattananurak?
- I don't know.
5. What do you want to improve about Amphawa?
- I think Amphawa has to improve in pathway and cleanness.

Interviewee 15 (Man)

1. Why do you choose to visit Amphawa?
- I came here because I want to visit for the floating market community with my family.
2. What are places you usually visit when coming to Amphawa?
- I had been to floating market and some temple around there.
3. What activities do you like most in Amphawa?
- I like walking and relax with boating for visit to the temple.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- I think many people come to here and Amphawa cannot to support all tourists.

Interviewee 16 (Man)

1. Why do you choose to visit Amphawa?

- I came here for traveling.

2. What are places you usually visit when coming to Amphawa?

- I went to floating market, King Rama II memorial park and temple.

3. What activities do you like most in Amphawa?

- I enjoy for eating and walking.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- I think they use paddleboat instead of motorboat for seeing fireflies.

Interviewee 17 (Man)

1. Why do you choose to visit Amphawa?

- I came to Amphawa because my family wants to travel in floating market.

2. What are places you usually visit when coming to Amphawa?

- I usually went to floating market and temple.

3. What activities do you like most in Amphawa?

- I love to shopping and walking along with the canal.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- I think Amphawa has to improve in cleanness issue.

Interviewee 18 (Woman)

1. Why do you choose to visit Amphawa?
 - I came to Amphawa according to my school's field trip.
2. What are places you usually visit when coming to Amphawa?
 - I have been to floating market, King Rama II memorial park and temple around there.
3. What activities do you like most in Amphawa?
 - I like a food there.
4. Do you know about Amphawa Chaipattananurak?
 - I don't know.
5. What do you want to improve about Amphawa?
 - I think a sidewalk is very narrow, has to build for a wider.

Interviewee 19 (Man)

1. Why do you choose to visit Amphawa?
 - Because it has a many of food and dessert.
2. What are places you usually visit when coming to Amphawa?
 - I have been to floating market.
3. What activities do you like most in Amphawa?
 - I like to buy food and dessert.
4. Do you know about Amphawa Chaipattananurak?
 - I don't know.
5. What do you want to improve about Amphawa?
 - I think the authority has to focus on garbage problem.

Interviewee 20 (Woman)

1. Why do you choose to visit Amphawa?
 - I want to see a old style building.
2. What are places you usually visit when coming to Amphawa?
 - Floating market and King Rama II memorial park.
3. What activities do you like most in Amphawa?
 - I like to walk and see a old style building.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- I think about cleanness problem and suggest to conserve the old style building.

Interviewee 21 (Man)

1. Why do you choose to visit Amphawa?

- Because this place is not far from Bangkok.

2. What are places you usually visit when coming to Amphawa?

- Visit to the floating market.

3. What activities do you like most in Amphawa?

- I like to boat for see fireflies.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- I think Amphawa has to conserve not only the building but also the environment.

Interviewee 22 (Woman)

1. Why do you choose to visit Amphawa?

- Because I want to visit the floating market.

2. What are places you usually visit when coming to Amphawa?

- Only floating market.

3. What activities do you like most in Amphawa?

- Find something to eat and shop for the local souvenirs.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- I think the sidewalk not comfortable. It is very difficult to walk.

Interviewee 23 (Man)

1. Why do you choose to visit Amphawa?

- Because it is not far from Bangkok.
- 2. What are places you usually visit when coming to Amphawa?
 - I usually go to floating market and temple.
- 3. What activities do you like most in Amphawa?
 - I like seafood and to see fireflies in the night.
- 4. Do you know about Amphawa Chaipattananurak?
 - I don't know.
- 5. What do you want to improve about Amphawa?
 - I think there are too many people, so the cleanness problem will come.

Interviewee 24 (Woman)

- 1. Why do you choose to visit Amphawa?
 - I came here because I want to travel in floating market.
- 2. What are places you usually visit when coming to Amphawa?
 - I usually go to floating market and temple.
- 3. What activities do you like most in Amphawa?
 - I like to walk along the market and make a merit in temple.
- 4. Do you know about Amphawa Chaipattananurak?
 - I don't know.
- 5. What do you want to improve about Amphawa?
 - I think the weather was very hot and too many people.

Interviewee 25 (Woman)

- 1. Why do you choose to visit Amphawa?
 - I came for sightseeing.
- 2. What are places you usually visit when coming to Amphawa?
 - I went to floating market and seeing fireflies.
- 3. What activities do you like most in Amphawa?
 - I like to seeing fireflies.
- 4. Do you know about Amphawa Chaipattananurak?
 - I don't know.

5. What do you want to improve about Amphawa?

- I think Amphawa need more homestay according to the high amount of tourists.

Interviewee 26 (Man)

1. Why do you choose to visit Amphawa?

- I came here for traveling with my friend.

2. What are places you usually visit when coming to Amphawa?

- I have been only floating market.

3. What activities do you like most in Amphawa?

- I like to buy food along the floating market.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- To solve the traffic problem on the weekend.

Interviewee 27 (Man)

1. Why do you choose to visit Amphawa?

- I want to relax on the weekend, so I think Amphawa is not far from Bangkok.

2. What are places you usually visit when coming to Amphawa?

- I went to floating market and temple.

3. What activities do you like most in Amphawa?

- Only eating, shopping and walking.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- I think Amphawa hasn't a good management.

Interviewee 28 (Woman)

1. Why do you choose to visit Amphawa?

- Because I want to visit floating market.

2. What are places you usually visit when coming to Amphawa?

- I had visited to floating market and temple nearby there.

3. What activities do you like most in Amphawa?

- I like boating and walking chill chill.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- Amphawa has to improve for the management and cleanness.

Interviewee 29 (Woman)

1. Why do you choose to visit Amphawa?

- I want to visit the old community such as building.

2. What are places you usually visit when coming to Amphawa?

- I went to floating market.

3. What activities do you like most in Amphawa?

- I like to make a merit by boating.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- I think the important problem is the cleanness.

Interviewee 30 (Man)

1. Why do you choose to visit Amphawa?

- I came here for traveling.

2. What are places you usually visit when coming to Amphawa?

- I went to floating market and seeing fireflies.

3. What activities do you like most in Amphawa?

- I like to eat seafood and Thai dessert.

4. Do you know about Amphawa Chaipattananurak?

- I don't know.

5. What do you want to improve about Amphawa?

- I think the footpath is not wide, difficult to walk from the crowd.

Appendix K

Amphawa

Amphawa is a small community in Samut Songkhram province that flourishes with commercial and agricultural activities. It is famous for the floating market, traditional riverside living and classical architecture that can be seen along the two side of the river.

Amphawa Chaipattananurak

Amphawa Chaipattananurak is one of the projects under The Chaipattana Foundation. Here, you can buy variety of local products, listen to Thai music, take a sip of Thai tea at Chanchala coffee shop, etc. For nature lover, you can also relax in the garden that reflects the atmosphere of Amphawa.

Floating Market

The floating market is located by the canal near Wat Amphawan Chetiaram (parking areas are available during the weekends). Visitors can enjoy a cozy atmosphere and music broadcast by the local people, explore the market, taste delicious food, and hire a boat to see fireflies at night.

King Rama II Memorial Park

This is a place built to commemorate King Rama II. Tourists can get a glimpse of Thai style buildings, exhibition of art and objects from the early Rattanakosin period, a botanical garden with various species of flowers important in Thai literatures, and enjoy bicycle rides around the park.

Open time: Monday-Friday 08.30AM-05.00PM
Weekend 08.30AM-05.30PM

Ruen-Mai-Hom

Here, you can see how local people adapt the concept of sufficiency economy to their business, and buy local cosmetics produced from locally grown herbs. The best selling products are Bai-kru green tea (Indian Mash Fleabane Green Tea) and fiber soaps that produced from various types of herbs, which help in deep cleaning your skin.

Handicraft / Basketry

Bang-Jak community learning center is the place where you can visit to buy or participate in the making of products from coconut leaves. The store is famous for handmade product such as basket, food covering (fa-chi) and Thai traditional desserts from King Rama II period.

Pon-la-mai-glub-chart (Preserved fruits)

This is the place for fruit lovers!! This awarded store uses the local wisdom to turn bitter or sour fruits to sweet and chewy delight. The store is famous for its 'bitter turned sweet' gudichi.

Sa-marn Trading

Sa-marn trading is one of the oldest coffee stores in Amphawa. The store is famous for its home roasted coffee beans which is a place where people can sit and enjoy the scenery of the floating market. The price of drinks is not expensive, about 15-20 baht. You can choose from the variety of drinks such as coffee, o-liang, black tea, cocoa, milk tea and others.

Heng-kee (Chinese cake)

The special of this store, Heng-kee, is Chinese cake whose secret recipe has been passed on for many generations. The price is about 20-25 baht per piece. The original flavors of this cake are peanut and gourd with egg. Nowadays, there are many flavors available such as durian, pumpkin, sesame, or white tea to try.

Phumarin Gudithong Temple

This is one of the oldest temples in Amphawa, established since the King Rama I period. The temple is unique for its teak pillar or 'gudithong', the only remaining teak from Rama I period which belong to the house of King Rama II's mother.



Amphawa Chaipattananurak



Amphawa Floating Market



King Rama II Memorial park

ONE-DAY TRIP

- 11:00 AM Arrive at Ruen-Mai-Hom
- 12:00 PM Have Lunch
- 01:00 PM Visit Handicraft from Coconut Leaves
- 02:00 PM Arrive at Pon-la-mai-glub-chart (Preserved fruits)
- 03:00 PM Enjoy the sight seeing around or ride a bicycle at **King Rama II Memorial Park**
- 04:00 PM Enjoy warm atmosphere and shopping at **Floating Market** at Amphawa
- 05:00 PM Dinner at floating market
- 06:00 PM Visit **Amphawa Chaipattananurak** Foundation
- 07:00 PM Have a great time with fireflies sight seeing by boat

TWO-DAY TRIP

- 1st DAY
- 11:00 AM Arrive at Ruen-Mai-Hom
 - 12:00 PM Have Lunch
 - 01:00 PM Arrive at homestay
 - 02:00 PM Visit Handicraft from Coconut Leaves
 - 03:00 PM Arrive at Pon-la-mai-glub-chart (Preserved fruits)
 - 04:00 PM Visit Phumarin Gudithong Temple
 - 05:00 PM Enjoy a cosy atmosphere and shopping at Floating Market at Amphawa
 - 06:00 PM Dinner at **Floating market** and visit **Amphawa Chaipattananurak**
 - 07:00 PM Rent a boat to see fireflies
- 2nd DAY
- 06:00 AM Make a merit beside the canal
 - 07:30 AM Breakfast at homestay
 - 10:00 AM Enjoy sight seeing walk around or ride a bicycle at **King Rama II Memorial Park**
 - 12:00 PM Checkout at homestay and have a good journey



Contact Information

Handicraft in basketry / Weaving from coconut leaves
Khun Tae Tel. 085-128-2618

Ruen Mai Hom
Khun Buir Tel. 086-808-2808, 03-471-4409

Pon La Mai Glub Chart
Khun Dang Tel. 03-476-1084

King Rama II Memorial Park
Tel. 03-475-1666

Amphawa Chaipattananurak
Tel. 03-475-2199

*If you wish to see the demonstration in local stores, please make an appointment beforehand



Phumarin Gudithong Temple



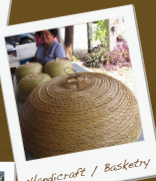
Amphawa Floating Market



Ruen Mai Hom



Pon la mai glub chart



Handicraft / Basketry



Heng Kee (Chinese cake)



-  **KING RAMA II MEMORIAL PARK**
อุทยาน ร.๒
-  **AMPHAWA CHAIPATTANANURAK**
อัมพวา ชัยพัฒนานุรักษ์
-  **PHUMARIN GUDITHONG TEMPLE**
วัดภุมรินทร์กุฎีทอง
-  **LEARNING CENTER**
ศูนย์การเรียนรู้ชุมชน
-  **HANDICRAFT / BASKETRY**
จักสานชุมชนบางจาก
-  **HENG KEE (CHINESE CAKE)**
ร้านขนมเบี๊ยะ เฮงกี้
-  **SAMARN TRADING (Coffee Shop)**
ร้านกาแฟสมาน
-  **PON-LA-MAI-GLUB-CHART**
ผลไม้กลับชาติ
-  **SAWAN PHARMACY**
ร้านขายยาสวรรค์ไอลสต
-  **CHARN-CHA-LA**
ชานชาลา
-  **RUEN MAI HOM**
เรือนไม้หอม

EVENT CALENDAR

JANUARY

Thai orchestra festival @ King Rama II memorial park
Pomelo fair @ City hall of Samut Songkhram

FEBRUARY

The celebration of His Majesty King Rama II
@ King Rama II memorial park

MARCH-APRIL

Thai's kite competition @ Chonglomwanaram
temple's field

APRIL

Worship and pour water to Baan-Laem venerable
monk @ Petch-samute-woraviham temple
Samut Songkhram lychee festival and souvenirs
@ City hall of Samut Songkhram
Inherit of Don-Hoi-Lord @ Don-Hoi-Lord

APRIL-MAY

Shrimp eating festival @ Bangnoi floating market

JUNE-JULY

Buddhist group ordination @ Pomp-Knew temple

AUGUST

The musical of Amphawa @ Amphawa floating
market
Food festival beside the Amphawa dam and
floating market @ Beside Mae-Klong river
Thai food festival @ Amphawa Chaipattananurak

SEPTEMBER

Making a merit and give offering food
(Thai sweetmeat) to monk festival @ All temples

OCTOBER

Thai local plays

NOVEMBER

Loy-krathong festival @ Lad-peng temple

DECEMBER

Mackerel eating festival @ City hall of Samut
Songkhram
Pray over the year @ All temples



