



ASEAN

Impact of AEC
Integration 2015:
Implication for Thailand
as Regional Hub for
Creative Tourism
Industry

 National capital

Impact of AEC Integration 2015: Implication for Thailand as Regional Hub for Creative Tourism Industry

For

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Impact of AEC Integration 2015, Implication for Thailand as Regional Hub for Creative Tourism Industry

Tourism is an important impetus on the growth of the global economy, and especially in South East Asian Countries (ASEAN). Currently, the regional market has grown due to the combined population of 600 million people in ASEAN nations; which constitutes up to 5 percent of the world's GDP. Members of the ASEAN community have continually supported tourism by the promotion of market integration: Linking transportation, sharing of natural resources, environmental preservation, and easy access to neighboring countries as well as deregulation for open competition which have been increasing during the period of time.

This study aims to answer important questions facing Thailand. First: how to maintain the country's competitiveness within the region, and improve our ranking within the region and the world. Second: Although Thailand has plenty of resources for tourism, she still needs to develop and improve other aspects of competition as well. Third: Thailand needs to prepare for the coming integration of ASEAN countries or AEC. We would like to be a regional hub for travel and tourism. In the coming decades we would like to be able to connect to our neighboring countries to jointly attract more tourists and being hub of the regional tourism. Four: Finding new markets and products by applying a creative tourism that will benefit the local people within the rural and urban community. We would like to be an international tourism hub on a global and regional scale.

In this study, simple questionnaire survey was conducted along with the seminar and workshops in the regions as well field surveys in order to obtain first-hand information. Identity assigned activities linked to the ASEAN region in the context of Thailand. The most 9 interesting 'New Creative Traveling and Tourism Idea' for Thailand and the region are for example;

- 1) World Heritage of Asian countries
- 2) Traditional cultural and ceremony in Asian Festival
- 3) The existing of Island Paradise of ASEAN
- 4) Tracing of Ethnicity in food cloths and way of life
- 5) Asian New Route of Silk road - River of Culture and Legacy of Wisdom
- 6) Birth of the Stone Castles
- 7) The belief and Legend of the Religion
- 8) Route of Muay Thai Warrior (Boxing)
- 9) Prehistoric Kingdoms, Geo-park of Dinotopia and Ancient civilizations, to name but a few example.

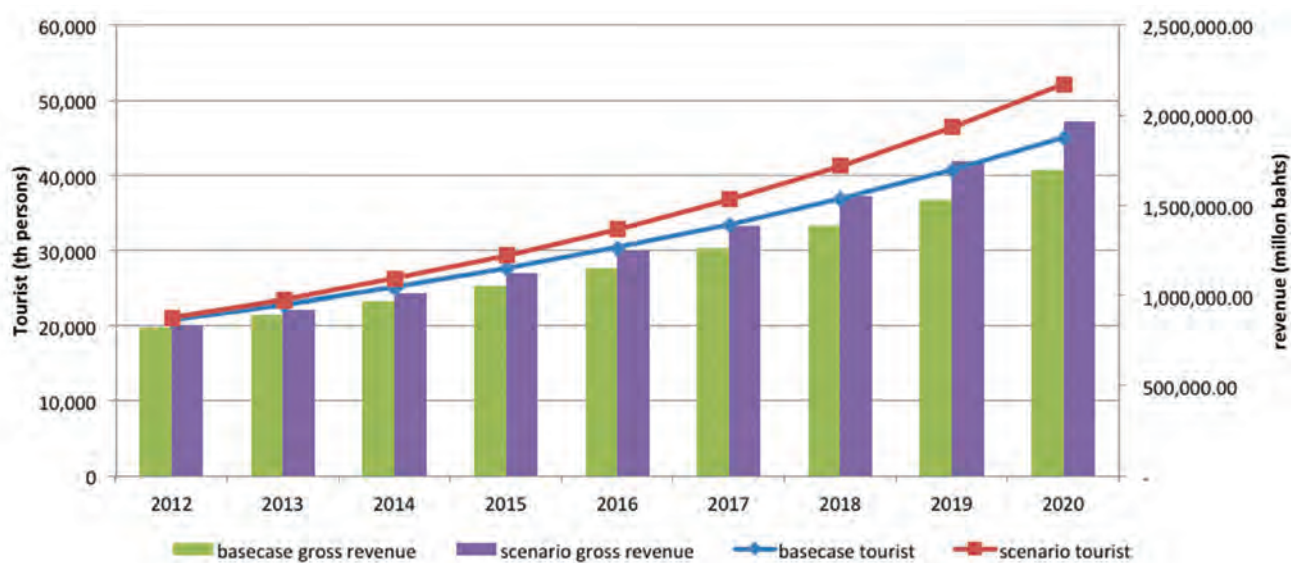
In our study, we have proposed the cultural link to our neighboring countries such as Myanmar, Yunnan in South China and Laos, Cambodia and Vietnam respectively. This is owing to their proximity of culture and ethnicity. There are differences of history and believe, though among us. The uniqueness of identity has made linkage worth the trip while differences of history and ethnics have made travelling and tourism worth exploration and visits repeatedly. In this regard we also need human resource development of our AEC citizen to encourage and helping local people who would get both the benefit and adversary impact around tourist attractions to reach real understand of their potential. They would therefore choose to welcome travelers from around the world who come to seek deeper understandings of their ethics, exchange of words and minds.

Policy implication towards steps of execution in making Thailand as a hub of ASEAN travel and tourism is as follows:

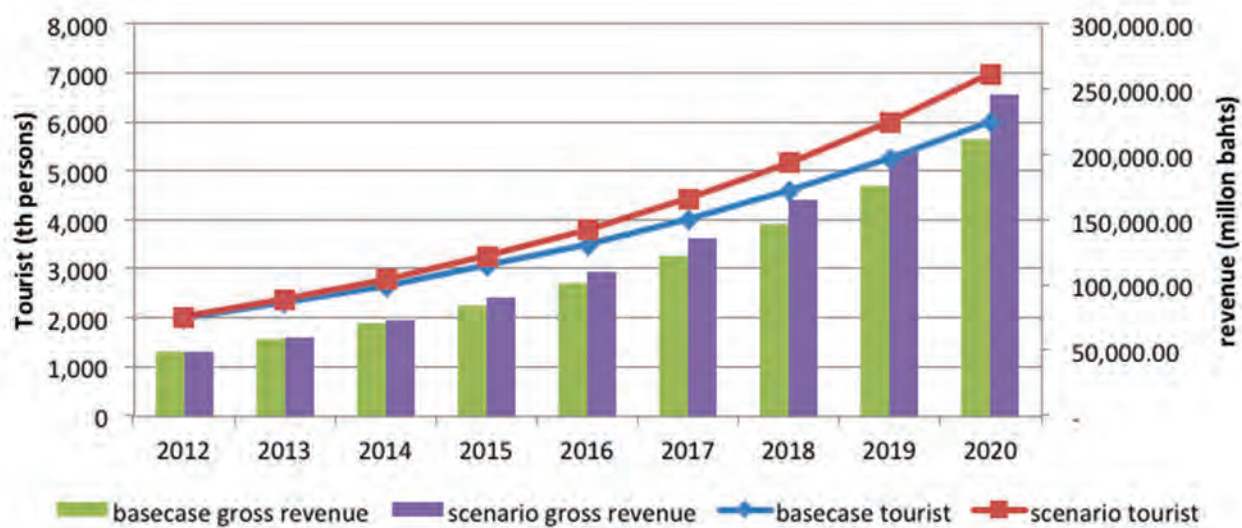
- 1) Investment in infrastructure to link new markets to existing Thai market for better connectivity via air land and river routes
- 2) Joint implementation of tourism activities in the regions to raise the length of stay and expenditure on souvenir designed with brand identity specific to each location in the tourism destination
- 3) Draft the framework, in developing Thailand as a hub of ASEAN under the regional cooperation plan in sub-region, determine a native stakeholder in ASEAN for a joint investment initiatives in tourism and travelling
- 4) The Tourism Council Of Thailand follows up to monitor the proposal and investment plan to realize the action plan for Thailand as hub of AEC in Tourism.

Key words : ASEAN Integration; Thailand as hub of travel and tourism of AEC; the main core of tourism development lies in the common of culture, arts, belief and the difference of ethnicity and identities.

2012-2020 (Tourism Benefit)



Greater Maekong Sub-Region



Executive summary: Conclusion and Policy suggestions

Tourism is an important factor towards the growth of the global economy, and especially in South East Asia (ASEAN). Currently, the regional market has grown due to the combined population of 600 million people in ASEAN nations; which constitutes up to 5 percent of the world's GDP. Members of the ASEAN community have continually supported tourism by the promotion of a common market: Linking transportation, sharing of natural resources, environmental preservation, easy access to neighboring countries as well as deregulation for open competition.

ASEAN countries have rich resources suited for tourism, whether it be it's exotic landscapes, scenic mountains, beautiful seas and white sandy beaches. It's extensive ecosystem where wildlife, natural history and vast cultures can also offer a lot of interest towards visiting tourists . AEC has rapidly gained economic power in Asia Pacific, while geographically, Thailand is situated at the center of the community.

Travel and Tourism is an important factor in economical growth within the ASEAN community. It yields a GDP of 4.6 to 10.9 percent and an employment of 9.3 million ASEAN personnels or 3.2 percent of total employment. There will also be additional indirect-related jobs adding up to over 25 million jobs. Thailand will need to be ready and prepared to handle all aspects of the development of local tourism services.

1. Conclusion of Study

This study aims to answer important problems facing Thailand:

First: How to maintain the country's competitiveness within the region, and improve our ranking within the region.












Second: Although Thailand has efficient resources for tourism, it still needs to develop and improve other aspects of competition as well.

Third: Thailand needs to prepare for integration within ASEAN countries and act as a regional hub. With over three decades of experience, it needs to be able to connect to new tourist destinations in the regions new to other tourists.

Four: Finding new markets and products developed for creative tourism, that will benefit the people within the community. To continually increase international tourism on a global and regional scale.

Leading international tourists from 2000 to 2010 mostly consisted of the United States, France, China, Spain, and Italy, while visitors from Malaysia amounted to 23-24 million per year. The question is, how can we make Thailand the center of tourism within the ASEAN region.

TABLE 1: Ranking of Tourist Efficient Countries Worldwide.

	2011		2009
Country/ Economy	Rank/139	score(6)	Rank/133
Switzerland	 1	5.68	1
Germany	 2	5.50	3
France	 3	5.41	4
Austria	 4	5.41	2
Sweden	 5	5.34	7
United States	 6	5.30	8
United Kingdom	 7	5.30	11
Spain	 8	5.29	6
Canada	 9	5.29	5
Singapore	 10	5.23	10
Thailand	 41	4.47	39

Thailand received 4.47 points out of 7 in 2011, ranking it in at no.41 of the world's most efficient tourist destination. This was 2 ranks lower than in 2009, where it received only 4.45 points. The top contenders were Switzerland, Germany and France.

TABLE 2: Ranking of the Tourist Efficient Country within ASEAN.

Country Economy	AEC rank	ASIAN rank	Overall rank	Score
Singapore	1	1	10	5.23
Malaysia	2	7	35	4.59
Thailand	3	10	41	4.47
Brunei	4	11	67	4.07
Indonesia	5	13	74	3.96
Vietnam	6	14	80	3.90
Philippine	7	18	94	3.69
Cambodia	8	21	109	3.44

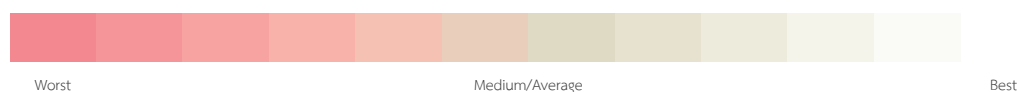
Thailand ranks in 3rd place within the ASEAN community, following that of Singapore and Malaysia respectively. Singapore itself is one of the tourist efficient countries in the world, whereas Malaysia is closer to Thailand when based on the global ranking scale.

Analysis of the impact of the integration of the ASEAN Economic Community by the year 2015, show that if are able to accomplish the set pillars determined by the Travel and Tourism Competitive Index (TTCI), Thailand will be able to increase the number of visitors in the future.

TABLE 3: Ranking of different elements of Efficiency within ASEAN.

Score (1-7 scale)	Singapore	Malaysia	Thailand	Brunei Darussalam	Indonesia	Vietnam	Philippines	Cambodia	ASEAN (average)	TTCR sample*
Pillars										
TTCI 2011	5.2	4.6	4.5	4.1	4.0	3.9	3.7	3.4	4.2	4.1
1. Policy rules and regulations	6.0	5.1	4.4	3.7	4.2	4.4	4.4	3.4	4.4	4.3
2. Environmental sustainability	4.9	4.6	4.2	3.6	3.9	4.1	4.2	4.3	4.2	4.6
3. Safety and security	6.1	4.5	4.4	5.7	4.7	4.8	4.1	4.6	4.9	4.8
4. Health and Hygiene	5.2	4.5	4.4	4.7	2.6	4.1	3.8	1.5	3.8	4.5
5. Prioritization of Travel & Tourism	6.4	4.8	4.9	3.3	5.7	4.0	4.5	5.8	4.9	4.5
6. Air transport infrastructure	5.0	4.2	4.5	4.0	3.3	2.7	2.8	2.3	3.6	3.3
7. Ground transport infrastructure	6.6	4.6	4.1	4.2	3.2	3.3	2.8	3.0	4.0	3.9
8. Tourism infrastructure	5.1	3.6	4.9	2.8	2.0	2.1	2.6	1.4	3.1	3.8
9. ICT infrastructure	5.2	3.7	2.9	3.9	2.5	3.2	2.5	1.9	3.2	3.4
10. Price competitiveness	5.1	5.6	5.2	5.8	5.6	5.2	5.2	5.1	5.3	4.6
11. Human resources	6.1	5.2	4.8	5.1	5.0	4.9	4.7	4.3	5.0	4.8
12. Affinity for Travel & Tourism	5.7	5.4	5.3	4.5	4.2	4.5	4.6	5.3	4.9	4.7
13. Natural resources	2.6	4.5	4.6	4.0	4.7	3.6	3.3	3.5	3.9	3.3
14. Cultural resources	3.9	3.8	3.9	1.8	3.5	3.6	2.2	1.6	3.0	2.9

*Average score of the 139 economies covered in the TTCI.



Source : World Economic Forum

From Table 2 you'll see that Thailand scored above average in most areas, except in terms of information and communication technology (ICT infrastructure) and Cultural resources which are still relatively low. This is possibly due to the lack of proper promotion toward tourists, however, Thailand's ability to compete on information and communication technology (ICT infrastructure) with its surrounding countries (Thailand, Malaysia, Singapore, and Vietnam) is still a problem.

Other countries in the region are also adapting to these elements; Thailand must therefore urgently seek new strategic competitiveness within the tourism industry. The most potential group of tourists will come from China, Russia, India, South Asia and other countries in the AEC. On the other hand, Thailand still needs to maintain it's ties with Korea, Japan, England and other European countries.

After a careful SWOT Analysis in regards to the effects of tourism towards Thailand, and it's future economical market share (Economic Impact of AEC Integration), tests have shown that Thailand still has good potential. However, Thailand needs to carefully establish a clear and defined identity. It should be different from other surrounding countries as well as other established countries like Singapore and Malaysia. Thailand needs to build linkage and a management system between it's neighboring countries along the Mekong River especially Cambodia, Laos, Myanmar and Vietnam. These countries along with Thailand, share common history, heritage, religion and culture. By establishing Thailand as the tourist hub for this region, it will enable Thailand to become a major player at the AEC.

Figure 1. Systems linking Thailand to the region.



Even though there hasn't been extensive evaluations on the cost of investment and benefits of integration, it is still important to consider Cost-Benefit appraisal of Creative Tourism Flagship Investment projects. These projects include: films, documentaries, landscape & environmental beautification, urban planning, establishing integration routes & activities and the production of gifts and souvenirs. By investing in these projects that help link Thailand's provinces towards other neighboring countries, Thailand will ultimately benefit in the long run from it for more than the initial investments made. It will also help promote Thailand as the tourism hub of this region.

Overall linkage and integration within neighboring ASEAN countries will solidify Thailand's capacity in finding new tourist routes. Our research team sent out a survey to find what the needs of the new creative tourists were.

The questionnaires were handed to type A and type B tourists. These tourists consisted of both Thai and foreign travelers from different working occupations. The questions were sent out electronically, and 115 replies were collected within a day carrying comments and suggestions below:

The Six fields of interest in Creative Tourism, created by past research of ASEAN tourists, are as follows:

1. Ethnicity
2. Dinosaurs
3. Stone Castles
4. World Heritage
5. ASEAN Songkran Festival
6. Culture and Treasures

Figure 2. Chart representing different fields of interest in Creative Tourism, from 115 participants, who were considered new creative tourists collected in 2013.



2. Tourism resources for the creative link between tourism destinations in the region.

Theoretical concepts designed after traveling, research, interviews and data gathering for integration are as follows:

2.1 Identity assigned activities linked to the ASEAN region in the context of Thailand.

North

- 1) Ethnicity and the 5 Chiang Kingdoms.
- 2) The belief and Legend of the Twelve Buddhist Relics.
- 3) Ancient Tea Route

South

- 1) The use of marine resources. ie. Swimming with dolphins.
- 2) Muay Chaiya (Chaiya Thai Boxing)
- 3) World Heritage and Ancient Civilizations

Northeast

- 1) Stone Castles.
- 2) The legend of the mythical Serpent
- 3) Dino Geo Park
- 4) Tracing Ancestral Heritage - Ethnic Tai & Ethnic Mon
- 5) Bird Watching (Water birds & Migratory birds)
- 6) The Silk Road

Central

- 1) River Civilization

Figure 3. Muay Chaiya Souvenirs.



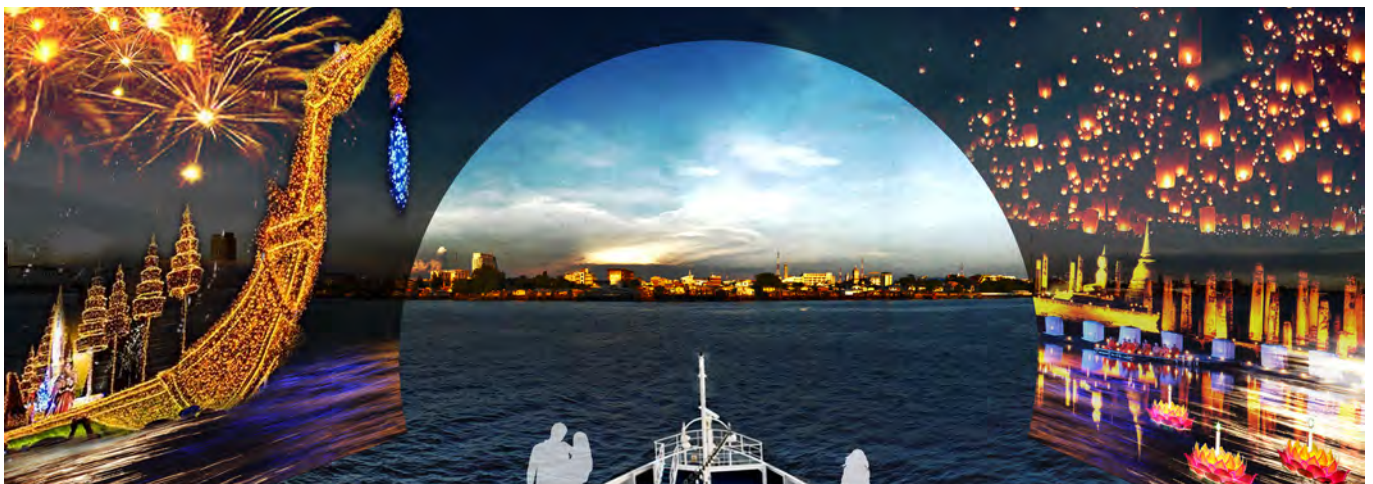
Figure 4. An example of the Chiang ethnic culture.



Figure 5. World Heritage and urban civilization map.



Figure 6. An simulation of activity affiliated to River Civilizations.





“North”

Summary of activities to connect identity integration.

Concept : 1. Ethnicity and the 5 Chiang Kingdoms. Visual Identity : 1. Ethnicity 2. Elephants 3. Pagoda Silhouettes 4. Illustrations of the city.

Activities :

1. Cultural Tourism
 - Food
 - Apparel
 - Skits
 - Tradition
 - Merits
2. Tai Cultural Arts Contest
 - Crafts
 - Photography
 - Artwork
 - Designing Costumes
 - International Music
3. Creating festivals and various artwork inspired by the Thai elephant.

Development :

1. Development of an Ethnic Cultural Center.
2. Landscape beautification according to Ethnic backgrounds.
3. A suspension bridge connecting Wat Phrae Kaew to Chulalongkorn University (Ethnic Cultural Center).
4. Establishing a Salah and art development center .
5. Developing and improvement of communities surrounding the mountains. Doi Thong is an elephant community.
6. Build a Conference and Exhibition Hall within Chiang Khong district.
7. Development of Tour Guides with knowledge of English and Chinese.

Products :

1. Appliances
2. Costume
3. Furniture
4. Gifts and Souvenirs
5. Cityscapes
6. Graphic Prints
7. Insignia

New link of Transportation :

1. Domestic
 - 1.1 Railroad from Chiang Rai - Nan
 - 1.2 Railroad from Chiang Rai - Chiang Mai
 - 1.3 Railroad from Chiang Rai - Phrae
2. International
 - Improved performance of boat traveling along the Mekong river to run faster (Reducing travels from Luang Prabang in 2 days to 1 day).
 - Create travel routes for Chiang Rai - Kengtung (Myanmar)
 - Create travel routes for Chiang Rai - Luang Prabang
 - Create travel routes for Chiang Rai - Xishuangbanna .
 - Railroad from Chiang Rai - Chiang Khong - Huay Sai - Muang Sing (Laos)
 - Railroad from Chiang Rai - Tachilek - Kengtung (Myanmar)

Media :

1. Books of Hereditary Tai Culture
2. International Magazines on Tai Culture
3. The Internet
4. A Tai Hereditary Travel documentary
5. Media Kit and invitation as a "Toong mobile"

Rate of Attraction



Concept : **2.The belief and Legend of the Twelve Buddhist Relics.** Visual Identity : Shape and patterns that represent the temples and relics.

Activities :

1. Worship and respect of Phra That Doi Tung and the Princess Mother Memorial.
2. Worship and respect of the Twelve Buddhist Relics.

Rate of Attraction



Development :

1. Create ceremonies to worship and respect the Buddhist Relics.
2. Design Tai ethnic costumes according to tradition.
3. Prepare sacred amulets as gifts.
4. Beautification of landscape, and the foot trail leading up to Doi Tung.
5. Created tourism partners with Myanmar and India.

New link of Transportation :

- 1.Domestic Railroads
 - 1.1 Railroad from Chiang Rai - Phrae - Nan
 - 1.2 Railroad from Chiang Rai - Chiang Mai
 - 1.3 Railroad from Chiang Rai - Phanom Penh
2. International
 - New routes - Yangon (Myanmar)

Products :

1. Utilities for monks
2. Costumes
3. Furniture and Decor
4. Gifts and Souvenirs
5. Sacred Amulets
6. Graphic Prints
7. Insignia and Stamps

Media :

1. The Internet
2. Documentary on Beliefs and Places
3. Books published on Legendary 12 Zodiac Buddhist Relics
4. Media Kit and invitation as "Scripture Leaves "

Concept : **3. Ancient Tea Route**

Visual Identity : Tea plant and Tea Leaves

Activities :

1. The Ancient Tea Route
2. Tea brewing contest & Tea leaf Cooking Contest (cooking from tea leaves)
3. Yunnan Ethnic Culture Exhibition

Rate of Attraction



Development :

1. The development of varieties of tea and tea products .
2. Recreate the city of Yunnan and it's traditional ceremonies in Mae Salong and Pha Tung .
3. Build alliances with Yunnan and Taiwan.
4. Build a Convention and Exhibition Centre for Thai ,Chinese and Laotian goods in Pha Tang, Chiang Khong.

New link of Transportation :

- International
 - Improved performance of boat traveling along the Mekong Chiang San-Myanmar-Laos-Yunnan (China)
 - Improved performance of Phu Chee-Fah Pha Tang by boat
 - Create travel routes for Chiang Rai - Yunnan by Air line
 - Improved routes of Chiang Kong-Muang Sing (South China)
 - Improved routes of Mae Sai-Chiang Tung-South China

Products

- 1.Tea Utensil Set
2. Premium quality tea leaves
3. Furniture and Home Decor
4. Gift and Souvenirs
5. Cosmetics products derived from tea leaves
6. Graphic Prints
7. Insignia and Stamps of places where tea is grown

Media :

1. The Internet
2. VDO documentary retracing the Ancient Tea Route
3. Publications
4. Media Kit and invitation as " Tea leaves "





“South”

Summary of activities to connect identity integration.

Concept : The use of marine resources. ie. Swimming with dolphins. Visual Identity : 1. Marine dolphins, seahorses etc. 2. Ko Rae Boats patterns.

Activities :

1. Boat Cruise
2. Water Activities such as Scuba diving and Canoeing
3. Conservation activities
 - 3.1 Planting Mangroves
 - Growing Coral.
 - Releasing Turtles
4. Contests
 - Sailboat Racing
 - Jet Ski
5. Product Identity Contest
6. Cooking Contest

Development :

1. Development of identity and travel products based on marine resources
2. Opening new boat routes: from Surat, Gulf of Thailand - Malaysia - Singapore - Phangnga, Andaman Coast - Myanmar
3. Development and training of Guides (in English)

New link of Transportation :

Domestic

1. Built a railway connecting the Gulf of Thailand and the Andaman such as:
 - 1.1 Railroad from Surat - Phangnga
 - 1.2 Railroad from Chumphon to Ranong
 - 1.3 Roadway from Surat - KoKua Pa (Phangnga)

International

- Flight route from Surat - Phuket
- Open route from Surat - Koh Song (Myanmar)

Products :

1. Home and Hotel Decorations
2. Costumes
3. Insignia
4. Gifts and Souvenirs

Media :

1. TV and DVD Travel documentary
2. Internet
3. Printed magazine (Gulf of Thailand - Andaman)
4. Media Kit and invitation as " Sea Shells "

Rate of Attraction



Concept : Muay Chaiya Key Visual : Various Muay Chai poses

Activities :

1. Home stay and Muay Chaiya training (for extended long period stays).
2. International Boxing Matches
3. Boxing for Health

Development :

1. Certified Training Courses
2. Chaiya boxing Statues that will allow people to learn.
3. Established an International bare hand martial arts center
4. Gathering knowledge to create a "Muay Chaiya Bible"

New link of Transportation :

Domestic

1. Flight Route from Surat - Nakhon Si Thammarat.

Products :

1. Home and Hotel Decorations
2. Costumes
3. Insignia
4. Gifts and Souvenirs

Media :

1. A "Muay Chaiya" Short Film
2. "Muay Chaiya" Publications
3. An International Road show to target countries
4. Internet.

Rate of Attraction



Activities :

1. Worship of the Twin Buddhist relics of the South (Phra Chaiya - Phra Nakhon Si Thammarat)
2. ASEAN Heritage Travel Routes
3. Thai World Heritage and Paya Li Thai Travel Routes
4. Phrabodha and Pa Phrawej design contest

Rate of Attraction



Development :

1. Surat city and Nakorn Srithammarat as the twin cities of Southern Civilization
2. Development of Southern Civilization Center: A Collection of Stories and artifacts all in one place.

New link of Transportation :

Domestic

1.1 Flight routes from Surat - Sukhothai

International

1. Flight Route

- Surat - Rangoon
- Mandalay - Myanmar (Burma)
- Surat - Luang Prabang (Laos)
- Surat - Angkor Wat (Cambodia)

Products :

1. Sacred Amulets
2. Phrabodha and Pa Phrawej
3. Furniture
4. Jewelry
5. Gifts and Souvenirs

Media :

1. Publications " Thailand world heritage routes "
2. Media artwork
 - Phrabodha
 - Pa Phrawej



"Northeast"

Summary of activities to connect identity integration.

Activities :

1. Visiting various Stone Castles
2. Recreating Historical Ceremonies

Rate of Attraction



Development :

1. Using the shape of the Stone Castle to create identity and symbols.
2. Modifying and unifying the look of government buildings around the Stone Castle
3. Mapping and routing information on Stone Castle
4. Create clear directional signs all throughout the Stone Castle path
5. Develop relations with neighboring countries along the Stone Castle path, creating activities together.

New link of Transportation :

Domestic

Railroad

1. Railroad from Chaiyaphum - Thailand
2. Railroad from Muang Ubon Ratchathani - Umpur Muang Khong Connect the Mekong River

Products :

1. Furniture
2. Jewelry
3. Symbolic sketches of master buildings, Governor Offices and Stone Castle

Media :

1. Stone Castle and Civilization Documentary DVD
2. Short Film: 133 Castles
3. Publications
4. Carved stone

Concept : **2. The legend of the Mythical Serpent.** Visual Identity : *Serpent*

Activities :

1. Viewing of Naga Fireballs.
2. The largest Naga Ordination Ceremony in the world.

Rate of Attraction



Development :

1. Mapping Naga Fireballs.
2. Designing ethnic Tai Costumes according to tradition
3. Preparation of sacred objects as souvenirs.
4. Landscape Beautification

New link of Transportation :

International

Development of the Mekong River for passengers from China, Myanmar, Laos, Thailand, Cambodia, Vietnam.

Products :

1. City Identities
2. Gifts and Souvenirs
3. Jewelry

Media :

1. Publications on the Bung Fai Rocket Festival
2. Films on Bung the Fai Rocket Festival
3. Publications on the legendary Serpent.

Concept : **3. Dinotopia Geo Park** Visual Identity : 1. Native Dinosaurs 2. Baan Chiang Patterns 3. Pa Tam Patterns 4. Chaiyaphum Stone Rocks

Activities :

1. Tourism route for tracing ancient civilizations
2. Prehistoric Kingdom
3. Handicraft Contests

New link of Transportation :

1. Railroad from Chaiyaphum-Nakhon Ratchasima

Rate of Attraction



Development :

1. Improving the identity of the city
2. Beautification of landscaping: Merging Prehistoric themes harmoniously with Modern surroundings. Development should have fun in mind in every corner of the city.
3. Development of tour guides who are knowledgeable and able to speak foreign languages
4. Bring regional identities such as stone, Bann Chiang, white stone buildings to serve as a Land Mark.
5. Forming alliances with other Prehistoric Civilizations



Credit by : Dinotopia book, James Gurney.



Products :

1. Pictures of various buildings, simulated stone shapes, & white stone.
2. Gifts and souvenirs
3. City Identity
4. Dinotopia Kingdom

Media :

1. Internet
2. Films Dinotopia town
3. Dinosaur Toys

Concept : **4. Tracing Ancestral Heritage - Ethnic Tai & Ethnic Mon** Visual Identity : 1. Drawing of Ancestors

and their outfits 2. City creation myth 3. Scenery and native flowers 4 White stones from Chaiyaphum 5 Stone Carvings

Activities :

1. Ethnic show: Cultural, folk and traditions.
2. Short film tracing ancestors contest.
3. Clothing design contest: Ethnic dress.
4. Jewelry and ethnic design contest.
5. Tourist Activities with Home stay.

Rate of Attraction



Development :

1. Assigned ethnic dress day of the week.
2. Ethnic museum.
3. Ethnic mapping ancestral heritage in Thailand and ASEAN.
4. Supporting entrepreneurial training, coaching for creating products according to ethnic identity.

New link of Transportation :

Domestic

1. The route
- 1.1 Chaiyaphum - Thailand
- 1.2 Udon - Chiang Rai

International

1. Development of Udon - Luang Prabang Route
2. Mekong route connecting China , Myanmar , Laos , Thailand , Cambodia , Vietnam

Products :

1. Costumes
2. Local Foods
3. Home Decor
4. Herbs & Spices

Media :

1. Publications
2. Ethnic & Ancestral related documentaries
3. The Internet



Concept : **5. Bird Watching (Water birds & Migratory birds)** Visual Identity : 1. Birds, aquatic plants , trees and various native fish species

2. Landscape and Waterscape of where the bird's are present

Activities :

1. Migratory birds route.
2. Product Identity contest
3. River & migratory bird conservation activities
4. Arts and Documentary contests.

Rate of Attraction



Development :

1. Development of migratory birds to potential tourists.
2. A Museum and information center for native migratory birds, aquatic plants and fish.
3. Aquatic plants & Fish Breeding Centre.

New link of Transportation :

Flight Route

- 1.1 Udon - Hat Yai (Little Sea, Songkhla)
- 1.2 Udon - Hua Hin (Sam Roi Yod, Prachuap)
- 1.3 Udon - Surat (Khao Sok, Surat)
- 1.4 Chaiyaphum - Bangkok (Bangpu, Samutprakarn)
- 1.5 Udon - Nakornsawan. (Bora Phet Lake, Nakhon Sawan)
- 1.6 Udon - Mae Hong Son (Pang Ung , Mae Hong Son)

International

Fight Route

1. Udon - Cambodia (the lake of Cambodia)
2. Udon - Myanmar (The Inlay lake, Myanmar)

Products :

1. Pictures of project development with landscape, Bird Watching and Aquatic Plants
2. Gifts and Souvenirs: Native Birds, Plants and Fishes.

Media :

1. Models of migratory birds and various fish species
2. Publications
3. Billboards
4. Documentary short film
5. The Internet

Concept : **6. The Silk Road** Visual Identity : 1. Naga Pattern 2. Bang Chiang Pattern 3. Stone Castle Pattern 4. Siam Tulip Pattern

Activities :

1. Integrated manufacturing textile Activities: Eat , Sleep , craft , weave and print.
2. Printed textile and fabric design contest.

Rate of Attraction



Development :

1. Established a Silk Learning Community Centre for learning how to " breed , farming and weave silk.
2. Development of the textile and apparel enterprises (Knock Down).
3. Homestay management training for entrepreneurs .
4. Government support for landscape beautification of Silk communities.
5. State supported design education for weaving and dyeing techniques.

New link of Transportation :

Domestic

1. Flight Route
- 1.1 Chaiyaphum - Udon
- 1.2 Chaiyaphum - Surat

International

1. Flight Route
- 1.1 Udon - China

Products :

1. Woven products
2. Woven pattern
3. Printing patterns
4. Handheld Loom

Media :

1. Short Films
2. Silkworm caricature and toys
3. Publications
4. The Internet
5. Media Kit and invitation as a "Rolled up Silk or Fabric"





“Central”

Summary of activities to connect identity integration.

Concept : **River Civilization** Visual Identity : 1. River Fish Species 2. Boats and Royal Barges

Activities :

1. The River of fairytales and Mythology (Every night)
2. The River of light and Merit.
3. The River under the stars.
4. Competitions.
 - Sailboat racing
 - Jet Ski
5. The River of international companionship.
6. The River of 3 capitals.



Development :

1. Preparing proper lights, color and sound for each landmark and building. To highlight Beautiful architecture along the river
2. Restore 10 craftsmanship skills and labor
3. Restore traditional thai food and snacks, as well as Royal Dishes.
4. Night Boat trips with activities
5. Create Markets within existing beautiful buildings
6. Government funded public relation activities .
7. Display Biographies, photos of Palaces and the beautiful waterfront of Bangkok - Ayutthaya.

New link of Transportation :

Domestic

1. Develop Boat Route for Bangkok - Ayutthaya / Bangkok - Samutprakarn

International

- ASEAN International air line

Products :

1. Home and Hotel Decorations
2. Costumes
3. Insignia
4. Gifts and Souvenirs

Media :

1. TV and DVD Travel documentaries
2. The Internet
3. Printed magazine
4. Media Kit and invitation as a "Kratongs in a Glass Bottle"

Rate of Attraction



2.2 Using identity to initiate activities linked to ASEAN

- 1) Linking ASEAN World Heritage properties.
- 2) Linking ASEAN cultural festivals.
- 3) Linking ASEAN islands of Paradise.
- 4) Linking Ethnicity.
- 5) Linking the Silk Road, River Culture and Legacy of Wisdom.
- 6) Tracing the Birth of the Stone Castles.
- 7) Linking ASEAN religion.
- 8) Linking ASEAN martial Arts and the Boxing Warrior.
- 9) Linking Prehistoric Kingdoms, Dinotopia and Ancient civilizations.

1)



2)



3)



4)



5)



6)



7)



8)



9)





India

China

Myanmar

Vietnam

Laos

Laos

Cambodia

Vietnam

Gulf of Thailand

Malaysia

Andaman Sea

Singapore

AEC

Creative
Traveling
Thailand

National capital

Port

AirPort

Bridge

Railway

Road

River

Province

City

New Route

Road

River

Province

Railway

International AirPort

3. Suggestions and Development for Accessibility to Tourist Attractions



3.1 Create travel routes or improve former ones connecting with the North : linking tourism with Myanmar, China and Laos.

1. Domestic

Connecting travelling by Create new routh.

1.1 Railroad from ChiangRai – Phrae, Nan / Chiangrai - Chiangmai

2. International

Connecting travelling by river.

2.1 Improved performance of boat traveling along the Mekong River to run faster. (Reducing travels from Luang Prabang in 2 days to 1 day).

2.2 Develop traveling along the Mekong River from Chiangsaen to Myanmar, Laos and Yunnan

2.3 Improve the boat route along the Mekong River to Phu Cheefa and Pha Tang

Connecting traveling by air.

2.4 Create more routes with the flight from Chiangrai to Luang Prabang, Sipsongpanna, Rangoon and Yunnan

Connecting travelling by Create new routh.

2.5 Railroad from Chiangrai to Chiangkhong, Huay Sai and Muang Sing(Laos) /Chiangrai to Thakhilek and Chiangtoong (Myanmar)

2.6 Develop highways from Chiangkhong to Muang Sing(South China) From Mae Sai to Chiang Toong(Myanmar) and South China

3.2 Connecting regions and sub-regional sections within Thailand to promote Thailand as the center of communication.

Central : Connecting tourism with the central part of Thailand to link worldwide tourism with the center of the country.

For travelling as a fairy tale – Create the boat route from Bangkok to Ayudhya and Bangkok to Samutprakarn.

Northeast : Connecting tourism with China, Myanmar, Laos, Cambodia and Vietnam

1. Connecting travelling by Create new routh.

Create railroads connecting Chaiyaphume and Nakornratchasima / Amphoe Muang and Amphoe Khongjiam (Ubonratchathani)

2. Connecting travelling by river.

Connecting the boat routes along the Mekong River as an international tourism via water ways Develop the Mekong River and improve the performance of the tourist boats from China, Myanmar, Laos, Thailand, Cambodia and Vietnam

3. Connecting traveling by air.

Domestic – Create the flights – Chaiyapume – Bangkok/ Chaiyapume –Udon/ Chaiyapume –Surat Thani/Udon-Chiangrai/Udon-Hatyai(connecting with Songkhla lagoon)/ Uon-Hua Hin(connecting with Khao Samroyod Prachuapkhirikhan/Udon-Surat Thani(connecting with Khao Sok)/Chaiyapume-Bangkok(connecting with Bangpoo Samutprakarn)/ Udon-Nakonsawan(connecting with Bueng Boraphet)/Udon-Mae Hongson(connecting Pang Aung)

International - Create the flights – Udon-Cambodia(connecting with Cambodian Lake/ Udon-Myanmar(connecting Inlay Lake)/Udon-China(connecting tourism through Myanmar via Tawai, Kanchanaburi, Marid, Ratchaburi to Ko Kong Kampongsom, Cambodia and South Vietnam by highways

South : Connecting tourism from Myanmar, Laos and Cambodia

1. Connecting travelling by river.

Create water way routes connecting the Gulf of Thailand with Andaman Sea together with Surat Thani-Phang Nga/Chumphon-Ranong

2. Connecting travelling by Create new routh.

Improve highways from Surat Thani to Takuapa

3. Connecting travelling by air

Domestic – Create the flights from Surat Thani and Phuket to Nakornratchasima and Chaiyapume in the northeast/ to Mae Sod and Sukhothai in the north

International - Create the flights from Surat Thani and Phuket - Rangoon / Mandalay

- Bagan / Surat Thani and Phuket – Luangprabang/ Surat Thani and Phuket – Angor Wat



4. Using Public Media channels in order to extend the market and keep Thailand as a center of ASEAN

1) Using Traveling Asian Channel which presenting the different routes - presented early in this document – as a guide, all routes focuses in new discovery, innovation, enjoyment which is belonging to a specific country.

2) Free copy of monthly magazine, the contents are including map, pictures, calendar, activities and events of ASEAN, will be distributed to all international airports and traveling centers around the world.

3) Public media like YouTube / Web blog / Face book / Temblr / Vimeo / Instagram / Line / Google map etc. will be used to broadcast real time information and also be information sharing for travelers around the world i.e. Travelers can share videos, pictures, comments from what they have seen and experience with. For example, YouTube will contain video captured, Web Blog can be use as a storyteller, Face book and Instagram will include pictures and comments from worldwide travelers, Line can be used as public event

4) Movie/ Soap Opera/ Documentary will be used to state that Thailand is the best destination to be a place start with. For instant, Presenting Thai tradition and history can help the travelers get a good imaginary and hunger to see the real stuff. An example is a Korean Soap Opera, Dae Jang Keum - The Soap Opera specifically tell about Korean food, History and Tradition - which similarly to a Singapore Soap Opera, Baba Yaya but this one added a little more on culture, art and characteristic of local people.

5) Traveling Magazine/ Picture Book/ Novel/ Comic or Manga / Animation Media will be used for telling the history, traditional, or culture of each specific place. Of course, these medias will be available in Thai and English language. Since this kind of medias is formed as pictures – a picture is worth a thousand words, they are easy to understand and pick up by audiences. The medias can help children to easily access the media real quick. This can also be applied to the traveler who used to visit the places and had read information in words and traveler who has never been to the place.

The important point is the medias need to have a good quality in world wild standard and based on the real stories. One of a good example is Walt Disney. Thai children recognize most major releases of Walt Disney.

Figure 7. Illustration for “The girl of Silk Ban Kawo”



Figure 8. Sample of Traveling book with Illustration style



Figure 9. Pixel-art of Ancient's Thai boxing



5. Making Thailand to be a hub of ASEAN traveling

- 1) Increasing the level of safety, setting a standard of transportation, and controlling a number of travelers in each tourist attraction.
- 2) Encouraging and helping local people who live around tourist attractions to get the real understand on their area and welcome travelers from around the words by understanding ethics, basic words in major languages and services.
- 3) Giving information including safety when joining a festival to travelers. Creating/Managing activities that are not specifically to a religion or gender and also making sure that the purposes are stated clearly and focus on graceful and joyful.
- 4) Government officer, Hospital, staff must be readiness and have capability on helping in world class standard.
- 5) Develop area around tourist attraction which including cleanliness, direction sign, etc. which leading to conservation travel.
- 6) Mass Media should produce Soap Opera which help promote culture or reintroduce on principle and idea to the audiences and making them have consciousness on their good traditional stuff including dress, food, art, language. This will help ASEAN and Thailand attractive by traveler from other nations.
- 7) Gathering Designer, Architect, Creative, and Marketing then traveling to the expected areas in order to work closely with localize. The focus are developing product, souvenir, food or drink, and adjusting landscape in conservation and environment awareness depending on the specific area. The most important point is the design must be developed based on local identity and the goal is to make the 'Brand Identity' with world class standard quality and strong selling point.
- 8) Considering on making clear direction sign and identity of the town. Creating 'Brand identity' all around Thailand (Northern, Center, Southern, Eastern, Western, and North Eastern) starting from the connection point of provinces which going to other regions especially Bangkok. The direction sign and identity of the town must have a good modern design, good standard quality and need to get along with surrounding by using quality Creative, Architect and artist (cooperated with experience and young) in order to create a beautiful based on the particular area/ town.

6. Steps to turn the plan to execution

- 1) Summarize ideas from brainstorming sessions and conclude as a solid plan, then pass the plan to Tourism Council of Thailand for voting, finally looking for cooperate with private sector and listen comments or other ideas from public.
- 2) Pass the solid plan to government in order to minister to acknowledge and support the plan.
- 3) Draft the framework, Developing Thailand as a hub of ASEAN, which was purposed early in priority order, then put in the budget, Developing Thailand as a hub of ASEAN in promoted plan under the cooperate in sub-region, and then, determine a native stakeholder and other ASEAN country stakeholders which is help by Thai government/ or International stakeholder.
- 4) As a representative and Beneficiary, Tourism Council Of Thailand follows up and evaluate the result then announce to government.

Figure 10. ASEAN 10 Thailand's Friendship





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