



Expertise Seminar

National and International level

Sukhothai 2020
Roundtables on Tourism, Heritage
and Creative City

Date: 21st-23rd September 2020



Designated Areas for Sustainable Tourism Administration (Public Organization)

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Introduction

“Sukhothai” is a province with famous tourist attractions that are known as a “World Heritage Site”. Since 1991, “Historic Town of Sukhothai and Associated Historic Towns” has been regarded as “World Cultural Heritage” and the latest in the year 2562, Sukhothai joined “UNESCO Creative Cities Network (UCCN)” as the “City of Crafts and Folk Art”, which emphasizes that Sukhothai is important in Thailand’s history and has outstanding wisdom that has been passed down for a long time reflected through traditions, arts and crafts, and way of life through tourism potential.

Designated Areas for Sustainable Tourism Administration (Public Organization) or DASTA has set up a meeting of national and international experts “Sukhothai: Round Table Tourism, Cultural Heritage and Creative City 2020” during 21-23rd September 2020 at Sukhothai Treasure Resort and Spa Hotel, **Mueang Sukhothai** District, Sukhothai Province intending to exchange knowledge and building cooperation in the management of world heritage sites and cultural tourism by collaborating with the United Nations Educational, Scientific and Cultural Organization or UNESCO and the International Council on Antiquities. (International Council on Monuments and Sites) or ICOMOS International for determining the topic of the dialogue, mobilizing national and international experts in the field of tourism, cultural heritage, and creative city to promote learning exchange views and experiences that will benefit the sustainable tourism development in Sukhothai including connected areas such as Kamphaeng Phet provinces and Phitsanulok Provinces.

This meeting of national and international experts was conducted by experts’ representations in various fields and roundtable discussions were participated in the panel discussion by representatives from various sectors. Both government agencies, the education sector, private sector, and the public on the following main topics;

- The direction of change in the new normal of the tourism industry.
- Disruptive Planning for a New Normal in Tourism
- Mobilizing Cultural Resources for Creative City Development at Sukhothai
- How do the people of Sukhothai benefit from being a world heritage city and creative city represented by UNESCO?
- Future of Sukhothai Creative Tourism
- New dawn, new ideas. Creating Sustainable Sukhothai Tourism

This report compiles a list of issues for important points from the forums on all topics. This will be useful in furthering the concept and developing sustainable tourism in Sukhothai Province.

Agenda

21st Monday, September 2020

Roundtable: Opening Ceremony (New normal tourism issue and Welcome party)

10.00-10.30 Roundtable Activities Registration (30 – 50 Seats)

10.30-12.00 Roundtable: Meeting and Greeting session with Community representative and Sukhothai Tourism entrepreneur was moderated by Jaturong Pokharatsiri, Ph.D. (Expert Director and Vice Chairman of the ICOMOS International Cultural Tourism Committee) and Paranee Sawatdirak (Independent Scholar in Town Planning and member of the Association for the Conservation of National Treasure and Environment (SCONTE))

12.00-13.00 Lunch Break

13.30-14.00 Registration to attend the opening ceremony and welcome party (80-100 seats)

14.00 - 15.00 Opening ceremony

- Welcome remarks by Suchart Teekasuk (Deputy Governor of Sukhothai)
- Welcome address by Chuwit Mitchob, Ph.D. (Acting Director of DASTA)
- Opening keynote by Piphat Ratchakitprakan (Minister of tourism and sports)
- Keynote Speech about the intention of joining the meeting by
 - Shigeru Aoyagi (Director of UNESCO in education for the Asia and Pacific region)
 - Jaturong Pokharatsiri, Ph.D. (Expert Director and Vice Chairman of the ICOMOS International Cultural Tourism Committee)
- Give a souvenir
- Take group photos

15.00-15.30 Creating Tourism Ecology for Sustainable Creative City by Dr. Chuwit Mitchob (Acting Director of DASTA)

Meeting Agenda 1: The direction of change in the new normal condition of the tourism industry

15.30-16.00 New normal and world tourism market

By Randy Durband (Executives of the International Sustainable Tourism Council (GSTC))

(20 minutes presentation via teleconferencing system from the Republic of Korea)

16.00-16.30 New normal tourism model in cultural heritage sites

By Montira Horayangura Unakul (Cultural Expert, UNESCO Bangkok) (presenting 20 minutes via teleconferencing system from Bangkok)

16.30- 18.00 Special events featuring local legends and plays presenting the joy and fun by Nithi Samutkojon and Daniel Fraser

18.00-19.30 Dinner (80-100 seats)

- Welcome remarks by Chuwit Mitrchob, Ph.D. (Acting Director of DASTA)
- Watch a cultural show
- Let's talk "Sukhothai in my heart" by Nithi Samutkojon and Daniel Fraser

22nd Tuesday, September 2020

08.30-09.00 Registration of participants (100-150 seats)

09.00-09.40 Sukhothai World Heritage 1991-2000: Perspectives and Prospects

By Vira Rojpochanarat (Former Minister of Culture and Consultant of the Thai ICOMOS Association)

and Bowornvet Rungrujee (former Director-General of the Fine Arts Department and President of the Thai ICOMOS Association)

Meeting Agenda 2 Disruptive Planning for a New Normal in Tourism: Disruptive Planning for a New Normal in Tourism

09.40-10.00 Discussion on the Pukam Tourism Master Plan

By Takayuki Miyoshi (Engineer and Urban Planner, Consultant to the Japan International Cooperation Agency (JICA)) (20 minutes presentation and Q&A via teleconferencing system from Myanmar)

10.00-10.20 Notes on “Integration of the Petra World Heritage Management Plan” By Aylin Orbasli, Ph.D. (Oxford Brookes University, UNESCO consultant and Expert Committee on Cultural Tourism of ICOMOS International) (20 minutes presentation and Q&A via teleconferencing system from the United Kingdom)

10.20-10.40 Q&A and commentary

By Fergus Maclaren (Chairman of the Academic Committee on Cultural Tourism of ICOMOS International) and Jaturong Pokharatsiri, Ph.D. (Faculty of Architecture and Planning, Thammasat University, Committee and Vice Chairman of the ICOMOS International Cultural Tourism Academic Committee)

10.40-11.00 Coffee Break

11.00-12.30 Round-table discussion “Disruptive Planning for a New Normal in Tourism” conducted by Jaturong Pokharatsiri, Ph.D. (Faculty of Architecture and Town Planning Thammasat University, Expert Committee and Vice-Chairman of ICOMOS International Academic Committee on Cultural Tourism) and panelists:

1. Yongtanit Phimonsatien, Ph.D. (Specialist in Town Planning and Conservation Academic qualified member of the Rattanakosin and Old City Conservation and Development Committee)
2. Richard Engelhardt, Ph.D. (Former Cultural Advisor in the Asia Pacific at UNESCO) (via Teleconferencing from Chiang Mai)

3. Yuk Hong Ian Tan (Expert Director and Vice-Chairman of the ICOMOS International Cultural Tourism Academic Committee)

4. Assistant Professor Witiya Pittungnapoo, Ph.D. (Faculty of Architecture Naresuan University)

12.30-13.30 Lunch Break

Meeting Agenda 3: Mobilizing Cultural Resources for Creative City Development at Sukhothai

13.30-13.50 World Heritage and Intangible Cultural Heritage: The Important Neglected Linkages

by Alexandra Denes, Ph.D. (UNESCO consultant and heritage intangible culture experts)

13.50-14.10 Creating and Networking Creative Cities

By Peeradon Kaewlai, Ph.D. (Faculty of Architecture and Urban Planning, Thammasat University Creative City Specialist, The Creative Economy Office Advisor)

14.10-14.30 Q&A and commentary

Moderated by Linina Phuttitarn (UNESCO-accredited expert facilitator for Intangible Cultural Heritage) and Jaturong Pokharatsiri, Ph.D. (Faculty of Architecture and Planning, Thammasat University, Expert Committee and Vice Chairman of the ICOMOS International Cultural Tourism Academic Committee)

14.30-14.50 Coffee break

14.50-16.20 Round-table discussion “How can Sukhothai ensure inclusive and lasting benefits for all stakeholders from its multiple recognitions by UNESCO?”

Moderated by Linina Phuttitarn (Lecturer on UNESCO Intangible Cultural Heritage) and **panelists:**

1. Duang Big Han, Ph.D. (Expert and Head of UNESCO Cultural Unit, Bangkok Office)

2. Hattaya Siriphatthanakun (Specialist in cultural heritage conservation Regional Center for Archeology and Fine Arts at the Organization of the Ministers of Education of

Southeast Asia (Simeo Spafa), ICOMOS International Executive Committee and Secretary-General of the Thai ICOMOS Association)

3. Patcharawee Tanprawat, Ph.D. (Head of Art and Creative Industries British Council Thailand) (via teleconferencing system from Bangkok)

4. Jaranya Daengnoy (Director of the Community-Based Tourism Institute)

16.20-16.40 Summary Meeting Agenda 1 and 2

18.00 -19.30 Dinner (30-50 seats)

Giving souvenirs to experts by Prakrong Saichan, Ph.D. (Manager of special area office 4)

23rd Wednesday, September 2020

08.30-09.00 Registration (100-150 seats)

Agenda 4 Future of Sukhothai Creative Tourism City

09.00-09.20 Operating Creative City with Community by Onkanya Intawong (Chiang Mai Creative City Coordinator of Local crafts and arts social research institute, Chiang Mai University) and Thanakorn Suteerasak (Research Assistant social research institute Chiang Mai University)

09.20-09.40 Routing Opportunities for Sustainable Tourism Network with Sukhothai World Heritage Site by Assistant Professor Kullapa Soratana, Ph.D. (Faculty of Logistics and Digital Supply Chain, Naresuan University)

09.40-10.00 Q&A and commentary

Moderated by Linina Phutthitarn (UNESCO-accredited expert facilitator for Intangible Cultural Heritage) and Jaturong Pokharatsiri (Faculty of Architecture and Planning, Thammasat University, Expert and Vice Chairman of the ICOMOS International Cultural Tourism Committee)

10.00-10.20 Coffee Break

10.20-12.00 Roundtable discussion “The future of Sukhothai Tourism City as it should be”

Moderated by Linina Putthithan (UNESCO-accredited expert facilitator for Intangible Cultural Heritage) and Jaturong Pokaratsiri (Faculty of Architecture and Planning, Thammasat University, Expert Committee and Vice-Chairman of the ICOMOS International Cultural Tourism Academic Committee)

Panelists:

1. Pichit Virankabutra, Director of Creative City Development, Creative Economy Agency
2. Asst. Prof. Witiya Pittunnapoo, Ph.D. in Town and Regional Planning, Faculty of Architecture, Naresuan University
3. Porama Tiptanasup, Baramizi Lab Director & Asst. CEO
4. Nattaphong Bunkham, Director of Operations, DASTA Sukhothai
5. Nuangnit Chaiyaphum, Head of Public Relation and Tourism Promotion Section, Sukhothai Provincial Administration Organization (PAO)

12.00-13.00 Lunch break

13.00-14.30 Roundtable discussion “New Dawn for Sukhothai Creative and Sustainable Tourism”

Moderator: Jaturong Pokharatsiri, Ph.D. (Faculty of Architecture and Planning, Thammasat University, Expert Committee and Vice-Chairman of the ICOMOS International Cultural Tourism Academic Committee)

Panelists:

1. Thada Sangthong (Director of the Sukhothai Historical Park)
2. Komkrit Siriyutthasaenyakorn (Director of Sukhothai Office of Public Works and Town & Country Planning)
3. Bundhit Phromthong (Director of the Damrongdhama Province Center Subdivision, Representative of the Sukhothai Provincial Office)
4. Amorn Kittikwangthong (Director of Sukhothai Provincial Cultural Office)

5. Dr. Prakrong Saichan, Managing Director of DASTA Area4 (Designated Area of Sukhothai-Si Satchanalai and Kamphaeng Phet Historical Park)
6. Nuangnit Chaiyaphum (Head of Public Relation and Tourism Promotion Section, Sukhothai Provincial Administration Organization: PAO)
7. Sakkasem Tantiyavarong (Managing Director of Sukhothai City Development Company Limited)
8. Wiwat Tharawiwat (Chairman of Sukhothai Tourism Council)

14.30-15.00 Concluding Roundtable

Moderated by Linina Phuttitarn (UNESCO-accredited expert facilitator for Intangible Cultural Heritage), and Jaturong Pokharatsiri, Ph.D. (Faculty of Architecture and Planning, Thammasat University, Expert Committee and Vice-Chairman of the ICOMOS International Cultural Tourism Academic Committee)

15.00-15.10 Closing Remarks by Dr. Prakrong Saichan (Managing Director of DASTA Area 4

List of experts and the topic of the agenda meeting

New normal and world tourism market

1. Randy Durband (Executives of the International Sustainable Tourism Council (GSTC))

New normal tourism model in cultural heritage sites

2. Montira Horayangura Unakul (Cultural Expert, UNESCO Bangkok)

International Expert Forum on Sustainable Tourism Cities

1. Sukhothai World Heritage 1991-2000: Perspectives and Prospects

Vira Rojpochanarat (Former Minister of Culture and Consultant of the Thai ICOMOS Association)

Bowornvet Rungrujee (former Director-General of the Fine Arts Department and President of the Thai ICOMOS Association)

2. Discussion on the Pukam Tourism Master Plan

Takayuki Miyoshi (Engineer and Urban Planner, Consultant to the Japan International Cooperation Agency (JICA))

3. Notes on “Integration of the Petra World Heritage Management Plan”

Aylin Orbasli, Ph.D. (Oxford Brookes University, UNESCO consultant and Expert Committee on Cultural Tourism of ICOMOS International)

4. Round-table discussion “Disruptive Planning for a New Normal in Tourism”

Yongtanit Phimonsatien, Ph.D. (Specialist in Town Planning and Conservation Academic qualified member of the Rattanakosin and Old City Conservation and Development Committee)

Richard Engelhardt, Ph.D. (Former Cultural Advisor in the Asia Pacific at UNESCO) (via Teleconferencing from Chiang Mai)

Yuk Hong Ian Tan (Expert Director and Vice-Chairman of the ICOMOS International Cultural Tourism Academic Committee)

Assistant Professor Witiya Pittungnapoo, Ph.D. (Faculty of Architecture Naresuan University)

Mobilizing Cultural Resources for Creative City Development at Sukhothai

1. World Heritage and Intangible Cultural Heritage: the Important Neglected Linkages

Alexandra Denes, Ph.D. (UNESCO consultant and heritage intangible culture experts)

2. Creating and Networking Creative Cities

Peeradon Kaewlai, Ph.D. (Faculty of Architecture and Urban Planning, Thammasat University Creative City Specialist, The Creative Economy Office Advisor)

3. Round-table discussion “How can Sukhothai ensure inclusive and lasting benefits for all stakeholders from its multiple recognitions by UNESCO?”

Duang Big Han, Ph.D. (Expert and Head of UNESCO Cultural Unit, Bangkok Office)

Hattaya Siriphatthanakun (Specialist in cultural heritage conservation Regional Center for Archeology and Fine Arts at the Organization of the Ministers of Education of Southeast Asia (Simeo Spafa), ICOMOS International Executive Committee and Secretary-General of the Thai ICOMOS Association)

Patcharawee Tanprawwat, Ph.D. (Head of Art and Creative Industries British Council Thailand) (via teleconferencing system from Bangkok)

Jaranya Daengnoy (Director of the Community-Based Tourism Institute)

Networking Creative Cities and Tourism Facilities

1. Operating Creative City with Community

Onkanya Intawong (Chiang Mai Creative City Coordinator of Local crafts and arts social research institute, Chiang Mai University)

Thanakorn Suteerasak (Research Assistant social research institute Chiang Mai University)

2. Routing Opportunities for Sustainable Tourism Network with Sukhothai World Heritage Site

Assistant Professor Kullapa Soratana, Ph.D. (Faculty of Logistics and Digital Supply, Chain, Naresuan University)

3. Roundtable discussion “The future of Sukhothai Tourism City as it should be”

Pichit Virankabutra, Director of Creative City Development, Creative Economy Agency

Asst. Prof. Witiya Pittunnapoo, Ph.D. in Town and Regional Planning, Faculty of Architecture, Naresuan University

Porama Tiptanasup, Baramizi Lab Director & Asst. CEO

Nattaphong Bunkham, Director of Operations, DASTA Sukhothai

Nuangnit Chaiyaphum, Head of Public Relation and Tourism Promotion Section, Sukhothai Provincial Administration Organization (PAO)

4. Roundtable discussion “New Dawn for Sukhothai Creative and Sustainable Tourism”

Thada Sangthong (Director of the Sukhothai Historical Park)

Komkrit Siriyutthasaenyakorn (Director of Sukhothai Office of Public Works and Town & Country Planning)

Bundhit Phromthong (Director of the Damrongdhama Province Center Subdivision, Representative of the Sukhothai Provincial Office)

Amorn Kittikwangthong (Director of Sukhothai Provincial Cultural Office)

Dr. Prakrong Saichan, Managing Director of DASTA Area4 (Designated Area of Sukhothai-Si Satchanalai and Kamphaeng Phet Historical Park)

Nuangnit Chaiyaphum (Head of Public Relation and Tourism Promotion Section,
Sukhothai Provincial Administration Organization: PAO)

Sakkasem Tantiyaravong (Managing Director of Sukhothai City Development Company
Limited)

Wiwat Tharawiwat (Chairman of Sukhothai Tourism Council)

Analysis and lessons learned

1st Day Meeting

Date 21 September 2020

Date: 21st September 2020

Time: 10.00-12.00 am

Roundtable: Meeting and Greeting session with Community representative and Sukhothai Tourism entrepreneur

Facilitator:

Jaturong Pokharatsiri, Ph.D. (Expert Director and Vice Chairman of the ICOMOS International Cultural Tourism Committee)

Paranee Sawatdirak (Independent Scholar in Town Planning and member of the Association for the Conservation of National Treasure and Environment: SCONTE)



Jaturong Pokharatsiri, Ph.D.

Expert Director and Vice Chairman
of the Icomos International Cultural Tourism
Committee)



Paranee Sawatdirak

Independent Scholar in Town Planning and member of the
Association for the Conservation of National Treasure and
Environment (SCONTE)



Meeting and Greeting session with
Community representative and Sukhothai Tourism entrepreneur

Main Findings:

1. The connection of community representatives and Sukhothai tour operators with tourism routes

Currently operating Sukhothai Creative City is still in the process of adjusting the boundaries of creative cities, which is in the process of consideration for the Cabinet resolution.

Thus, a roundtable discussion proposed that the driving issue of Sukhothai Creative City should focus on the importance of building a link between tourism routes.

For the tool was used in the dialogue activities, participants were provided paper to express their opinion through writing their opinion and posting it on the Sukhothai Province map which is the targeted area for driven development, as well as the tool that will help to visualize the links in different dimensions on the map with the point of the participant's options that "How would you like to see Sukhothai?" and "What are product activities or services of various communities with potential development in the target area?" which these activities open chances for participants to think, analyze, and lead them to express their opinion along the activity time. This method has higher benefits than overexpressing opinions by speaking alone. The information that participants shared their opinions will bring the perception of the possibility of connecting tourism routes and the connection between community representatives and Sukhothai tour operators.

Starting the session, Mr. Nithi Samutkorchor and Mr. Daniel Fraser began to create a shared awareness of the participants by telling them about their experiences related to tourism.

In this regard, Mr. Nithi Samutkorchor presented a question that encouraged participants to think about and proposed an opinion with the question, "What tourism dimension Sukhothai Creative Town management will be presented to tourists and visitors". The important goal of tourism management is about generating sustainable income for entrepreneurs to raise and bring the quality of life to the local people, and generate income for entrepreneurs.

Meanwhile, Mr. Daniel Fraser shared his experiences from running a travel agency Smiling Albino that attracts Canadian and British tourists to Thailand in the past which points out an observation that in future situations, after transmission of COVID-19, the high-end group of tourists will have a changed vision for tourism from the previous one that focused on spending for buying product and luxury travel services to look for tourism and administrative products that provide the visitor with a deep experience or can refer to the direct experience in different dimensions from local community's lifestyle.

Thus, Jaturong Pogaratsiri, Phd. summarized the key points that sustainable tourism must build a strong economic base from what already exists in the community.

2. Information mobilization “Tourism costs agriculture, culture, and handicraft”

Organic Egg Kitchen Group **Khiri Mat** is an organic farmer. They farm according to the principle of sufficiency economy, raising chickens by natural methods, using chicken feed with fermented water, local vegetables without chemicals and growth hormones, also have local products made from eggs such as steamed eggs, herbal eggs, and opens a restaurant at home called “*Organic Egg Kitchen*” serves local food as well as catering for various events of the public and private sectors.

Khlong Krachong Baitong Group is a local community in Khlong Krachong Sub-district, Sawankhalok District, which holds the most important banana leaf resources which is an important product of Sukhothai Province that distributes products are banana leaves for use in organizing various krama of Sukhothai such as **Loy** Krathong Festival, Bai Sri Su Kwan ceremony. At present, a group of entrepreneurs jointly develop products made from banana leaves, such as food containers used in various events of Sukhothai. The latest product development is "Small Krathong" or "Krathong Tian", which received a budget to support product development from the governor of Sukhothai. Small krathongs with candle wicks made from waste candle tears collected from various temples in Sukhothai. This product is considered environmentally friendly krathongs. Due to economic and renewable resource usage, it can also be used throughout the year not limited to only Loy Krathong in the annual event.

The idea of developing small Krathong products is an example of product value that combines agricultural costs that can be collected and produced locally and culture costs. It also promotes the use of waste materials from charity events, donations by collecting candle scraps from various temples. The combination of these costs is consistent with the practices that lead to sustainable tourism in creative cities and in line with the circular economy concept.

Representatives of tourism operators in Amphoe Si Satchanalai (Secretary of the Tourism Association) presenting traditions and tourism activities, including resource costs for tourism in Si Satchanalai, such as the Nak Ordination Elephant Parade Tradition, Kathin Procession Tradition on the Yom River, the Tradition of Wearing the Yod Prang of Wat Phra Sri Rattana Mahathat Chaliang, Tradition of Nam Khong Hong. - Bath Chao Muen Dong, Si Satchanalai retrospective festival wearing Thai cloth,

ancient gold, and silver, handicrafts of traditional woven cloth from the wisdom of various ethnic groups such as Thai Yuan (Lanna people), Tai Khrang (Lao Khrang), Tai Phuan (Lao Phuan), Hmong, Mien, Paka Knyau Gold handicrafts, Ancient silverware, Sangkhalok handicrafts, Songkran festivals, Orchards such as durian, rambutan, longkong, mango, date palm, etc. It can be seen that there are various costs and are ready to support tourism.

The current situation reports that Sukhothai consists of Sukhothai Tourism Club 16 clubs, 8 clubs are located in Si Satchanalai District, which is based on the community-based tourism mode: CBT) at Amphoe Si Satchanalai, so this district is ready in every sub-district to be able to support tourism thoroughly.

Representatives of tour operators in the Amphoe Thung Saliam commented that in this district, there are nationally famous tourist attractions such as Wat Pipat Mongkol and Wat Luang Pho Thongkham, which are visited by many tourists, but the local people who settled in the surrounding area were not accepted.

In addition, the area also has important cultural costs, which are handicrafts, woven fabrics, woven fabrics, and basketry handicrafts. The people who originally settled in the area are the people who have an urban culture or the Thai Lanna ethnic group. Therefore, they have different food habits from other districts of Sukhothai.



Tour operators in Amphoe Thung Saliam

Representatives of the Northern Tourism Federation Association, Sukhothai Province proposed that the Special Area Development Administration for Sustainable Tourism (Public

Organization) or DASTA plays an important role in building a network between communities in every district in Sukhothai.

Sukhothai is ready to welcome tourists in a variety of ways because Sukhothai has various advantages such as clean air, tourist attractions, food, as well as knowledge in various dimensions. The province also received various awards such as being registered as a World Heritage Site, joining the UNESCO Creative City Network on handicrafts and folk arts, etc. Northern Tourism Federation Association, Sukhothai Province has a role to play in proposing the route and new tourism activities in Sukhothai from the cultural costs that are ready to be transformed for the upcoming tour. The goal is to generate extra income from the tourism business.

What I want to happen for Sukhothai in the Future is that Sukhothai can become world-famous by any means.



Representative of the Sukhothai Northern Tourism Federation Association

Mr. **Patiroop** Saisin, a guide, and entrepreneur in Sukhothai proposed the idea of conveying is something that plays an important role in tourism both in terms of content and cultural interpreters. Local tour operators should use a local accent or a Sukhothai accent because it is considered identity and charm that creates a "sense of place". In addition, there are also proposals related to tourism in Sukhothai as follows:

- Sukhothai is known for its historical dimension. therefore, it cannot refuse to tell stories through history both national history and local history which is a narrative connected to the way of life of the community. However, in the current situation, many local people do not have any

awareness about these issues and also lack a searching community's history. For these reasons, the local community is unable to tell meaningful stories effectively.

- The common culture of "Lower North " should look at the big picture and design activities to be consistent by cultural cost. Sukhothai creative city has a cultural heritage as a world heritage city and satellite city.



Representative of guide and entrepreneur in Sukhothai

3. The ability to accurately target tourists to generate maximum income for the community

After presented the introduction about the costs and attractions of the representatives above, it has led to the realization of the main problem of tourism in Sukhothai Creative City, which is the following issues:

3.1 Sukhothai tourism still relies mainly on the annual festival, **Loy** Krathong Festival, which is held only once a year, leading to the opinion that the creative city of Sukhothai should have a festival for all 12 months by driving and gathering communities to ask support from the government in public relations and for activities arrangement to generate continuous income throughout the year.

3.2 Each tour operator still chooses to operate only their own business so it is still unable to gather groups.

3.3 There is still a lack of communication process to promote internal tourism to external tourists

3.4 The journey between the districts is not flexible for tourists

The process of dialogue led to a proposal for a solution that tour operators must study the target groups of tourists clearly and select the correct target group as well as find the right solution to highlight issues to sell in tourism services and create connections between different groups.

4. Developing “Sustainable Creative City Tourism” as Sukhothai is a creative city for handicrafts and folk arts.

4.1 Dr. Duong Bich Hanh, Ph.D., a representative from the organization

The United Nations Educational, Scientific and Cultural Organization (UNESCO), the Asia-Pacific Regional Office in Bangkok has presented the “Sustainable Tourism Pledge”, a project jointly organized by UNESCO with Expedia. The main goal is to campaign to reduce the use of plastic which has an impact on the environment and support a culture from local wisdom for the quality of the environment and local culture. If tourism operators and hotels in the targeted areas join, it will serve as a mechanism to promote eco-friendly accommodation and hotels, which is the goal for the importance of sustainable development. At the same time, participating entrepreneurs receive publicity and promotion through UNESCO’s programs.



Duong Bich Hanh, Ph.D.

Representative of The United Nations Educational, Scientific
and Cultural Organization – UNESCO, Bangkok

4.2 Open-ended questions were proposed by Nithi Samutkojon to the attendees to adapt to the changes and new challenges after the emerging disease (Covid-19). to promote public relations travel as well as selling products under the epidemic situation by inviting them to ponder on the issue about creating a space that can be a medium to connect various communities to create complementary tourism until each community can create added value and create a different charm of products or services in each community. Those characteristics will drive the sharing and distribution of tourists to various areas in the creative city of Sukhothai thoroughly. Supportive tourism is an important force in the development of sustainable creative city tourism.

Conclusion

Each Sukhothai district has tourist attractions and readiness in cultural costs. Therefore, the province should find the possibility of a solution connecting travel routes and representatives from communities and tour operator entrepreneurs. Supportive tourism and using narrative put on packaging or travel products can increase efficiency and stimulate tourism. This meeting aims to understand the perspectives of local communities on tourism, sustainability, and creative cities.

Date: 21st September 2017

Opening ceremony

Welcome speech by Mr. Suchart Teekasuk, Deputy Governor of Sukhothai Province



Mr. Suchart Teekasuk (Deputy Governor of Sukhothai)

Sukhothai Province is very pleased to receive the honor of Mr. Phiphat Ratchakitprakarn, Minister of Tourism and Sports who kindly took the time to travel to preside over the ceremony opened a forum for experts seminar in tourism, cultural heritage, and creative cities in Topic “Sukhothai 2020 Roundtables on Tourism, Heritage and Creative City”.

Today we knew that a tourist attraction is the main destination of both Thai tourists and foreigners of Sukhothai which is the Sukhothai Historical Park because it is the place get a declaration by UNESCO as a World Heritage Site together with Si Satchanalai Historical Park and **Kamphaeng Phet Historical Park**. Those places have the history of the Sukhothai Kingdom and evidence empirical is an ancient place that has a common art.

Although the main income of Sukhothai comes from the agricultural sector, tourism also creates a variety of careers for Sukhothai. This is not only because of a world heritage site famous but because Sukhothai has outstanding wisdom that has been passed down for a long time. It is reflected in the

tradition and crafts that create the identity of the area, such as Sangkhalok ceramic ware, woven fabric, antique gold and silver jewelry which are all intangible cultural heritage with values that the people of Sukhothai are proud of. Last year, DASTA together with Sukhothai Provincial Administrative Organization prepared an application form to send Sukhothai to be a UNESCO Creative City Network until the province was selected for creative city handicrafts and folk arts.

From the performance results, it is the starting point for integrating the work between government agencies, the private sector, the public, and the education sector jointly develop and upgrade the province to know internationally and be an opportunity to exchange the knowledge and Handicraft skill-labor with members of the Global Creative Cities Network. The most important thing is to develop towards the goals of sustainable urban development according to the goals of UNESCO and the United Nations.

The aforementioned details are all consistent with the topic of this seminar, which I am very pleased to have the opportunity to welcome experts in tourism, heritage, culture, and creative city that have gathered here for more than 20 people for Sukhothai Province.

I would like to thank you, Minister of Tourism and Sports again and thank you delegates arriving from Bangkok and the minister's followers honored to attend this event. Thank you to all sectors for their cooperation and support in organizing the event. So, I would like to say an official welcome to everyone and wish that this event will be successful, achieve the goals and all purposes, thank you.

Statement by Dr. Chuwit Mitchob Acting Director of DASTA



Dr. Chuwit Mitchob
Acting Director of DASTA

On behalf of the **Designated Areas for Sustainable Tourism Administration (Public Organization)**, or DASTA, and the organizer of today's meeting, I would like to thank you, Minister, of Tourism and Sports who kindly came to preside over the opening ceremony a forum for national and international experts in tourism, cultural heritage and creative cities on the topic "Sukhothai 2020 Roundtable on Tourism, Heritage and Creative City" at Sukhothai Treasure Resort and Spa, Mueang Sukhothai District, Sukhothai province. On this day, the forum will be held between 21-23rd September 2020 to exchange knowledge and create cooperation in the management of world heritage sites and cultural tourism. DASTA collaborated with United Nations Educational, Scientific and Cultural Organization) or UNESCO (UNESCO) and International Council on Monuments and Sites, or **ICOMOS**, in setting the topic of dialogue and mobilizing national and international experts in tourism, cultural heritage, and creative cities. More than 20 people will share knowledge and exchange views that will be useful to sustainable tourism development in Sukhothai province and nearby provinces with the close connection as Kamphaeng Phet Province.

UNESCO is an ally that DASTA has signed a memorandum of understanding to jointly implement the project about developing a local guide specializing in world heritage sites in Sukhothai and Kamphaeng Phet provinces under the program called The Cultural Heritage Specialist Guide Training Programme since 2014, which has coordinated with Naresuan University to develop training courses for suitable only for local.

For cooperation with the International Council on Monuments and Sites or **ICOMOS**, DASTA hosted a workshop of international experts in The International Cultural Tourism Committee Workshop and Sukhothai Cultural Tourism Expert Symposium 2013 which was held in October 2013 at Sukhothai under the topic "Living Cultural Heritage: Creative Tourism and Community Sustainable in education, interpretation, and management".

This year, DASTA has scheduled another international meeting in the form of expert discussion on the important topic covering the world heritage city and the city creative such as the direction of change in the new normal of the tourism industry, "Sukhothai World Heritage 1991-2000: Perspectives and Prospects" was honored by Mr. Vira Rojpochanarat, former Minister of Culture as a speaker.

The topic of Sukhothai that is likely to be associated with urban planning, only the world heritage city for tourism as following topics:

Driving intangible cultural heritage to creative cities in Sukhothai and

Topic: Future of Sustainable Sukhothai Tourism City from the diverse conference

There are many parties involved, and I would like to take this opportunity to give a lecture on promoting the tourism ecosystem for cities' creativity and sustainability to connect and see how sustainability can be achieved by coordinating development?

The definition of the United Nations World Tourism Organization UNWTO stated that sustainable tourism is “tourism has considered the present and future effects on economic, social and environmental factors to meet the needs of visitors, industry tourism business, environment, and community ownership.”. The results of this meeting are that not only attendees will receive the knowledge but also DASTA tried to point out that the brooch pin the chest of the Sukhothai people, there is both a world heritage needle and a creative city network needle. What are the benefits to Sukhothai people? and How to go towards sustainability?

Now is the right time. I would like to invite Mr. Piphat Ratchakitprakan, Minister of Tourism and Sports. Please be respectful and open the meeting dialogue with national and international experts in tourism, cultural heritage, and creative city. I would like to invite you

Opening speech by Mr. Piphat Ratchakitprakarn, Minister of Tourism and Sport



Mr. Piphat Ratchakitprakan
(Minister of Tourism and Sports)

On behalf of the Ministry of Tourism and Sports, I am delighted to be honored to be chairperson at the opening ceremony of the forum of Sukhothai 2020 Roundtable on Tourism, Heritage and Creative City Sukhothai Decode the Round Table tourism, cultural heritage, and creative city today.

The information from the Department of Tourism Ministry of Tourism and Sports found that in 2019 Sukhothai will have several tourists of over 1,500,000 people, generating more money in the area of over 3,900. Million-baht, accounting for income from Thai tourists of more than 2,700 million baht and foreigners in the amount of 1,200 million baht. Due to the epidemic situation of the coronavirus disease 2019 (COVID-19) has affected around the world. It causes world heritage sites approximately 90 percent to be closed, and tourism in Sukhothai was halted along with other provinces. However, now people are starting to travel. Even the COVID-19 situation did not have a vaccine to cure it and COVID-19 restriction measures were not released but activities should be carried out on an ongoing basis like today's meeting. I must thank DASTA, the organizer of this event, for emphasizing organizing the activities according to the new standard method that was requirements from the Ministry of Public Health and safety and hygiene guidelines (Safety and Health Administration) or SHA of the Tourism Authority of Thailand. If we do those actions together until it becomes a new normal, it will increase the confidence of tourists.

Sukhothai at regular situation, the proportion of Thai tourists is up to 75% while only 25% of foreigners can market easily because besides being a World Heritage city, the way of life of people who grew up with arts and crafts is a charm that attracts tourists to visit including weaving Teen Jok cloth, making Sangkhalok ceramic ware, stucco art, woodwork, and gold pattern or Sukhothai gold. Everything has an identity famous to be very fond of tourists. In addition, Sukhothai has also received support from DASTA and its associates Sukhothai Province to be selected as a network of creative cities handicrafts and folk arts in 2019, which will raise Sukhothai to world-famous and will be able to attract more tourists from abroad to visit after passing this COVID-19 crisis as possible.

For organizing a panel discussion of national and international experts on Sukhothai 2020 the Round Table tourism, heritage, culture, and creative city", today is a collective idea together with finding a way to develop quality tourist attractions, increase the capacity of tourism personnel, and enhance communities to be ready for future sustainable tourists.

On this occasion, I would like to thank DASTA and supporting agencies, both government and private sectors as well as affiliate networks especially UNESCO and ICOMOS who have joined in organizing this event and wishing everyone who attends the event happily and safely. I sincerely hope

that all of you will receive knowledge and concepts from the experience of experts both nationally and internationally who have come together to exchange opinions and views in these three days.

Thus, now is the right time so I would like to open a meeting of national experts and international level on the topic "Sukhothai 2020 Roundtable on Tourism, Heritage and Creative City" at this time, thank you.

Speech about the intention of joining the meeting by Mr. Shigeru Aoyaki, Director of the Organization UNESCO for Asia and the Pacific Region



Mr. Shigeru Aoyaki

(Director of UNESCO in education for the Asia-Pacific region)

The COVID-19 epidemic has made travel halt and affects many dimensions: economy, education, and tourism. Coming back to Sukhothai this time, I had the opportunity to ride a bicycle around the city to experience the atmosphere of the Sukhothai lifestyle both cultural, natural, history, and local people. I also brought handicrafts that reflect the wisdom and creativity that has adapted after the COVID-19 situation. I was very impressed.

First of all, I would like to thank DASTA for being the initiator of organizing the seminar and inviting UNESCO to be a co-organizer as well.

Under the management of Dr. Chuwit Mitchob, Acting Director of DASTA, causing cooperation between UNESCO and DASTA in promoting sustainable tourism at Heritage, especially world heritage sites. Sukhothai is considered one of the milestones in the cooperation. I am very pleased to be back in Sukhothai again today.

Today, cooperation and collaboration between organizations play a very important role. We need to find new approaches with stakeholders to deal with unprecedented situations. The epidemic situation and its impact have created many challenges that cannot be handled by only one organization. Therefore, I am pleased that DASTA and local government agencies can hold forums that bring groups of people from different sectors to take part in the sessions during 2-3 days. I am confident that our determination will lead to a new avenue to combat this crisis.

Sukhothai is unique both in terms of rich cultural heritage which is known as a world heritage site and the creative aspect is also evident. The province is one of the few cities in the Asia-Pacific region that has been registered as a world heritage and joined the UNESCO Creative Cities Network. as a city of handicrafts and folk art similarly Suzhou, China, and Isfahan, Iran. Although the province is on the world heritage list and joins the UNESCO Creative Cities Network. It has different purposes but it has a common goal of preserving cultural heritage sites, supporting creative thinking, and promoting the utilization of resources and creativity within the community for happiness and good quality of life.

Sukhothai is a tourist attraction for the importance of travelers which is linked to the city nearby are Si Satchanalai and Kamphaeng Phet. The situation of the Covid-19 epidemic affects harsh on tourism especially local communities that Operate small and medium-sized businesses. I understand that there are projects from the central government and local government agencies to encourage tourism that have recovered but other actions should be taken.

While shopping with cash can alleviate the situation with immediate results, we have to give the importance of a new strategy that puts the community at the center and takes sustainability over results operated by economic growth. Those strategies' nature can create a suitable development plan for the community to meet the needs of people in the community and the new generation in the future.

I would like to encourage Sukhothai Province to use holistic management both as a world heritage site and a creative city to expand the coordination between international announcements. This coordination will enable the formation of guidelines for utilizing heritage and culture through the perspective of creativity and innovation which requires cooperation between various sectors responsible for heritage and creativity, under the leadership of local government agencies and networks between communities in the area, including the empowerment of children and youth. Those actions will enable Sukhothai to be an excellent model in local heritage management and

resources that creates a new way of life through creativity by not just coping in short term but leading to the sustainable development of local communities in the long term Finally, I would like to thank you again and will look forward to hearing the discussion and exchange of ideas. Thank you for the helpful comments that will arise during this discussion.

Speech about the intention of co-organizing the meeting by Dr. Jaturong Pokharatsiri, Director Specialist and Vice-President of the ICOMOS Academic Committee on Cultural Tourism universal



Dr. Jaturong Pokharatsiri, Expert Director and Vice Chairman of the Board
Academic in Cultural Tourism of ICOMOS International

**Message from Mr. Fergus T. Maclaren | President of ICOMOS International Academic Committee
on Cultural Tourism**

What I'm going to say here is a statement from my colleague.

On behalf of the chairman of the ICOMOS International Cultural Tourism Committee, I am very honored to be with various agencies which have been admired for their excellency potential who attended this seminar. There consists of Deputy Governor of Sukhothai Province, Acting Director of DASTA, Minister of Tourism and Sports, Director UNESCO Education Asia-Pacific region leaders and panelists from communities, tourist attractions, and cultural heritage sites. Therefore, my friends and colleagues in the academic committee on cultural tourism ICOMOS International, with Dr. Jaturong Pokharatsiri are honored to deliver the speech on behalf of me this afternoon, to lead to discussions

together in planning and developing Sukhothai sustainable tourism in the time of the Covid-19 epidemic situation.

I am happy to tell you that I have a relationship with Thailand. It's been more than 25 years. The first time was while I was conducting research at Asian the Institute of Technology in the 1990s for my master's degree in Hanoi. After that time, I attended the East Asia Regional Preparatory meeting in the south of Chiang Mai as the Director of International Ecotourism early 2000s. During the time I had the opportunity to absorb many aspects of Thainess such as important cultural heritage sites, natural beauty, and the nature of the Thai people is so welcoming and friendly. They are the origin of the word "land of smiles".

An announcement honoring the historical city of Sukhothai and its satellite cities is a world heritage site in the year 2546 by UNESCO. It helps promote the value of outstanding international in Sukhothai, Si Satchanalai, and Kamphaeng Phet. They also are recognized for the unity of political units in the past. It can be seen from the evidence of art and various architectures on display about the beginning of art and architecture known as "Sukhothai Art", which expresses uniqueness leads to the declaration of intangible cultural heritage. This made Sukhothai become a creative city of handicrafts and folk arts in October 2019.

Under the support of the UNESCO organization, there has been an attempt to develop a tourism economy in this less well-known World Heritage area. Therefore, the ICOMOS International Academic Committee on Cultural Tourism honored working together and got important support from Dr. Jaturong Pokaratsiri that have began to visit the province Sukhothai in 2013 to evaluate the expertise and technical (A Professional and Technical Assessment) related to heritage management on urban culture and sustainable tourism planning which results from the aforementioned operations are taken to the preparation of a summary report on the creative economy and cultural heritage project for tourism sustainable. Those raise the importance of realizing that while local communities have high potential have confidence in the value and enthusiasm for sustainable tourism development. There are still problems and many challenges. They must overcome provincial strategy and cooperation to lead to success and to enhance the potential of the region as well as to create awareness to people in the area. These proposals serve as an important base for discussions and actions for sustainable tourism in the future of Sukhothai which is coming up in this forum.

As we all know, global travel has its challenges. The United Nations World Tourism Organization (UNWTO) has stated that tourism and visits of foreign tourists in 2021 will decrease by 60-80% similarly all over the world. This statistical data shows a decrease in the number of up to 67 million tourists and a drop in global tourism revenue of 80 billion us dollars less than global tourism revenue in 2019.

In 2019, Thailand had 167 million domestic tourists and welcomed nearly 40 million foreign tourists, most of them from China and the Asia-Pacific region. However, the situation of the Covid-19 epidemic in march caused a decrease in tourism activity by 76 percent, and the heaviest cause from the temporary suspension of domestic flights starting in April. While traveling in the arrival of foreign tourists is not allowed to travel to Thailand during this October which these tourists must have a special tourist visa with various restrictions during traveling. Decreasing tourism activities and the lack of tourists each month affect the decrease of 1% of the gross domestic product in Thailand.

Considering the accessibility of tourists in the number of natural world heritage sites both cultural and mixed types from 1,121 sources and data on 14th September 2020 within 167 countries, 37 percent of the world heritage sites are still open for visiting. 37 percent are still closed and 26 percent are still partially open to the public. Although visitors will be allowed access to public areas in the historic city center or throughout the city, some places may still be closed, including museums, tourist service centers, and symbolic buildings or religious buildings.

Therefore, my organization, the ICOMOS International Cultural Tourism Commission, is revising the ICOMOS International Cultural Tourism Charter, which was last renovated in 1999. The new charter will refer to the current situation and problem-solving plans in more detail, such as climate change, Inheritance based on rights, and achievement of UN Sustainable Development Goals 2030. For secondary consideration, issues such as a pandemic, natural disaster, and conflict will be developed, and the content which be separated into specific chapters to encourage planning of remediation and recovery as before as soon as possible.

UNESCO and World Heritage Advisory Agency, International Council on Monuments and Sites (ICOMOS), International Organization for Conservation of Nature (IUCN), The International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) have joined together to establish a task force for cultural, tourism, and the situation of the covid-19 by focusing on (1) measures to promote communities in the world heritage sites and protect their livelihoods during the transition to a new path that requires multiple abilities and the ability to recover. (2) to create an

example of a cultural institution or cultural heritage site able to resume tourism services; and (3) to create a trend exchange. around the world by hosting the first web-based forum meeting on 28th September 2020. Following by arranged regional meetings in Asia, Africa, and Latin America between this October to December.

There is also an online database for members of the World Heritage Network working to reopening for tourism services to increase the number of tourists while the development local economy is recovering and be sustainable. If any participant of the seminar is interesting more information on what I've said all this. You can contact me through Dr. Jaturong Pokharatsiri.

Finally, I would like to congratulate and send encouragement from the academic committee on International ICOMOS Culture Tour to DASTA and DASTA Sukhothai for the start the idea to develop the economy of Sukhothai that has been regarded as a world heritage city and creative city. I wished you success in developing sustainable tourism in your community and those will develop mutual benefits in moving forward.

Thank you.

Lectures by Dr. Chuwit Mitchob Acting Director of DASTA

Topic: Creating Tourism Ecology for Sustainable Creative City



Dr. Chuwit Mitchob Acting Director of DASTA

In 2004, The United Nations Educational, Scientific and Cultural Organization – UNESCO and “The UNESCO Creative Cities Network (UCCN)” opened to apply for cities from around the world that is

the source of science and has the foundation for driving economic, social, and environmental aspects towards sustainable development into Creative Cities Network.

The objective is to create cooperation between the local community and the government to build a city through the development of the environment, social structure, economic structure system and cultural asset adoption, history, customs, local customs combined with modern technology to create a city that is conducive to business building or creative industry, promote cultural diversity for peace and promote sustainable development in the local communities of the creative cities which according to the definition of UNESCO's creative city. There must be physical infrastructure, ecological, cultural, tourism atmosphere, an environment that allows local people to decide what kind of creative city to be? There are 7 types of creative cities:

- 1) City of Literature 39 cities
- 2) City of Design 40 cities
- 3) City of film 18 cities
- 4) City of Music 47 cities
- 5) City of Crafts and Folk Arts 49 cities
- 6) City of Media Art 17 cities
- 7) City of Gastronomy 36 cities

According to the 2019 database, cities around the world have joined the creative city network of 246 cities from 84 member states of UNESCO.

For driving in Thailand since 2015 to the present, Thailand has four cities participating in the Creative Cities Network: Phuket (Creative Food Cities: 2015), Chiang Mai (Handicrafts and Folk Art: 2017), Bangkok (Design: 2019), and Sukhothai (handicrafts and folk arts: 2019). In the future, DATA plans to propose two additional creative cities: Nan (handicrafts and folk arts) and Suphan Buri (Music). DASTA aims to create a network of creative cities to enhance experiences for tourists and gain an understanding of the way of life of the creative city community, inspiring and understanding the identity of each creative city.

6 key tasks of creative cities

Under the concept of the UNESCO Creative Cities Network: UCCN

1) Strengthen international cooperation among members of creative cities network for each city can use creativity as a strategic factor in sustainable development in terms of economy, society, culture, and environment.

2) Stimulate and enhance initiatives by enabling local communities to use their creativity as an essential component of urban development, especially the cooperation between the public sector, private sector, and people.

3) Strengthen the creation, production, distribution, and dissemination of cultural activities by adding value to goods and services.

4) Develop a hub of creativity and innovation and broaden opportunities for creators and cultural experts.

5) Create and develop accessibility to and participation in cultural ways, as well as equal use of goods and services with cultural value for all groups equality and equity.

6) Fully integrate culture and creativity into local development strategies and plans.

Six expectations for creative cities

1) Development of Sustainable Growth and Entrepreneurship

2) Development of knowledge and skills

3) Development of Inclusion, Equality and Dialogue participation for all sectors

4) Urban Regeneration

5) Development of Ecological Transition and Resilience in local wisdom

6) Social Innovation and Citizenship

5As principles of the creative city of Sukhothai

DASTA adopts the 5As principle to develop into operating policies as follows:

1) Attraction: tourist attractions and surrounding communities enhance everyone's awareness about being creative city owners that contribute to sustainable tourism

2) Accessibility: access to business opportunities and access to tourist attractions

3) Accommodation: Preparation of accommodation for tourists.

4) Amenities: Facilities for all groups of people to have access to tourism.

5) Activities: Promote creative festivals

In addition to the above 5As principles, DASTA also introduced the “*Global Sustainable Tourism Criteria: GSTC*” applied to the creative city of Sukhothai as follows:

- 1) Management: effective sustainability management
- 2) Social Issues: Increasing benefits and reducing economic and social impacts
- 3) Culture: Increasing benefits and reducing cultural impacts
- 4) Environment: Increasing benefits and reducing environmental impacts

Hygiene Safety Standards Project

Amazing Thailand Safety & Health Administration (SHA) project is a collaborative project of the Ministry of Tourism and Sports, Ministry of Public Health, and other government and private agencies in the tourism industry, prepared to establish sanitary safety standards from tourism products and services of Thailand for both Thai and foreign tourists to gain confidence in traveling in Thailand has 4 main principles:

- 1) Safe
- 2) Clean
- 3) Fair
- 4) Sustainable

The project will help to raise the standard of the community that is a tourist attraction.

Tourism development in the creative city of Sukhothai

In this regard, guidelines for promoting and driving tourism in Sukhothai creative cities are not only aiming to expand from only tourism at the Sukhothai Historical Park but must take into account the relationship of the surrounding communities following the principle of citizenship and should use the concept of tourism for all in tourism planning and development.

Approaches to support local creativity, such as temporary road closures for tourism events, creating environmentally-friendly tourism routes. In addition, DASTA also encourages local guides to use the Sukhothai accent and develop the culture's brand under the name "*Phra Ruang Heritage*".

An important goal of tourism development is to help each other in planning the capacity to support tourists in each area appropriately, not necessarily focusing on the number of tourists. Tourism activities should be established to allow the community to integrate with tourism as world heritage and creative cities through the process of working in different steps, including thinking, planning, operation accountability, and receiving mutual benefits.

Therefore, building a creative city is the process of creative work that encourages everyone to have a shared sense of ownership of a creative city.

Date: 21st September 2020

Time: 15.30-16.30 p.m.

Section: The new normal for the global tourism market

Presenter: Mr. Randy Durban | Council Executive, Global Sustainable Tourism Council, GSTC

Conference types: via a teleconference system from South Korea



Mr. Randy Durban presented the preliminary information that *Global Sustainable Tourism Criteria*: GSTC is a criterion used to create standards for Global Sustainable Development Criteria including *Global Sustainable Tourism Criteria for Industry*: GSTC-I and *Global Sustainable Tourism Criteria for Destinations*: GSTC-D. Furthermore, collaboration with the International Council on Monuments and Sites (ICOMOS) to develop cultural tourism is needed.

The new normal for the global tourism market

Due to the impact of the COVID-19 outbreak, a new normal will occur in the world tourism market can be divided into 2 forms as follows:

1) Near-term New Normal, which is expected to end by 2021, tourists are still not bored or abandon tourism but will change their travel behavior to be a short trip that can travel back and forth, or choose travel places nearby. Moreover, ecotourism is likely to have more attention from tourists as well as outdoor tourism is also more interesting than before due to the low risk of spreading covid-19 than closed places. However, they need to always prepare for prevention and dealing with a new wave of COVID-19 outbreaks.

2) Long-term New Normal, which is expected to occur some permanent changes and at the same time many things will remain the same as before the outbreak of COVID-19, however, under the new normal conditions, in the long run, it affects the mindset of tourists which turned to focus important to health and safer, such as hygiene concerns and cleanliness of tourist attractions, as well as consideration of the importance of sanitation in hotels that tourists can choose the service, etc., Also, to contemplate the increase in tourism expenses especially the deposit, Refund Protection from being charged a fee for cancellation of various services.

In addition, under the new normal circumstances, it also affects the adaptation of entrepreneurs and inevitable tourist attractions, as follows:

The business sector needs to heavily adapt themselves because many operators will fall into financial problems for at least 3 years and it will take several years to recover financial flexibility and the restoration of the ability to return. They must prepare various systems to deal with the behavior of tourists that will change both the whole hotel reservation system and payment terms.

The tourism sector needs to plan a new way of tourism for increasing the growth of the tourism business that will change in the last 5-10 years. This sector must be realized on the fragility of tourism because tourism will be able to recover after various disasters such as volcanic eruptions, earthquakes, epidemics, etc.

It is gratifying that DASTA's operations have continued and progressed which is different from other tourism sectors of Thailand and of other countries because DASTA has administration travel management.

Sustainable tourism and Responsible tourism

The main goal is to upgrade all forms of travel and tourism aimed at management based on more responsible and sustainable development goals dependent. This needs cooperation from many sectors both business, Industry, Society, and Tourists.

Sustainable tourism characteristics may be more applicable in an academic context, while responsible tourism is better suited to the tourism market sector because the responsible tourism model encompasses the behavior and consuming tourists' tourism services thoroughly, such as reducing the use of plastic and gathering broader stakeholder groups including tourists.

Although sustainable tourism and responsible tourism cannot occur in a short time the situation of COVID-19 will make people aware more of these points.

The new normal and the tourism market in Sukhothai creative city

For the cultural tourism market of Sukhothai, it can be said that Domestic tourism is the target group that creates the most stable tourism opportunities because foreign tourists such as Taiwan, Japan, and Korea are also at-risk groups that must be considered hygiene during this time.

Therefore, Sukhothai's tourism sector must advertise and ensure that it is recognized in the community widely, both at the level of domestic tourists and international level that open tourism informing the cultural experience tourism in Sukhothai. It's a safe trip from covid-19.

Date: 21st September 2020

Time: 15.30-16.30 p.m.

Section: The new normal tourism model in the world heritage site of culture

Presenter: Ms. Montira Haryangkun Unakul | Cultural Specialist UNESCO

Conference types: via a teleconference system from Bangkok



During the past 40 years, tourism in Thailand has been very highly successful, and the traveling style often involves going to the beach and the sea in the south which causes impacts to the natural environment and community due to the overwhelming number of tourists. Until the epidemic situation of COVID-19, beaches and seas had to be closed accordingly which is good for the restoration of nature including an opportunity to increase the number of populations of previously endangered saltwater species. These changes made the government aware of the restoration and natural environment conservation that beach attractions should have a period of closure at any time of the year to give nature a chance to heal itself.

Cultural tourism, eco-tourism, and community-based tourism is interesting choice for tourists. For example, Luang Prabang World Heritage City in Laos. These forms of tourism increase new opportunities for tourism adaptation and may change the traditional local economy model as general employment to be promoted and supporting the community economy such as local guides.

However, it cannot be denied that during the past COVID-19 epidemic, many cultural attractions in Thailand had to shut down as well. As a proportion, it was found that 90 percent of culturally significant places had to be closed to 10 percent of the museum that will not have the opportunity to reopen tourism services, and 30 percent of tour operators will disappear from the tourism market sector in Thailand.

In contrast, during that time virtual museum visit technology is used for virtual visits on the online world to compensate for the fact that the actual museum has to be closed, for example, National Museum of the Fine Arts Department which the model of service adjustment is very popular among the leading museums around the world. The key question is, will we have a guideline about how to create income from tourism in this virtual world? and will it create benefits for the community when tourists can travel through the virtual world?

Propose a model for sustainable development of cultural heritage sites

Another interesting point is Domestic tourism in Thailand always gives great importance to domestic tourism as a short-term solution, which at this time must be thought back. We need to revise how we will use the cultural heritage resources that exist in Thailand because it can be the source for sustainable development and respond to the new normal tourism model that will turn domestic tourism into sustainable tourism rather than mainly dependency on foreign tourists such as Chinese tourists, etc.

For the development guidelines of cultural heritage sites about how to create sustainable development in Sukhothai creative city in the future, there are the following guidelines:

1) Laying out the guidelines for achieving "Sustainable Development Goals Development Goals: SDGs)" of the United Nations, Article 11.4, which aims to strengthen endeavors to protect and preserve the natural heritage and world cultural heritage. It comes from the 11th goal of commitment to make cities and human settlements more secure, ready for change and sustainable development

2) Using the "The New Urban Agenda" approach, which is a proposal of The United Nations Conference on Housing and Sustainable Urban Development (UN-Habitat) is a new practice guideline focusing on operations from sub-level agencies. Local authorities design and develop sustainable living and cities in line with the Sustainable Development Goals: SDGs, which can bring this new urban development approach to stimulate, promote, protect, and enhance natural and cultural heritage by creating connections between local communities and city to be connected in social, economic, environmental and cultural dimensions, in particular, using as a tool to maintain the identity of the people.

3) *"UNESCO Declaration for Sustainable Tourism Pledge"* UNESCO has opened an opportunity for local tourism service sectors across Thailand to join the signing of the UNESCO Declaration for UNESCO Sustainable Tourism Pledge, which aims to enhance and promote tourism for tourists has experience with a variety of local culture and awareness about the importance of environmental, reduce carbon footprint. Those leads to sustainable tourism and open opportunity for accommodation operators in local communities have demonstrated the potential for paying attention to sustainable services with taking into account the welfare and the safety of tourists who stay in the community, as well as the guidelines from the UNESCO organization, will help to restore sustainable travel and local tourism. It can be co-signed on the Website <https://unescosustainable.travel/th>

4) Promote the use of technology to be a source of brainstorming and tools for creating opportunities to access information such as business models. and solving various problems. We should encourage local communities to connect with online communities and use it as a way to generate income from selling products without waiting for the situation to return to normal, for example, Local Alike Project, a social enterprise that uses community tourism to develop a sustainable tool for income generation in the community which extends to Local Aroi, Local Alot and Local Around that creates new opportunities and spread the risk without not relying on only tourism.

5) Important issue is to be considerate of other people who have the same cultural work (that is not only personnel who work directly with the museum, such as curators, archeologists, architects, etc.), for example, Local handicrafts specialists to promote universal awareness of sustainability.

There is also a list of interesting questions to develop sustainability of cultural heritage sites followings:

- How can people generate alternative income through online access to cultural resources?

- How to seek the global tourism market?
- How to stimulate cultural learning online?
- How to secure the well-being of the local community? this question needs to provide special attention because during this time the local community is the most vulnerable both in terms of social problems, suicide, economic problems, etc. It must also be considered covering the local environment, local tourism ecosystem, and the manufacturing sector in local resources because these are all related to the well-being of local communities under conditions for adjusting to the new normal
- How to create shared value between social values with the monetary value obtained from cultural resources?

Discussion issues

Panelists:

Ms. Montira Haryangkun Unakul | Cultural Specialist UNESCO

Mr. Randy Durban | Council Executive of Global Sustainable Tourism Council: GSTC)

Conference type: via the remote conferencing system



Question (Mr. Randy Durban): If you want to focus on the importance of domestic tourists spending more time traveling and staying in the community for longer periods, what strategies and tools does UNESCO have to implement for promoting cultural heritage and these tours?

Answer (Ms. Montira Haryangkun Unakul): Can use creativity and culture heritage to attract the attention of the community and tourists which each side pay attention to goods and services as well as jointly explore various possibilities to encourage the return trips through tourism services and various tourist attractions of the community without attaching to traditional tourism.

Question (Ms. Montira Haryangkun Unakul): About Sustainable Tourism and Responsible Tourism, how we can develop a sustainable tourism approach to be more attractive?

Answer (Mr. Randy Durban): Authenticity and connection are key attractions in cultural tourism because tourists want to experience authenticity and learn in fun ways. What excites tourists are stories that connect between travel experiences various cultural identities and elements.

(Ms. Montira Haryangkun Unakul): Sukhothai has an intangible cultural heritage with several potentials such as food, handicrafts, various designs, etc. that can be used to promote tourists' experience with Sukhothai creative city more than only public relations on routes to world heritage sites. In addition, Sukhothai must try to help each other find ways or natures of tourism that is local and has attractive to tourists. They are not imitating the tourism activities of other provinces such as floating markets, night walking streets, and paintings on the walls of street art buildings.

(Mr. Randy Durban): Diverse tourism types should be promoted. We should not only attach one main type such as the development of tourist routes suitable for walking and riding bikes through nature trails. Tourists who like cultural tourism may like nature tourism as well. Finally, Sukhothai must consider what resources can be used as a tourist attraction.

Analysis and lessons learned

2nd meeting day

22nd September 2019

Date: 22nd September 2020

Time: 9:00 -9.40 a.m.

Section: Sukhothai World Heritage 1991-2000: Perspectives and Prospects

Speaker: Mr. Bowornvet Rungrujee - Former Director-General of the Fine Arts Department and President of the **ICOMOS Thailand** Association



Mr. Bowornvet Rungrujee

Former Director-General of the Fine Arts Department and President of the **ICOMOS Thailand** Association

Conservation and development of the Sukhothai historical city in the first phase before the establishment of the historical park focused on the construction of infrastructure for convenience without emphasizing the study of the ancient monuments in detail, such as cutting the road through the historical city of Sukhothai by cutting through the middle of Sukhothai city. Later, the operations of the Fine Arts Department mainly focused on the study of ancient monuments without considering the surrounding area until the conservation and development of ancient monuments were done. The surrounding area has been used more than in the past, such as setting up shops, etc.

Until 1977, the Sukhothai Historical Park was established. Therefore, each archeological site was conserved and the landscape environment of the ancient site was improved. Those actions required much cooperation. For example, archeologists study the patterns and restoration of ancient monuments according to academic principles. There needs the same road that cuts through the

Traphang Trakuan in the historical city of Sukhothai and adjusts the landscape surrounding the ancient site to restore the ancient sites and maintain the state of the old city under the concept of conservation under the principles of conservation of ancient sites and cultural heritage of the world in the Venice Charter 1964. Those promote the historic city of Sukhothai having more valuable both academically and aesthetically which is an important factor that enhances creativity in the art of people from the past and present.

In 1991, the historical city of Sukhothai and its satellite city get registered as a world heritage site by the United Nations Educational, Scientific and Cultural Organization or UNESCO according to the first criteria is to represent the uniqueness in the arts or represent a masterpiece of human creative genius and the third criterion is bears a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared, as witnessed by the **Phum Khao Bin Pagoda** which is considered a unique art style of Sukhothai. It is the only one in the world.

The importance of Sukhothai Historical City covers both the ancient sites in the city and outside the old city of Sukhothai, namely a group of ancient monuments in the Aranyik area on the west side of the city, Water management systems for storing water, and delivering water to the city walls and moats, including **Saritphong Dam** and Canal Lines which is currently being improved and developed by the Royal Irrigation Department to take advantage of.

The places for future development in Sukhothai World Heritage Sites are as followings:

- **Saritphong** Dam 2 is a registered historic site by the Fine Arts Department. **Saritphong** Dam 2 is an archeological site that has been registered by the Fine Arts Department. It looks like the dam from aerial photographs showing it is now an agricultural area. Therefore, this dam should be restored. to be used as a reservoir for agriculture for the benefit of the people of Sukhothai today
- Reservoirs outside the city on the northeastern side should be developed to be a water storage facility for agriculture of the Sukhothai people at present and to preserve ancient sites
- Phra Ruang Road, which connects 3 historical World Heritage cities, namely Sukhothai and Si Satchanalai, and the city of Kamphaeng Phet, is now rural. Development and supervision from multiple agencies should be in the same direction. **Designated Areas for Sustainable Tourism Administration (Public Organization) or DASTA** should promote policies related to road conservation and development to serve as a link between each world heritage city.

Date: 22nd September 2020

Time: 9:00 -9.40 a.m.

Section: Sukhothai World Heritage 1991-2000: Perspectives and Prospects

Speaker: Mr. Vira Rojpochanarat, Former Minister of Culture and advisor to the Thai ICOMOS Association



Mr. Vira Rojpochanarat

Former Minister of Culture and advisor to the **ICOMOS Thailand** Association

Conservation and development of the Sukhothai historical city in the first phase before the establishment of the historical park was an integrated work from multidisciplinary experts, and working with the community. It was also the first time that a master plan has been prepared. It consists of 8 sub-plans as follows:

- 1) Archeology program
- 2) Plans for restoration/preserving ancient sites
- 3) Landscape Architecture Plan
- 4) House/Community Relocation Plan
- 5) Public utility development plan
- 6) Tourist facilities development work plan
- 7) Community Income Promotion Program
- 8) Public relations plans

Operations for the development of the Sukhothai historical city consist of various conservation areas such as conservation or restoration of archeological sites according to the principles of preserving

ancient sites and cultural heritage of the International Charter for the Conservation and Restoration of Monuments and Sites or The Venice Charter 1964. Conservation of Buddha images is modeled from Si Satchanalai city. While conservation of the landscape architecture uses an approach based on the results of archeological studies in the restoration of ancient monuments and uses information from stone inscriptions to select plant species growing in the old city of Sukhothai, relocating community houses, excavating ancient ponds and canals, maintaining a contextual environment that inscribed in the Sukhothai inscription.

After the conservation and development of the area, the environment is neat and beautiful as the present condition of Sukhothai Historical Park. It is consistent with the quotation said that Sukhothai is beautiful as the dawn of happiness. Subsequently, the important annual events of Sukhothai during Loy Krathong day were established, which is a candle burning festival. This festival was supported by Mr. Nikom Musikakama, one of the key personnel who contributed to the development of Sukhothai Historical Park and promoting the historic city. Sukhothai has been declared a World Heritage Site.

From work experiences with faculty members who are experts involved in the conservation of many ancient sites and from learning about the conservation or restoration of ancient monuments and sources of archeology in foreign countries such as Borobudur and Prambanan, Indonesia, Japan, Pompeii city, Italy, those provided knowledge and ideas that can be applied with working in the historical city of Sukhothai. There is a training program on ancient sites at Sukhothai and Phra Nakhon Si Ayutthaya's heritage site by using case studies in Chiang Mai and Phuket.

The development of the Sukhothai World Heritage Site is gradual. There is a tourism attraction that attracts numerous tourists which increasing every year. (Before the COVID-19 situation), with the number of about 1.4 million tourists/year, representing 75% Thai and 25% foreigners. Revenue from tourism was 3.7 billion baht/year.

Although Sukhothai has been registered as a world heritage site. and joined the UNESCO Creative Cities Network, but the province should not stop carrying out activities such as preserving ancient monuments archeological studies, considerations announcement of the core zone and buffer zone of Sukhothai Historical Park. and the management of residential areas of the community in the old city of Sukhothai so they can adapt to the current situation.

The needed issues for future development in Sukhothai World Heritage Sites are as followings:

- Handicrafts, especially Sangkhalok ceramic ware should add value to the workpiece by copy patterns from prominent antiques in the National Museum and apply to products for tourists' souvenirs
- The annual festival should add more than 1 event per year to generate more income, use the space effectively and modify the concept of public relations for Loy Krathong In order not to conflict with the information of Cambodia that has Loy Krathong festival as well.
- Sculptures, especially Buddha images in Sukhothai art. It is the inspiration to create Buddha statues from past until present.
- Temples and ancient sites In addition to the link between 3 historical cities, namely the city Sukhothai, Si Satchanalai, and Kamphaeng Phet should also be linked to Phitsanulok because there is a temple of Phra Sri Rattana Mahathat Woramahawihan which is an important temple since the Sukhothai period and has Continuous use until now
- Guides should know the landscape and ancient environment of Sukhothai to be able to convey the ideal story of Sukhothai society to tourists
- There should be a letter archive of the Sukhothai historical city conservation and improve tourists service center to be more efficient

Date: 22nd September 2020

Time: 09.40 am - 12.30 p.m.

Disruptive Planning for a New Normal in Tourism: Disruptive Planning for a New Normal in Tourism

Section: Tourism Development Plan in Bagan Cultural Heritage Site

Presenter: Takayuki Miyoshi, Engineer, and urban planner consultant, Japan International Cooperation Agency: JICA)

Conference type: via a teleconference system from the Union of Myanmar



Tourism Development Plan in Bagan Cultural Heritage Site

Projects operated by Japan International Cooperation Agency: JICA plays an important role in the development of Bagan. Working group worked in tourism and hotel business as well as they also worked with UNESCO

Bagan's cultural heritage consists of three types of inheritance as follows:

- 1) Tangible cultural heritage (TCH) such as pagodas with more than 1,000 amulets, murals, Burmese arts pottery, surrounding communities, and local cultural landscapes such as villages of the local community and local products, etc.
- 2) Intangible cultural heritage (ICH) is the Buddhist beliefs that have been passed down for long-time traditions and festivals such as Loy Krathong traditions, boat trips, and eco-tourism namely bird watching, etc.

- 3) Cultural and natural heritage includes the landscape of mountains surrounding ancient sites such as Mount Popa or Maha Khiri Nat according to the beliefs of the Burmese believed to be a sacred mountain because it is the dwelling place for the souls of angels and nats, etc.

Tourism Management

The presence of tourists comes to visit the archeological site, which is similar in number to tourists who visit Sukhothai. It is one of the problems in management because ancient sites have been affected by tourism both physically and visually. It is necessary to have a tourism management plan in various fields.

- Environmental management and historical landscape
- Infrastructure management, such as transportation not ready to accommodate large numbers of tourists namely roads, ports, etc.
- Finding solutions to problems by analyzing strengths, weaknesses, opportunities, and **threats** (SWOT) analysis. Examples of weaknesses such as infrastructure, management, etc.
- Pivot JICA Projects aims to develop tourism plans in Bagan, which can be applied to other tourist attractions in Myanmar. The pilot projects are (community-based tourism: CBT, which emphasizes community involvement providing information to tourists before visiting tourist attractions through Internet, both website and Facebook fan page ("Wonder Bagan" project last month May 2017). There are tourism promotion documents in book size format 10 booklets depicting the outstanding cultural heritage of Bagan with 10 stories
- Management of tourism activities, there is a photo exhibition (Bagan Photo Festival) is a photo contest organized by professional and amateur photographers to promote tourism by taking photos and shows through Facebook fan pages
- Tourism media planning, there is a public relations media and collect data by Interviews with stakeholders such as carpenters, guides, residents of Bagan
- Bagan Traffic Management, there is control over the tourist bus parking area within the city of Bagan. The service allows tourists to access various places by shuttle buses

- revolving so that the parking lot does not obscure the view of the ancient site and also using shuttle revolving and carriages to serve tourists to watch the sunset
- Infrastructure related projects must estimate an impact assessment
- The Bagan Information Center was built from using the original building and renovated the building to be an information center for tourists
- Development of scenic spots for tourists replaces the form of crowded watching the sun fall on the top of the pagoda as usual. It prevents damage to ancient sites by creating a map of tourist attractions in Bagan and specifying the city's viewpoints on the map to help control the number of tourists.
- Adding travel routes by adhering to the principles of sustainable tourism must have a relationship with locals such as people, products, techniques. The construction of new buildings must be consistent with the local landscape.
- Making information labels, participating from local people, using raw materials that can be obtained in Bagan city. It is teak wood produced by carpenters and craftsmen in the community and designed consistent with the traditional pattern
- outdoor advertisement control and visibility improvements such as wiring improvements and cables which obscure the scenery tourist attraction as well as improving road signs by using a handicraft pattern of wood carving, which is the traditional wisdom of the local people and also using local materials that are compatible with the environment of the ancient site
- Organize seminars for local people to raise awareness of the cultural heritage for local people
- Two pilot projects namely a seminar project for insiders and projects to raise awareness for local people
- Infrastructure development in public utilities and transportation, both management parking spaces, traffic management, tourist buses, horse-drawn carriages for viewing the sunset

Vision

Sustainable development of cultural heritage tourism will benefit local communities.

Policy

The key policy in sustainable tourism development consists of 3 parts including tourism management and promotion, heritage conservation, and community development



The impact of the COVID-19 situation

The COVID-19 situation has disrupted air travel and affected tourism by reducing the number of tourists by almost 90 percent so the growth forecast of tourism change has to be taken. It is estimated that it may take about 5 years to return to a regular state with similar tourist statistics in 4-5 years. It must be considered that what do we need in the travel management?

Comments from Dr. Richard Engelhardt: Myanmar has been affected by the COVID-19 situation. In addition, many cultural heritage sites have decreased in popularity due to poor management such as Halong Bay. Mr. Takayuki Miyoshi's presentation raised a good point for planning tourism management but there is no clear plan for coping with the condition of New normal after the Covid-19 situation which is not a normal situation

Comments from Dr. Jaturong Pokharatsiri: Sukhothai Province has an airport called the airline. "Bangkok Airways" of Bangkok Airways Public Company Limited, which is the major shareholder of the hospital in Bangkok. Sukhothai may be ready to recover in tourism and cope with the situation more than Myanmar.

Date: 22nd September 2020

Time: 09.40-12.30 a,

The direction of change in the new normal of the tourism industry

Section: Notes on Petra Integrated Management Plan in Jordan near Saudi Arabia, Iraq, Syria, Palestine

Presenter: Aylin Orbasli, Ph.D. , Oxford Brookes University, UK

UNESCO consultant and ICOMOS International Cultural Tourism Committee

Conference type: via a teleconference system from the UK



Notes on Petra Integrated Management Plan in Jordan
near Saudi Arabia, Iraq, Syria, Palestine

The ancient city of Petra is a cultural heritage site and sustainable ecosystem in valley terrain which has a large number of wildlife and a community surrounding the cultural heritage site with 6 communities

The challenge is a source of area limitations because it is located in an environment that is the desert and the environment around the ancient city developed rapidly. However, being a world Heritage causes tourism to be the way to generate income for the community. So, it needs the development of an appropriate and concise tourism management plan with UNESCO.

Management planning process

The engagement process with over 200 stakeholders took 18 months and had 14 focus groups meeting by arranging 7-8 meetings to jointly plan and issue various policies, including academic, administrative, and other management aspects. This process requires persuading each other to work together, as each has its uniqueness and they expect differently. However, participation in the process is more important than results to be achieved by emphasizing the consensus from all parties. Although it doesn't solve all problems or follow the needs of all parties but shows transparency in the operation and raises awareness with all involved parties.

Complex issues

- Considering the problems that will arise in the World Heritage area
- Buffer zone expansion

Spatial planning and water management

Laws were applied to regulate the construction of buildings in the valley area.

The impact on the World Heritage area was considered. Petra City occupies an area in a volcanic region so the environment is mostly rocky and affected by floods originating from outside the province. Therefore, there must be cooperation between provinces.

Flood problems affect many aspects both to ancient sites, community way of life, agriculture area, and Garbage floats with water. In addition, there is an increase in the amount of salt, which will result in the deterioration of the building materials of the ancient site.

Solving flood problems require experts to be hydrologists to participate in the study and water management in the valley area, especially using this lesson to set standards for supervising the area. It was proposed to change the law to have an efficient drainage system, create convenience for local people and tourists, and lay down measures not to allow any construction to obstruct the drainage.

Spatial planning and water management need a comprehensive view in planning to cover without considering only ancient sites but also involve the surrounding area. In summary, there is a need to plan at the macro level and micro level to build benefits for many sectors

Working with the community

Community is an important part of reaching the participant process by synchronizing through community Leader. Since Petra is not a wealthy area so there have to create a career and skill training such as supporting the sewing professions of women's groups, providing business opportunities for entrepreneurs by divided into 2 groups:

- A small business development (SMEs): there finds tourism partners in the area and seek external partnership for investment, and organize joint travel plans between tourism businesses and hotels to open investment opportunities for people in the community and people from outside which help business planning and adaptation plans. Also, they make people in Petra active and alert in business development.m.ent.
- Start-up business by the new generation in the community who initiated the start-up business. To work with the community, need to understand people in the community and provide assistance in what "insiders" want and understand about what academics or outsiders want

Supporting the local creative economy

Although creativity is not the first goal in development.m.ent planning, creativity has an important role in economic development and has a relationship with academic work as well. There are guidelines for supporting in various ways such as:

- Development of various skills that facilitate marginalized people to participate more and create opportunities for business development in line with population growth
- Internet application to represent the various dynamic creative clusters to provide a tourist experience and drive business sectors such as creative tourism business in Ireland
- Application of various creative works including art, literature, music, handicrafts, food

- Spatial coordination and connecting networks create mechanisms and support each other. There should have annual planning for tourists to gain experience from year-round tourism activities

The value of economic resilience

- Economic mobility is not just about festivals related to cultural heritage. This may generate income for only a short time, but need to consider conservation and preservation of the cultural heritage in the long term.
- Problem prevention affect cultural heritage sites such as illegal looting and mining antiquities
- Development of goods and services cater to different markets
- Different policy advocacy in the administration from many departments will affect local people's welfare and well-being

Sustainability

Climate change is one of the factors affecting cultural heritage sites and the surrounding environment such as floods, droughts, which affect a community's way of life and the economy.

Petra is a cultural heritage site that plays a role in nurturing the region because the area is well-known all over the world. Meanwhile, it is a cultural heritage site that is fragile and sustainable. There may be a neglected issue in regional policy or just a supplementary agenda, so it is necessary to raise awareness of sustainability issues in integrated planning which is related to green management policies. Moreover, the promotion of equality, environmental quality, and business is not an add-on but is the main issue that affects the sustainability of the community.

What Petra and Sukhothai must do is to plan an environmentally friendly management policy.

Environmentally friendly management policy planning using the “*Development Goals Sustainable Development Goals (SDGs)*”



Focusing on the environment is an important issue to consider, such as rehabilitation area, Business models development, Infrastructure development such as travel or transportation by not relying on the private sector. There should be a variety of formats to be an alternative for tourists, which will enhance more people have access to the market, Efficiency transportation of goods and services, people able to travel between areas more easily, enhance the tourist experience and attract outsiders to invest in areas.

COVID-19 situation reflects that people in the city have a desire to change their way of life to live in rural areas with more green spaces. Therefore, the development of transport is essential. important to support the increasing population.

Conclusion

Tourism management must work at the macro level and microscopic levels together by planning comprehensively in a broad picture or looking at the big picture, not just one dimension, and not ignoring small details. Planners should know how to take advantage of various innovations and technologies working together for learning and presenting new ideas.

Budget is an important factor in tourism-related operations. Tourism good drove the economy. They may not have to plan for dealing with the economic downturn. COVID-19 situation affects tourism so it is a good opportunity to adjust and plan for economic recovery after the COVID-19 situation improves.

Date: 22nd September 2020

Time: 11:00 a.m.-12:30 p.m.

Discussion round table “Disruptive Planning for a New Normal in Tourism”

Presenter: Dr. Richard Engelhardt, Former Cultural Advisor in the Asia Pacific at UNESCO

Conference type: via a remote conferencing system from Chiang Mai



Round Table Discussion

“Disruptive Planning for a New Normal in Tourism”

As people who work in tourism management must consider how to build on the legacy in many dimensions and plans to deal with problems that will arise including:

- Information problem is the lack of information that is important and beneficial to sustainable development. Massive amount of data is focused on quantitative data related to tourist needs such as the number of tourists, the number of rooms for tourists, etc. Tourism planning that focuses on an increased number of tourists inconsistent with the sustainable development
- The COVID-19 situation has disrupted tourism, so it is important to find a balance in travel planning. There should be a variety of solutions following the complexity of the stakeholders and gives importance to all-round management

Key issues

- original authenticity

- Development to enhance the quality of life of the community
- Planning to build infrastructure at the macro level and micro level

International Case Studies

A case study of 8 cultural heritage sites in foreign countries by collecting data from tourists and communities. There are important principles as follows:

- Link tourism to heritage conservation: the link between tourism and the conservation of cultural heritage, everyone must work for the same purpose. It was found that there was still inconsistent work and have competition
- Carrying capacity control: using limited resources. Preserving ancient sites and cultural heritage
- Give life to heritage: keeping cultural heritage alive both tangible cultural heritage and intangible cultural heritage

Strategy

- Investment in cultural heritage protection for developing the potential of the ancient sites and surrounding area. This is not just only investment in building construction or facilities for hotels or airports
- Development of mechanisms and indicators in various dimensions for monitoring the impacts of tourism and preventive planning, such as environmental change, the number of able to accommodate tourists
- Development of knowledge for further supporting authenticity and the identity of cultural heritage sites. Local people must have knowledge and understanding of conservation processes or restoring ancient sites
- The measure of success should not focus solely on business performance but it needs to consider benefits to the community, people's occupation in the community

Tourism Challenges for Sukhothai

The tourism challenge for Sukhothai is to build on existing cultural heritage which is handicrafts and local arts.

Date: 22nd September 2020

Time: 11:00 a.m.-12:30 p.m.

Discussion round table “Disruptive Planning for a New Normal in Tourism”

Presenter: Yongtanit Phimonsatien, Ph.D. , Specialist in Town Planning and Conservation Academic qualified member of the Rattanakosin and Old City Conservation and Development Committee



Dr. Yongtanit Phimonsatien

Sukhothai consists of a variety of contexts due to the meanings of the words “*old town*”, “*historic town*” and “*ancient city*” is defined differently.

The definition of meaning in each country is also different, for example, The United States uses “historic district” while the United Kingdom uses “conservation area”.

An old town is a city or area of a city that has a unique character and has been inherited since the past. It contains values that express the uniqueness of the local culture as well as values expressed through urbanization, architectural, and artistic construction. The uniqueness as mentioned before also shows the historical, social, and cultural development.m.ents in the old city that was formed, developed, and still have dynamics in today's society.

Caring and preserving the old city may not be subject to always being supervised by the Fine Arts Department, for example, Chiang Mai which is characterized as a living city with the transfer of supervision from the Fine Arts Department to the local government organization in Chiang Mai.

From 1987-to 1997, there was a survey of the old towns in Thailand, but Sukhothai was not on the old city list from the survey at that time.

Subsequently, the government attaches importance to the preservation and development of the old city by formulating policies for the operations in specific areas of the Regulations of the Prime Minister's Office on conservation and Rattanakosin area Development (2003). The present (2020) has an old city that has been declared 32 cities. The old city in the process of operation is 1 city and the target city in additional studies is 3 cities.

An example of an old city in Bangkok is Yaowarat District, which works with Bangkok (BMA). Most landowners in Yaowarat are private so this needs a management plan.

The goal of the operation is to enact laws that expand the old city area from the Rattanakosin Island area to the Yaowarat area.

The old city conservation and development master plan is a guideline for managing the old town in provinces. The master plan is operated by the Rattanakosin and Old City Conservation and Development Committee, which has the powers and duties to formulate policies, determine areas, and formulate master plans.

The problem for Sukhothai Province is that there are no clear guidelines for the maintenance of buildings/houses/ancient buildings in the area because there is no law to protect the old city.

Advantages of announcing registration as an old city

- The government recognizes the importance of the area
- There is a clear definition of the old city and will be part of the master plan of the old city conservation and development through the process of participation with local communities
- Regular meetings and seminars are held to show progress in work, exchange opinions, and discuss issues together

Problems

- Management power is still centralized. Most of the policies come from the government agency. It is not developed by the cooperation of the people because the local people did not participate in the process
- Do not have any city conservation agency. There is only the cultural council in each province and most of them have responsibility on only the culture and traditions, but still lack supervise of the old buildings in the old towns
- Even though there is a master plan but no clear guidelines or practical ways for citizens and stakeholders in knowledge management and supervisor of cultural heritage preservation
- Lack of legal protection or the old town registration has not been announced and there is no agency directly responsible for the conservation
- There is no overall integrated roadmap. Cultural heritage management is not just about managing the archeological site but must cover the related surrounding area.
- There are efforts to build projects, but there is not enough bargaining power and no proactive action plan. The plan also does not correspond to the direction of society in the future
- There is no collaboration between government agencies, the public, and stakeholders.
- The provincial budget plan lacks integration between sectors and no regard for old cities as an important agenda in policymaking. These integrations must be included in the strategy along with the operations of the area

Remarks on Sukhothai Province

- Attention should be given to interpretation and storytelling rather than using ancient sites as attraction points
- There should be more integration of heritage in the area so that people can connect between ancient sites in a world heritage area and local cultural heritage both tangible cultural heritage and intangible cultural heritage
- Should develop and promote strengths in the area, namely products that are handicrafts and local arts, and should have an agency that helps to coordinate the distribution of products for more efficiently generating income for local people

Opportunities and Challenges

- 20-Year National Strategy (2018-2037): policy-making from the government has the characteristics of a top-down framework for operations is already had so Sukhothai can be used to further make people in the area understand together and encourage local people to understand the current situation about the policies that the government is working on
- Spatial policy at the national, regional, and provincial levels must be published in the Government Gazette to be able for use and get real benefits causing people in the area aware of their rights under laws and have the opportunity to participate in planning which must be consistent with the concept of the creative city
- When the changing time has occurred. If people do not understand or do not follow up, they will miss opportunities to engage with planning and policies
- Sukhothai consists of strong communities so community networks should be promoted in order bargaining power and exercise their rights under the law or link to the national strategy
- Policy-making must cover plans, attraction points, and indicators. This must be published in the government gazette so that local people can participate fully

Date: 22nd September 2020

Time: 11:00 a.m.-12:30 p.m.

Discussion round table “Disruptive Planning for a New Normal in Tourism”

Presenter: Mr. Yuk Hong Ian Tan, Expert Director and Vice-Chairman of the ICOMOS International Cultural Tourism Academic Committee

Conference type: via a teleconference system from Hong Kong



Mr. Yuk Hong Ian Tan

Expert Director and Vice-Chairman of the ICOMOS International Cultural Tourism Academic Committee

The challenge of tourism in Sukhothai is to attract tourists to spend a longer time in Sukhothai. However, it wants to apply the method of applying persona to design planning that will help attract new generations traveling to Sukhothai. Due to the COVID-19 situation, traveling across the area needs quarantine and travel patterns in a short period must change. The upcoming quarantine along with the journey is an inevitable companion for future traveling. Therefore, it is necessary to create new activities to be suitable for spending time in one place with longer-term

Guidelines for designing tourism activities attract tourists spending longer periods as follows:

- Training activities to promote learning on conservation and archeology by designing activities for tourists to have the opportunity to work with archeologists. It can be during the summer semester break for students to participate in activities or activities that encourage tourists to spend more time with the community

- A place that caters to travelers who are digital nomads and a new generation of people. This people group is a group of people who are flexible in working and able to work anywhere in the world using the internet network. Sukhothai can develop the area to accommodate this group of travelers which requires an area with a stable internet network. There is space to sit and work for a long time (co-working space)
- Examples of places that can accommodate digital nomads, such as Chiang Mai, Phuket Province, SAGA Project at Kyushu Island, Japan which is an agricultural city and famous for pottery. There is an application of the design in conjunction with the tourism policy. There is a collaboration between designers and local craftsmen so both domestic and foreign tourists travel there. Sukhothai should spread inspiration about how to stay at Sukhothai with a good lifestyle to be broadly recognized by using the advantages of the intangible cultural heritage appropriately.
- Highest-Rating drama is a media that can promote people interested in traveling such as Buppesanniwat - Phra Nakhon Si Ayutthaya Province, Gin Kasalong - Chiang Mai Province. Sukhothai can produce some period dramas.

Date: 22nd September 2020

Time: 11:00 a.m.-12:30 p.m.

Discussion round table “Disruptive Planning for a New Normal in Tourism”

Presenter: Assistant Professor Witiya Pittunghapoo, Faculty of Architecture Naresuan University



Assistant Professor Witiya Pittunghapoo
Faculty of Architecture Naresuan University

Benefits of being a creative city

- 1) Collaboration between multiple sectors for mutual benefits
- 2) Access to a creative economy for both career building and income generation
- 3) Management of creative works that are cultural resources
- 4) Integration between local wisdom and affordable innovation
- 5) Creative skills and potential development
- 6) Sustainable Development

Being a creative city must be able to apply it for real benefits and have sustainable development goals without considering only the conservation of tangible cultural heritage in an ancient site but must cover intangible cultural heritage such as tradition, local knowledge that has been passed down from generation to generation and must take into account the application of new technologies to benefit as well.

In addition, being a creative city must answer our questions from ourselves. How can the collective benefits of the creative arts be available to everyone? What does it look like to be? so we can manage conflicts that may arise in the future. Therefore, the integration of various professions is an important thing because even being a creative city has a global operation framework ready for use but it is necessary to understand what we want to do, for what, and how?

Challenges

- Climate change
- World Heritage Sites
- UNESCO Creative Cities Network (UCCN)
- Tourism Council Global Sustainable Tourism Council: GSTC/Criteria
- Sustainable Development Goals (SDGs)
- Integration between old and new dialogue
- Urban design for all
- Adaptation
- New normal
- Natural Resources and Environment Policy and Plan (Registered Old Town Communities)
- Specific Plan

Specific Plan

Specific Plan for Sukhothai is important in development planning which must be based on a variety of contexts in Sukhothai, the difference from other old towns, and uniqueness of Sukhothai, such as being a small town with peace and a simple way of life.

Development needs to consider mutual benefits and encourage guidelines for producing creative work for the new generation, integration between traditional local craftsmanship and modern techniques, and the transfer of knowledge is not lost. Local people should play an important role in design and plans about how the integration works without having to always be strict to a policy plan from the government.

Development guidelines for Sukhothai

Sukhothai is a creative city and has the potential to develop into a high-end city in ASEAN. The importance is the connection between people and cities and must integrate the equality of local people and the environment. All must participate in the management of cultural heritage and creative economy design due to the economic sector directly affecting the people in the area. Therefore, business perspectives should be expanded to a link between the outside of Sukhothai and between the region, especially the Economic Corridor of Luangprabang-Indochina-Mawlamyine Economic Corridor: LIMEC to increase income opportunities.

Success Factors: Learning and Sharing

- 1) Having common goals
- 2) Assessing the cost potential of the city
- 3) Taking the job as initiator. The division of labor and the proper assignment of roles in the work
- 4) Having the center of driving and coordination
- 5) Planning for practical implementation
- 6) There is a network of cooperation between many agencies.
- 7) Being a giver and receiver (e.g. exhibitions, workshops, etc.)

Creative for All Clusters

Being a creative city should look at the big picture, which is to think inclusive creativity for everyone, every sector, and every district in Sukhothai. Therefore, there must be a connection with people from different sectors into the development plan and create various linkages of Sukhothai City. The important thing is trying to connect the situation of the creative city in Sukhothai to the network of creative cities around the world. Co-creation is a sensitive matter but it is necessary.

Personnel is an important resource to make contributions to the creative city network so development planning is important to focus on human development

Summarize:

by Fergus Maclaren

(Chairman of the ICOMOS International Cultural Tourism Committee)

An important issue in integration work is how to connect both Infrastructure, transportation, the connection between cultural heritage and natural heritage and to connect Sukhothai to various cities around the world.



Date: 22nd September 2020

Time: 13:00-16.40 p.m.

Mobilizing Cultural Resources for Creative City Development at Sukhothai

Section: World Heritage, Intangible cultural heritage and Creative Cities: The neglected important links

Presenter:

Alexandra Denes, Ph.D., UNESCO consultant, and heritage intangible culture experts



Alexandra Denes, Ph.D.

UNESCO consultant and heritage intangible culture experts

This section aims to illustrate the relationship between the Convention on the Protection of cultural and natural world heritage or the World Heritage Convention, 1972) and the Convention for the Safeguarding of the Intangible cultural heritage, 2003.

The World Heritage Convention, 1972 has importance about considering the heritage of humanity both natural heritage and cultural heritage. Its purpose is to promote international cooperation in the protection and conservation of cultural and natural heritage to maintain outstanding values that are a heritage of all humanity both present and future.

A cultural heritage that has been assessed as a World Heritage Site by experts from various aspects through consideration of outstanding universal value is to have one or more of the following World Cultural Heritage Criteria as follows:

- (1) to represent a masterpiece of human creative genius;

- (2) to exhibit an important interchange of human values, over some time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
- (3) to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
- (4) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
- (5) to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
- (6) to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria);
- (7) to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;
- (8) to be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;
- (9) to be outstanding examples representing significant ongoing ecological and biological processes in evolution and development. of terrestrial, freshwater, coastal, and marine ecosystems and communities of plants and animals;
- (10) to contain the most significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

In addition to the aforementioned criteria Considering the universal outstanding value of the must also take into account integrity and/or authenticity, having a management system, and protecting World Heritage Sites appropriately

In conclusion, the Convention on the Protection of World Cultural and Natural Heritage is important to define the definitions related to World Heritage and establish a framework for conservation and proper protection of the inheritance.

Convention for the Safeguarding of the Intangible Cultural Heritage, 2003 considers the importance of intangible cultural heritage as a source of multicultural and a guarantee of sustainable development

“Intangible cultural heritage” means the practice, representation, expression of knowledge, skills, as well as tools, objects, artifacts, and cultural spaces as a result of those. Communities, traditional groups, and, in some cases, individuals, they accept as part of their cultural heritage.

The World Heritage Protection Convention 1972 emphasizes the physical characteristics of inheritance and uses the criteria to assess the value of the concrete inheritance. Convention for the Safeguarding of the Intangible Cultural Heritage, 2003 has a different objective, namely, to raise awareness about the importance of the diversity of intangible cultural heritage without regard to universal outstanding values completeness and/or being authentic that must be rated or assessed by an expert. But there is consideration about community or owner of intangible cultural heritage by how can value and inherit the legacy.

Intangible cultural heritage may have elements of cultural heritage that tangible to live with, such as handicrafts, literature, music, etc., which is a world heritage site of intangible culture in Thailand today is the art of Khon masked dance drama in Thailand, which was declared a World Heritage Site in 2018.

Examples of intangible cultural heritage

1) Bagan, Myanmar

Bagan city, Myanmar is considered as a cultural World Heritage site according to criteria number 3, 4, and 6.

This city has an intangible cultural heritage that can be a living cultural heritage such as making merit, rituals, and traditions in Buddhism, Temple renovation techniques, Legends and myths related to the construction of the pagoda various handicrafts

2) Vigan City, Philippines

Vigan City, Philippines is considered as a cultural World Heritage site according to criteria number 2 and 4. Although they are not registered as intangible cultural heritage sites by UNESCO, it reflects the influence of different cities on the Philippines during the English colonial period

In the 16th century, there was also sustainable cultural management such as creating the cultural mapping, working with communities and stakeholders, connecting and raising awareness among youths by using online media.

3) Chiang Mai Province, Thailand

Monuments, sources, and cultural landscapes of Chiang Mai, and The capital of Lanna are a source of inheritance in the initial list with criteria 1, 2, 3, and 6.

Chiang Mai Province is a cultural heritage site that is transmitted for a long period from the past to the present, more than 700 years. It is related to the traditional beliefs about sacred mountains. and links to the geography of the area and religious beliefs that came into the era. Later, both Buddhism and Hinduism also received cultural and artistic influences from Bagan, Sukhothai, Angkor Wat, Lanka

Examples of intangible cultural heritage such as Lanna traditions (destiny ceremonies, Visakha Bucha Festival, worshipping the Inthakhin Pillar, etc.), beliefs about the sacred mountain, and diversity of ethnicity group, that are interconnected dimensions.

Conclusion

- World Heritage Protection Convention 1972 and Convention for the Safeguarding of the Intangible Cultural Heritage, 2003 has been segregated to provide guarding and support conservation, and inclusively protection of tangible cultural heritage and intangible culture but there are still parts that are still connected due to the two cultural heritages cannot be completely separated from each other
- Communities play an important role in sustaining the intangible cultural heritage since communities are the owners of cultural heritage, it is necessary to participate in the management process
- The cultural map is an important tool to help transfer the successive knowledge

Date: 22nd September 2020

Time: 13:00-16.40 p.m.

Mobilizing Cultural Resources for Creative City Development at Sukhothai

section: Creating and Networking Creative Cities

Presenter:

Peeradon Kaewlai, Ph.D. (Faculty of Architecture and Urban Planning, Thammasat University Creative City Specialist, The Creative Economy Office Advisor)



Peeradon Kaewlai, Ph.D.

Faculty of Architecture and Urban Planning, Thammasat University Creative City Specialist, The Creative Economy Office Advisor

Creative Economy

A creative economy is a process or activity caused by two main factors:

(1) Intellectual capital, social-cultural assets, or knowledge and (2) applied skills or creativity to use it for maximum commercial benefit.

City and city economy are inseparably linked. The creative economy has a role in mobilizing the city. At present, the governments in many countries are trying to use the creative economy as a tool to develop the country which can contribute to sustainable social development in multidimensional ways and can help connect with the new generation.

In Thailand, the Office of the National Economic and Social Development Council (NESDB) or The Council of Ministers, which plays a role in determining the direction of the country's economic and

social development.m.ent, tries to use the creative economy in planning the economic and social development of Thailand.

Creative District

The creative economy district is an area designed to promote businesses and services in the creative industry by connecting the story of the neighborhood, the people, the traditional business to stimulate the inclusion center in creative economy management and participation from the public, private sectors, and people in the area.

Creative economic districts in other countries, such as Willington, United States, Birmingham, United Kingdom is an area where the government works with investors and has the policy to attract graduates in working, such as planning economic areas, reducing taxes to encourage investment, and others.

The pilot project for creative economy districts in Thailand is the Creative Charoen Krung Project (Co-create Charoen Krung) is a cooperation project between ThaiHealth Promotion Foundation and Thailand Creative & Design Center: TCDC to develop creative spaces in Charoen Krung which used to be an important area about economic and social in the past. This area develops to be a creative space, a model of prosperity for creative business through the creation of creative space design activities with the community and attracting outsiders for traveling to Charoen Krung district, such as the Bangkok Design Festival. Week, Light-Color-Sound Show at night which reflects another dimension of Charoen Krung

Building a creative economy

Tools and Mechanisms for an important factor in creating a creative economy are having a database for follow-up and using it in the assessment to adjust the plan so it must communicate with stakeholders and outsiders for understanding in the same direction as well. There are five strategies for building a creative economy as follows:

- 1) Planning, Vision, and Mechanism
- 2) Demonstrating creative work can alter physical urban planning that facilitates business investment
- 3) Increasing strengths in business operations

- 4) Branding or building a business image
- 5) Collaboration between multiple sectors

Creative Cities Network

UNESCO Creative Cities Network: UCCN aims to promote international/regional cooperation or between communities local to drive the sustainable development of urban communities according to the following criteria:

- 1) Develop the linkage point of the network of creativity and innovation and create opportunities for the inventor who are experts in various fields related to cultural work
- 2) Build strong cooperation between cities related to creative work to lead to sustainable development
- 3) Improving access and cultural participation in both minority and disadvantaged groups or individual
- 4) Stimulate and promote creative-related initiatives in the field of urban development.m.ent.
- 5) Combining cultural and creative work with strategies and plans for local development.m.ent
- 6) Creation, production, distribution, and selling related to activities, products, and related services

Thailand Creative District Network: TCDN

In addition, creative economic districts are also selected to participate in the district network project. Thailand Creative District Network: TCDN from provinces in the area in 5 regions: North, Central, East-West, Northeastern, and Southern. It helps to encourage people in the community to use their creativity for finding strengths and adding value to existing assets and local culture to raise a better quality of life by emphasizing participation from all sectors and building networks for further development in the future.

Challenges of Creative City Development in Thailand

- 1) Raising awareness and understanding of the creative economy/industrial between government agencies and communities to open up opportunities for development in economy
- 2) Stakeholder participation by clearly identifying the stakeholders and complete
- 3) Communication between government agencies and communities to smoothly. operate
- 4) Having a long-term consensus will help policy implementation is feasible and efficiently such as cooperation between Creative Economy Promotion Agency (Public Organization) and the Special Area Development Administration for Sustainable Tourism (Public Organization)
- 5) UNESCO Creative Cities Network is only one part
- 6) Everyone both inside and outside play a role in innovating for creative city

Conclusion

What matters is people, communities, and working together.

Linina Phuttitarn, UNESCO-accredited expert facilitator for Intangible Cultural Heritage

(Question): We have seen the connection between world heritage sites, creative city, and creative economy through the earlier presentation, where is the community in this picture?

During Big Han, Ph.D. (Expert and Head of UNESCO Cultural Unit, Bangkok Office)

(Answer): Community is at the center of all work done which is operated by UNESCO. Everyone should be aware that the role of cultural heritage is linked to sustainable development and creating benefits in the community and how to improve quality of life.

In the past, communities were viewed as surpluses to be moved away from World Heritage sites, but at present, there is more awareness about the importance and rights of people in the area. An appropriate buffer zone of the heritage site is essential to the community to avoid the problem of discrimination between people and heritage anymore.

Linina Phuttitar (Question): Because the community is the center or heart of the heritage. intangible culture. How can we be sure that the community is involved?



Date: 22nd September 2020

Time: 14.50-16.20 p.m.

Roundtable for session B: How can Sukhothai ensure inclusive and lasting benefits for all stakeholders from its multiple recognitions by UNESCO?

Panelists:

- **Jaranya Daengnoy** (Director of the Community-Based Tourism Institute)
- **Patcharawee Tanprawat**, Ph.D. (Head of Art and Creative Industries British Council Thailand)
- **Hattaya Siriphatthanakun** (Specialist in cultural heritage conservation Regional Center for Archeology and Fine Arts at the Organization of the Ministers of Education of Southeast Asia (Simeo Spafa), ICOMOS International Executive Committee and Secretary-General of the **ICOMOS Thailand** Association)
- **Jaturong Pokharatsiri**, Ph.D. (Faculty of Architecture and Planning, Thammasat University, Expert and Vice Chairman of the ICOMOS International Cultural Tourism Committee)
- **Peeradon Kaewlai**, Ph.D. (Faculty of Architecture and Urban Planning, Thammasat University Creative City Specialist, The Creative Economy Office Advisor)
- **Duang Big Han**, Ph.D. (Expert and Head of UNESCO Cultural Unit, Bangkok Office)
- **Linina Phuttitarn** (UNESCO-accredited expert facilitator for Intangible Cultural Heritage)



Linina Phuttitarn



(Question): We have seen the connection between world heritage sites, creative cities, and creative economy through the earlier presentation, where is the community in this picture?

Dr. Duang Big Han



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Linina Phuttitar (Question): Because the community is the center or heart of the heritage. intangible culture. How can we be sure that the community is involved?

Jaranya Daengnoy



(Answer): Tourism is an important tool for transmitting legacy and preserving resources. The heritage encompasses the entire world heritage, cultural resources or capital, way of life, and a lively charm that can be passed on.

For Sukhothai Province, it is important to review what cultural resources or capital is being used to drive tourism that is related to the community, such as the pattern of woven cloth, Phra Ruang kite, accent, way of life, Thai handwriting, etc.

One way to benefit from the World Heritage for the community is community-based tourism (CBT), which is tourism that takes into account the sustainability of the environment, society, and culture, that determine and manage by the community for the community and communities have the

role as owner and rights in management to provide learning for visitors. So, this should realize that income is not the primary goal of CBT but it is to exchange and share experiences between communities and visitors.

Dr. Patcharawee Tanprawat



(Answer): The problem, we are facing right now is discrimination, severance, and absence from the connection between tangible cultural heritage and intangible cultural heritage. Things that are a center and connect those two cultural heritages are "people" but "people" is often the last thing that gives the priorities in inheritance management because the agencies who come in to manage are lacking understanding in the community and have different concepts and priorities from the community.

For Sukhothai creative city, crafts are not just products but are part of the way of people's lives in the community. Therefore, it is necessary to plan for the participation process for the community. Personnel who play a role in the policy must work closer to the community and must pay attention to the community as a core. It's not just the receiver or operator in the program which has been assigned.

Unused resources which not highly considered are children and youth which have a role in driving a good community and be an important force in driving the future.

Organizing any activities that involve people in the community, such as skill training, needs to consider sustainability and takes time for the community as well.

Cultural mapping is one of the effective tools in the study of cultural heritage and communities especially to encourage youth to have a role in driving the community.

Hattaya Siriphatthanakun



(Answer): The important thing is integration and agreement with the community. The presentation of Dr. Alexandra Denes and Dr. Peeradon Kaewlai also emphasized the importance of community involvement.

Being a creative city of Sukhothai, the definition must be clearly defined as the ancient city or current city due to set policies from government agencies, each unit has different policies according to different roles and functions which required the synthesis of information together.

The Fine Arts Department is a government agency that is directly responsible for the protection of ancient monuments and the historical city of Sukhothai and its satellite city as a registered world cultural heritage site. The community has to rely on the Fine Arts Department to protect the ancient monuments. If there are no ancient sites or ancient sites in bad condition, it will affect tourism and the economy of the community. In addition to the community participating in the economy, communities can also play a role in sharing on preservation and taking care of ancient sites. In this regard, government agencies need to change attitudes on this issue and be aware of the fact that "people" are the most important elements and aspect of the cultural landscape no matter where it is. So, it can be said that all sectors must understand each other.

Dr. Jaturong Pokharatsiri

(Open subject): Links to the cultural landscape of a cultural heritage site not only adhere to archeological sites, ancient sites, places, or buildings only but also the surrounding environment as well.



Dr. Duang Big Han: Considering cultural heritage sites, archeological sites or ancient sites should use a holistic view that takes into account dimensions of the social and economic environment, culture, etc., which is a dimension that is more comprehensive than the ancient site.

The concept of the historic urban landscape (HUL) setting by UNESCO promotes the adoption of guidelines on the historic urban landscape to apply both directly and support policy as well as to promote the process of participation in planning with stakeholders for social development and the sustainable economy.

Hattaya Siriphatthanakun: As Sukhothai has a continuous history for a long time. Thus, cultural landscapes must be taken into account, which can be classified as (1) an academic cultural landscape; and (2) a cultural landscape that interacts with people by does not separate the past and the present but looking at cultural continuity because during the transition period Sukhothai's landscape had changed, both natural and cultural, such as agricultural water management systems.

Dr. Jaturong Pokharatsiri: Water management and agriculture systems still have a relationship with the way of life of Sukhothai people today and provide aesthetic value as well.

Dr. Alexandra Denes (Question): How is the community's perspective/perception towards ancient sites? both in terms of understanding the history, ritual relationship, belief, and continuity of area use.

Hattaya Siriphatthanakun (Answer): Although people in the Sukhothai period may not be the ancestors who directly connected to the people of Sukhothai today the ancient sites built in the Sukhothai period and still leaving traces to the present. It reflects the roots of the past that exist in this area. What is happening in the present will also become part of the root of the past in the future.

Dr. Jaturong Pokharatsiri and Linina Phuttitar (Question): How will we link the past and present? or between cultural heritage to be able to interact with people?

Dr. Peeradon Kaewlai (Answer): Field trips by experts or academics are necessary to work with the audience and consumers. These may not be the only people living in the area. (Case study in Suphanburi Province worked with the community and knowledge was given to the community)

Dr. Patcharawee Tanprawat (Answer): Tangible cultural heritage and intangible cultural heritage. Some relationships cannot be separated from each other. Other dimensions must be considered. In addition to the ancient site, I agreed with Dr. Peeradon Kaewlai that working with cultural heritage must be communicated to consumers. Although it is a difficult process, it is essential to sustainability.

In the past, people from many disciplines came to work in Sukhothai, both archeology and historians may take some time in Sukhothai for a while and leave. It shows that the people who play a role are people in Sukhothai which is not just the people who live in the area, people who have an occupation in the area around the ancient site, or people who benefit from tourism, but it means other communities in Sukhothai as well which this community must participate in the creation of the city; and creative economy.

Creative economic development should be new ideas that are not attached to only knowledge of history and archeology in communicating the meaning of Sukhothai, such as Sangkhalok ceramic

ware. It is not always necessary to represent Sukhothai's image but should design products that convey the meaning of Sukhothai connecting past, present, and future.

Jaranya Daengnoy (Answer): Many sectors can work for the same goal under different projects according to the policies of each agency.

Community-Based Tourism has a basis important to the relationship between nature, culture, and local wisdom which reflects through the way of life of the community such as food, handicrafts, houses, etc. The important thing is not the output but the "story" communicated from people in the community to visitors. It can make the visitor impressed and respect different cultures.

Community-Based Tourism focuses on community conservation and adjusts activities in accordance with tourism trends. Also, to support the community has pride in the conservation of cultural heritage without being attached to profits from tourism but aims to learn and share cultural experiences with visitors.

Dr. Jaturong Pokharatsiri (Question): How can the community draw out their strengths and develop new products to the market?

Jaranya Daengnoy (Answer): The simple way of life in the community attracts the attention of tourists so it requires advice to adopt guidelines from government and private agencies in product development for consumers.

Dr. Patcharawee Tanprawat (Answer): Based on the experience of working with the community. I previously organized cultural mapping workshop activities and product design in collaboration with hand designers.

As an outsider, they may have different perspectives and abilities than those people in the community. Skills training for local people in the community by designers may not create continuity of the production If it does not correspond to the identity and the traditional craftsmanship of the people who live in the community. Community product development must be rooted in identity and community aptitude.

Dr. Duang Big Han (Answer): Agreed with Dr. Patcharawee Tanprawat. My experience working in Hanoi, Vietnam reflects that skill training for people in the community by designers may make a product that is beautiful but is not connected to the community.

It causes communities not to be able to produce products continuously. Therefore, the key question is how to awaken the creativity of the community? and What skills do people need for developing products?

The Convention on the Protection and Promotion of the Diversity of Cultural Expressions, 2005 offers guidelines for promoting the creative industry and promoting equal cultural diversity which is a guideline to develop local people and entrepreneurial skills of people in the community.

Dr. Jaturong Pokharatsiri (Question): How does Thailand Creative & Design Center: TCDC contribute to youth facilitation?

Dr. Peeradon Kaewlai (Answer): Each area has a different context. To take outside designers for working in the community is a good intention but to look at the overall picture that the community is in the position of the value chain so it needs to assess which communities have potential in the industry. This is because each community may play a different role in the economy.

Outsiders play a role in change as well. If there is an opportunity for development and extending the traditional products of the community, economic development is not just about product development, but also expanding creative networks.

Hattaya Siriphatthanakun (Answer): Community handicrafts can be developed into products. However, many handicrafts are associated with community rituals. If we develop this type of handicraft as a product, How can it preserve the original value of the handicraft work? The relationship between communities must be taken into account.

Dr. Jaturong Pokharatsiri and Linina Phuttitar (Question): The authenticity of the original and continuity, Is it an issue that must be considered in the intangible cultural heritage?

Dr. Alexandra Denes (Answer): the Convention for the Safeguarding of the Intangible Cultural Heritage 2003 by UNESCO viewed that tangible cultural heritage is a living cultural heritage. There is not a frozen culture. It can change and be flexible. Therefore, cannot adhere to the characteristics that maintain the original authenticity (original form), but support the value and continuation of the intangible cultural heritage inherited in the community.

Dr. Duang Big Han (Answer): Intangible cultural heritage is dynamic. Therefore, it should not be attached to the original authenticity. Technology should be applied or use new channels in presenting the intangible cultural heritage as goods and services, such as local music in CD format or streaming online.

Hattaya Siriphatthanakun (Answer): The interpretation of the issue of authenticity can be interpreted from many perspectives, such as from a conservation and archeology's point of view keeping the traditional style of ancient monuments is important. In contrast, from the point of view "authenticity in the landscape, authenticity is not something that stands still but is something that has changed over time. Its authenticity is subject to interpretation by the community. Finding the authenticity of Sukhothai requires a process of participation of people in the community.

Dr. Jaturong Pokharatsir (Question): In the case of some communities rehabilitating their cultural heritage lost and restored by searching from documentary evidence or the words from local people. It used to support tourism. Can the method be applied to tourism?

Hattaya Siriphatthanakun (Answer): Yes, if there is an appropriate study.

Jaranya Daengnoy (Answer): If you stick to authenticity, you won't be able to drive community-based tourism, for example, at one point, some communities want to have a museum to display items from the community while the community can communicate their way of life through touch real experience without always focusing on cultural objects.

Community-based Tourism Institute has a role and duty to encourage the community to use their authenticity as one of the tools of communication and explain community changes to tourists.

Dr. Patcharawee Tanprawwat (Answer): One should not be overly attached to authenticity. If the intangible cultural heritage is very fluid so it must consider what is the heart or the value of the inheritance. Even if the form may change, the community should develop interpretations and tell stories related to the intangible cultural heritage.

Linina Phuttitar (Question): Don't get caught in the trap that determines what is original but to see how do people in the community pay attention to value and meaning, and have interactions or relationships with things?

Jaranya Daengnoy (Answer): An important question that should not be ignored is the community does not know how to adapt and/or link to policies determined by the government? A good development process must provide the community an opportunity to express their opinions.

Dr. Jaturong Pokharatsir (Question)i: Do Geographical Indications: GI and Intellectual Property: IP play roles in product development from intangible cultural heritage?

Dr. Patcharawee Tanprawwat (Answer): Geographical Indication and Intellectual Property have a relationship to handicrafts and intangible cultural heritage. Product development by the community needs to take this issue into account.

Traditionally, community handicrafts are not products for tourists. It is an appliance in daily life, but tourism has resulted in the application of handicrafts into products and may cause the production of counterfeit products that are best sellers, leading to an oversupply of products in the market because products lack a unique and community identity.

As Sukhothai is a creative city. Handicrafts will become more important. The community should develop unique products and geographical indications without copying products from other places.

Linina Phuttitar (summary): Summarizes 3 important issues as follows:

1) The value and essence of the intangible cultural heritage lies in the “people”, “story”, and “Meaningful value” than soulless objects/storytelling and interpretation by the community in their way. Instead of worrying about the details being too factual. It's a charm that makes these values manifest

and attracts outsiders who want to learn and experience the local culture/community and can use their creativity as tools for developing and exploiting cultural heritage.

2) Collaboration/Participation Process/Communication between people and multi-sectoral agencies are important in the conservation of cultural heritage / there are gaps in communication relationships and collaboration between sub-communities in the area and with agencies in both the government and private sector. if solving this problem, will create a collective power in pushing Sukhothai towards a common goal.

3) Promoting the future by building on what was in the past and what is transmitted until now both tangible cultural heritage and intangible cultural heritage / Flexibility or resilience of people in Sukhothai is a skill needed to cope with the impact of the COVID-19 outbreak and events or other factors in common, such as worsening economic conditions or natural disaster.

Analysis and lessons learned

3rd meeting day

23rd September 2019

Date: 23rd September 2020

Time: 09.00 am - 15.10 p.m.

Mobilizing Cultural Resources for Creative City Development at Sukhothai

Section: Operating Creative City with Community

Presenter:

Onkanya Intawong (Chiang Mai Creative City Coordinator of Local crafts and arts social research institute, Chiang Mai University)

Thanakorn Suteerasak (Research Assistant social research institute Chiang Mai University)



Onkanya Intawong (Chiang Mai Creative City Coordinator of Local crafts and arts social research institute, Chiang Mai University)

Thanakorn Suteerasak (Research Assistant social research institute Chiang Mai University)

Chiang Mai City, UNESCO Creative Network City Project on Handicrafts and folk art has been promoted by the Chiang Mai Provincial Administrative Organization that pushes and supports Chiang Mai becoming a member of the creative city of handicrafts and folk arts. If you compare Chiang Mai city in overview, there are physical elements of the city like “Body” and intangible cultural heritage are like “spirits”. Both are part of driving the city.

In the past from 2014 to the present Chiang Mai Creative City uses the mechanism of being

creative city. It is a tool that drives the local community by using a work process collectively with various communities in Chiang Mai and paying attention to the use of cultural costs from the community area. It encourages the community to learn both theoretically and exchange information about culture, as well as to encourage communities to produce creative works from the cultural cost of itself, focusing on returning information to the community, using it as a cultural product to support tourism in the future. Under the key question of being the UNESCO Creative Cities Network: UCCN, what can it do to empower the community?

The Social Research Institute participated in community research through the learning process about the community's character from the historical study and research field trips in the community. The institute provided activities for learning cultural knowledge to find cultural heritage identity, both Tangible Cultural Heritage (TCH) and Intangible Cultural Heritage: ICH). They brought people in the community to come together and brought different wisdom to share and learn together. Then, entering the process of conservation and restoration of cultural heritage and wisdom of the community by not only focusing on handicrafts, but also attaching special importance to processes, values, and meanings of cultural heritage embedded in handicrafts as well. The destination leads to the development and extension of handicrafts and folk arts back to the community.

For examples:

1. **“The dynamics of the Chiang Mai costumes”** Presentation of the costumes of Chiang Mai story in the past 100 years ago and bring the costumes to the exhibition at Khum Chao Burirat to be reviving the culture of handicrafts and costumes of the Chiang Mai people from the Lanna period to present and show that evolution of costume wisdom, how did it grow along with changing the city of Chiang Mai over time.



Exhibition of the dynamics of Chiang Mai costumes at Khum Chao Burirat

Source: Social Research Institute Chiang Mai University

2. Restoration of Hmong handicrafts obtained from visiting research areas and learning cultural knowledge that Ban Hmong Doi Pui, Muang District, Chiang Mai Province, cause people to realize the value and the meaning of the intangible cultural heritage that embedded in the wisdom of the community. The Hmong have special clothing that is woven with hemp fibers. Hmong women will be responsible for weaving the personal cloth of each family, such as a dress for wearing when someone dies and considered as the last dress of life. The weaving of the pattern is very delicate and beautiful. The daughter-in-law will be woven for the mother-in-law while she is alive. The Hmong people realized that the hemp fibers are used to weave to decorate the human body and be the medium representing the fibers of life. They represent the human life cycle from birth to death, which reflects

the value and meaning of the intangible cultural heritage that adheres to the worldview of people's lives and nature together in hemp fibers used as raw materials for knitting the dresses.



This clothing has been researched to restore the handicrafts of Ban Hmong Doi Pui, Chiang Mai Province

Source: Social Research Institute Chiang Mai University

3. Conservation of palm leaves handicrafts (Biblical scriptures) at Wat Phuak Taem Temple, Muang District, as Collaboration between monks, community, social research institutes, and general volunteers. They are a wide range of people as students, youth, and working-age people with the ability to read Lanna characters (city tickets) have come together to clean the building in order to have a community museum and read together. Each palm leaf memoir is bound to be kept as the palm leaf memoir of Wat Phuak Taem temple which can store Pup Sa data with a total of 1,736 tied.

4. Conservation of fresh glass (Lead plastered glass) is a revival of wisdom to convey and develop knowledge and craftsmanship in glass. To use creative cities as a tool to develop and conserve knowledge to inherit cultural heritage and pass it on to the young generation. This also helps to protect the wisdom, cultural heritage of the glass decorations not to be lost from Chiang Mai.

5. Taem Community is an outstanding community in brass openwork handicrafts. They are also known as "Khao Tong" are the origin of the community namely "The Kua Tong. Handicrafts will be introduced, the brass which is made into a tiered pattern and the use of brass as an ornament for dancers containing the flowers swayed to decorate the head and the nails fluttered. This community is one of Chiang Mai's communities that works this type of handicraft from the past to the present and uses the temple area as their creative space. The Taem community is a community famous for nail art

and is the only community in Chiang Mai that still has the Klong Chum band. Therefore, a potential survey was undertaken and promote the community's handicrafts and folk arts for youth in the community for them to realize the importance of their area.

6. Ton Pao Community, San Kamphaeng District, is another community that has joined together to develop and create product value of local handicrafts which is a revival of handicraft products from mulberry paper together with the wisdom of gilding lacquer. Those materials had further developed into various products that are waterproof and beautiful, such as fireproof paper lanterns, waterproof mulberry paper bags, and canvas cloth bags decorated with lacquer patterns, gilded, etc.

7. Candle writing fabric and contemporary Hmong clothing designs from the exchange learning with the community, causing the community's wisdom teachers to experiment with designing clothes from candle-writing cloth. It is a unique handicraft of the Hmong people and has been designed by craftsmen who live in the community over 70 years old where craftsmen have designed new shapes and patterns by themselves. They use landscapes and the wisdom of traditional candle writing to develop into various products such as coats, etc.

In addition, Chiang Mai, the creative network city of UNESCO organization on handicrafts and folk art realizes the importance of creating a talent show space for wisdom and cultural heritage of the city of Chiang Mai every year, such as the Chiang Mai Craft Fair held in early December, Chiang Mai Design Week is held regularly has been done every year since 2016, which is an area for organizing workshop activities for creating both traditional and contemporary local handicrafts, An area for opening a community handicraft market (market and demonstration), A space for talk and exhibition, Area for displaying handicrafts of community craftsmen as well as young designers (showcase). It is also an exhibition area for handicrafts and folk arts such as dance performances, Music (activity), which allows interested participants to have a cultural experience.



Organizing activities promoting the area to show intellectual abilities and
the cultural heritage of Chiang Mai

Source: Social Research Institute Chiang Mai University

The results of research to decipher cultural identity and promotion in the production of creative handicrafts with the community as well as emphasizing on wisdom and materials from the local community as a central combined with the sharing of knowledge from the Social Research Institute to the community leading to the process of developing capacity and preparing the community for the transfer of knowledge on conservation of Buddhist art and intangible cultural heritage which has been restored in wisdom and preserve the heritage and cultural identity to be sustainable with the community for a long time.

Importantly, the results of working with the community also raise awareness that driving everything must start from the community itself by finding the strengths of the community space identity because researchers, scholars, and developers function only as a connector who are connecting different communities for encouraging the community to learn and pass on handicrafts as well as to share cultural identities. Furthermore, the community must come back to look at small points that can be used to build a creative city and build highlights which can be an interesting attraction to outsiders.

Every area has its own cost and cultural value, so it's important to find out approaches to encourage communities and to produce creative handicrafts that are still familiar with their identity.

Also, they can use their cultural costs and natural resources to conserve wisdom and to further develop handicrafts and folk arts in a sustainable way as well as return to the community for local people to use as cultural products to support future tourism.

Date: 23rd September 2020

Time: 09.00-15.10

Mobilizing Cultural Resources for Creative City Development at Sukhothai

Section: Routing Opportunities for Sustainable Tourism Network with Sukhothai World Heritage Site

Presenter: Assistant Professor Kullapa Soratana, Ph.D. (Faculty of Logistics and Digital Supply Chain, Naresuan University)



It is to present a practical guideline to promote the sustainable tourism industry in the Sukhothai World Heritage City and satellite cities by using the criteria to assess the level of logistics element potential. It is a tool to propose guidelines for the development of tourist routes according to the principles of sustainability. I hope that the participants here will be able to apply this criterion in various ways.

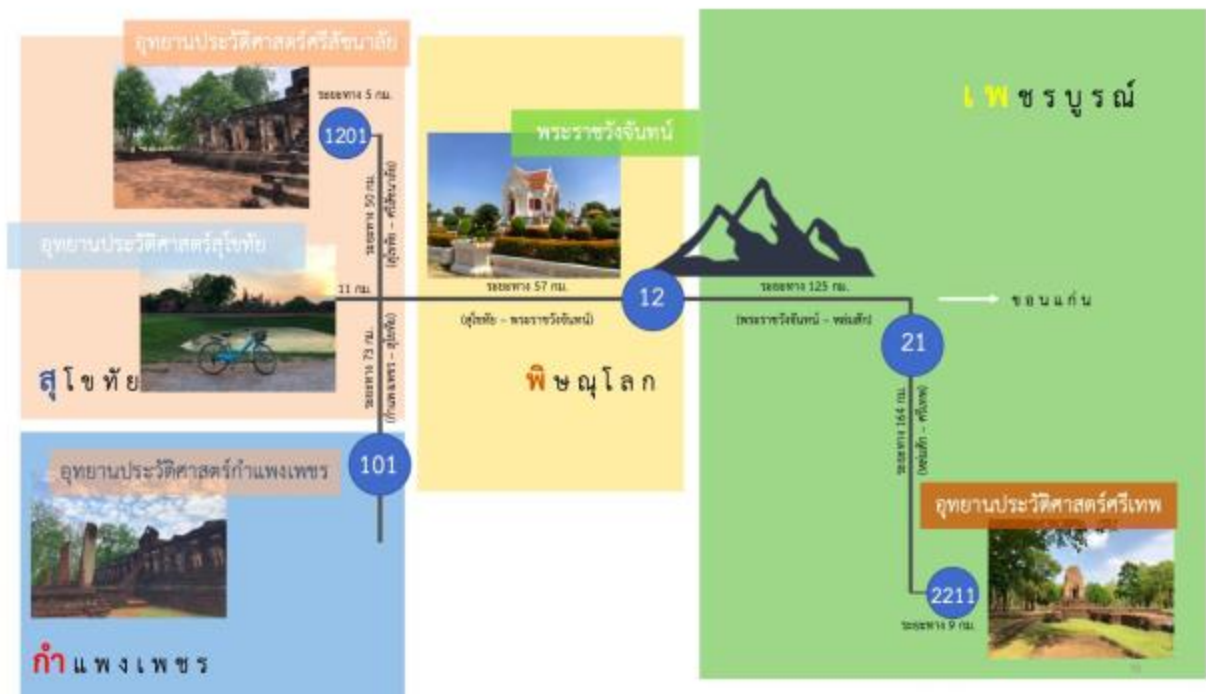
The invention of assessment criteria was the research result from the research plan project namely “Study on Logistics Linkage for Sustainable Tourism of World Heritage City Routes: Sukhothai

and its connected areas (Kamphaeng Phet, Phitsanulok, and Phetchabun)” by Assistant Professor Kullapa Soratana, Ph.D. and colleagues supported by Thailand Science Research and Innovation (TSRI).

At present, it is still conducting research on historical tourism town development projects in urban areas of Sukhothai World Heritage and satellite cities between 2018-2021 to meet the group's strategic plans on lower northern provinces. There is a policy to develop logistics links for History and World Heritage City tourism by developing infrastructure and supporting participation. Therefore, this research aims to analyze logistics links and make recommendations guidelines for the development of logistics links for those involved in the Sukhothai World Heritage and connected areas route.

The research process started from (1) a study of tourism city management and (2) analyzing the current condition of the overall route logistics activities in Sukhothai World Heritage City and the linkage area which is based on the driving of logistic tourism components as follows:

- 1) Utilities such as restrooms, hospital points, telephone signal, Internet signal
- 2) Traveling, considering the convenience of traveling to tourist attractions such as accessibility on tourist attraction by bus, a resting point, internal travel routes
- 3) Tourist attractions such as tourist attractions, accommodation, souvenir shops
- 4) Tourism information such as the use of QR codes to attract interest.
- 5) Infrastructure such as the availability of road signs, fences
- 6) Tourism activities



The route linking the world heritage city of Sukhothai and the connected area

Source: Assistant Professor Dr. Kulpa Sorat

Then enter (3) Sustainable Tourism Management Analysis using sustainable Development Goals (Goal 12, Goal 12b: develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products), and (4) to provide recommendations for the development of logistics linkages for those who are Involved on a sustainable path.

Logistics Link Analysis

For criteria for analyzing logistics linkage There are analytical criteria used in the research as follows:

1) Assessment Criteria Using Road Quality from the Department of Highways: 4S: service, scenic, sure, safe.

Service is a smooth road, with no potholes, no collapse, and no damage after patching.

Scenic is a clean and beautiful road. No grass or trees obscure driving visibility, adding value to the route.

Sure is no way to get lost and you can use the route confidently and safely. There are signs indicating the distance and location at the appropriate point.

Safe is a safe way. Road maintenance has been improved to reduce the risk of accidents.

2) GSTC: hotels and destinations by UNWTO

3) Thailand Tourism Awards

4) LCA: life cycle assessment is a key criterion and framework of this research that is used to assess the environmental management cycle and to identify the stakeholders in each part/area of traveling from the beginning resources in the period between use and disposal (e.g. raw materials, production and power required environmental and social impacts and elimination), in which each step of these cycles, people from different sectors are involved, so they need to be managed properly such as removal procedures that the government must cooperate with the community.

Environmental management – Life cycle assessment – Principles and framework



Criteria and framework of research used for logistics linkage analysis

Source: Assistant Professor Dr. Kulpa Sorat

For the route linking between the Sukhothai World Heritage City and the connected areas, consisting of 4 routes:

- 1) Kamphaeng Phet Historical Park - Sukhothai Historical Park
- 2) Sukhothai Historical Park - Si Satchanalai Historical Park
- 3) Si Satchanalai Historical Park - Chan Palace
- 4) Chan Palace - Si Thep Historical Park

When analyzing the potential level of the infrastructure linking these 4 routes mentioned above, you will find only "Route 4, Chan Palace - Si Thep Historical Park" with distances up to 294 kilometers and found that some roads are potholes and have trees and high grass along the route, while other routes are close distance, easily accessible, flat and clean road.

While the analysis results showed the potential level of utilities and facilities in all routes are adequate access to electrical systems and facilities are available along the way, as well as having a tourism agency appropriately supported. However, the same problem that all routes need to be solved is "The lack of supply of water and energy sources environmentally friendly" and "lack of systematic waste management (Only on Route 4)"

In addition, the analysis results of travel potential levels revealed significant limitations only in Kamphaeng Phet Province, which still lacks a small public bus service within the city and connect to the passenger terminal from Kamphaeng Phet to tourist attractions while the provincial area in Sukhothai, Phitsanulok, and Phetchabun have inter-provincial buses and small buses connect bus terminal to tourist attractions. However, only Sukhothai and Phitsanulok have the route from Bangkok.

Preparation of recommendations for the development of logistics linkages for stakeholders on sustainable routes

The recommendations for the development of logistics linkages to stakeholders involved in the Sukhothai World Heritage City route and connecting areas are based on comprehensive environmental management and sustainable tourism development. So, there must be a consideration. the three key components of sustainability are:

1) Environment: Environment is an important component in tourism development, so it is a consideration of the best use of natural resources under the necessary ecological treatment process and able to conserve the natural heritage and biodiversity.

2) Society: Sustainable tourism must respect the authenticity of the cultural society of the community and can preserve cultural heritage and traditional values for future generations by being open-minded to understand different cultures properly.

3) Economy: Careful consideration must be given to whether the economic activities in tourism will benefit all stakeholders fairly and have stable employment as well as being able to solve poverty by creating business opportunities and social services for people in the community.

The recommendations are also made using the framework for achieving the Sustainable Development Goals of the United Nations (UN Sustainable Development Goals: SDGs) to achieve sustainable tourism production and consumption according to Goal 12b is “develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products.”

The results of the organization provide recommendations for the development of logistics linkages to stakeholders relating to the Sukhothai World Heritage City route and the aforementioned areas, having important contributions as follows: (1) It shows the current situation of the route. (2) See the guidelines for the development of the components of connecting travel routes between the cities that are suitable (3) can identify the roles of stakeholders (4) establish criteria for the development of tourism routes; and (5) point out the need of the database collection for future development.

However, it cannot be concluded that this tourism route is sustained or not but the assessment criteria will help communities, governments, and all stakeholders to understand and be aware. The key is to help develop and move forward appropriately.

Date: 23rd September 2020

Time: 09.00 am -15.10 p.m.

Roundtable discussion on “The future of Sukhothai Tourism City as it should be”

Section: Feedback from the local people in Sukhothai

Panelists:

Pichit Virankabutra, Director of Creative City Development, Creative Economy Agency

Asst. Prof. Witiya Pittungnapoo, Ph.D. in Town and Regional Planning, Faculty of Architecture, Naresuan University

Porama Tiptanasup, Baramizi Lab Director & Asst. CEO

Nattaphong Bunkham, Director of Operations, DASTA Sukhothai

Nuangnit Chaayaphum, Head of Public Relation and Tourism Promotion Section, Sukhothai Provincial Administration Organization (PAO)

Facilitators:

Linina Putthithan, UNESCO-accredited expert facilitator for Intangible Cultural Heritage)

Jaturong Pokaratsiri, Faculty of Architecture and Planning, Thammasat University, Expert Committee and Vice-Chairman of the ICOMOS International Cultural Tourism Academic Committee)



A discussion on the future of Sukhothai Creative Tourism City

Feedback from the local people in Sukhothai

Discussion issues: Feedback from the local people in Sukhothai

Facilitator: Nuangnit Chaayaphum, Head of Public Relation and Tourism Promotion Section, Sukhothai Provincial Administration Organization (PAO)



Nuangnit Chaiyaphum

Head of Public Relation and Tourism Promotion Section, Sukhothai Provincial Administration
Organization (PAO)

The intangible cultural heritage of the creative city of Sukhothai arises from interactions between the people in the community and the natural environment of the Sukhothai area in a significant way. This is because the way of life of Sukhothai people mostly depends on agriculture, especially rice farming. Due to the soil condition of Sukhothai Province, there is an accumulation of sediment from the flood that is carried with the flooding season from August to September every year. It makes the soil good and agriculture results are good quality yield. At the same time, this period is also the time when the Sukhothai people have to prepare to deal with flood risks every year.

The agricultural methods above, the beginning of a new day for Sukhothai people start waking up in the morning around 3-4 am. in the morning to prepare for going to the fields when abstaining from rice farming or rest periods during the working day. Villagers will come back to weave at their homes to generate extra income. The weaving fee is 150 baht per day. Creating handicrafts is a normal way of life that belongs to the people of Sukhothai. It can be seen from famous creative handicrafts such as Ban Hat Siew woven cloth, Sangkhalok ceramic wares, Sukhothai-patterned gold jewelry, as well as a variety of teak products furniture, and wood carvings at Ban Kluay in Tambon Muang Kao.

Producing various creative handicrafts points out the strengths of the local business sector because most of the entrepreneurs are locals within the community by which these handicrafts will be displayed full appearance in important annual festivals of Sukhothai, such as the candle burning festival and retrospective Si Satchanalai festival, wearing Thai cloth and wearing ancient gold, etc.

After Sukhothai was declared a creative city of handicrafts and arts in 2019, communities are all happy and had more energy to produce creative works. However, there are still concerns that need to be coordinated with many external agencies such as presenting the action to UNESCO every four years, the assessment with Creative Economy Agency because previously Sukhothai was a quiet city but they received attention from business investment and received support to create works from various government agencies.

In the Covid-19 epidemic situation where travel was restricted as never happened before, the division of Tourism Development and Promotion, Sukhothai Provincial Administrative Organization, published a video via YouTube presenting interviews with villagers doing handicrafts in Sukhothai Province. From visiting the area for interviews, it was known that the new generation of youth which are the descendants of the villagers have returned home and the villagers also provided information that the impact of the Covid-19 epidemic situation made the villagers realize that they must create new works to add value to products to be a creative city and must produce various products and have product stocks to be prepared for sale and welcome tourists after the Covid get a better situation. In addition, they also learned more information from the community that the community did not suffer anything in terms of livelihood because they have their vegetables. The villagers do not want so many theories but what the villagers want is to be accepted and see them which is considered important to the community and would like to promote income generation to be passed on to families so that their children can go to school and allow the new generation to have jobs and not find work outside the province. The needs of the aforementioned communities respond to the trend of Thailand's aging society in the future because the elderly in the house need the new generation to take care of them closely as well.

Discussion issues: Promotion of the creative economy in the creative city of Sukhothai

Facilitator: Pichit Virankabutra, Director of Creative City Development, Creative Economy Agency



Pichit Virankabutra

Director of Creative City Development, Creative Economy Agency

Creative Economy Agency: CEA was established on August 14, 2018, to upgrade TCDC to be public organization and to be responsible for promoting and developing the potential of the creative economy to be a power for driving the economy towards a balanced and sustainable economy in the long run as well as being responsible for building a creative economic district and make it real by promoting and developing areas that are conducive to the creative atmosphere and start a new business and connect to the surrounding communities. They are also responsible for promoting creative industries growth through development and networking for using the creative idea as a tool to improve the business and quality of life of Thai people.

Creative Economy Agency has the vision to develop and promote creative human resources and Thai Business. Using innovation and creativity enhance products and services to be able to compete at the international level and have the following missions as follows:

- 1) Promote and develop the potential of the creative economy and supporting factors for creative economy development to drive development and enhance the economic level
- 2) Promote and support the development of creativity and innovation for the community, public, and educational institutions

3) Promote and develop areas that are conducive to a creative atmosphere and new business startups as well as develop creative economic districts to occur

4) Develop entrepreneurs and encourage the implementation of creative thinking processes in product development and innovation to increase the competitiveness of the national economy

5) To be a center for collecting and developing information and statistics about the creative economy for policy decisions and to support creativity and innovation.

6) Promote and coordinate cooperation with government agencies, the private sector, and other foreign or international agencies to exchange and transfer knowledge of creative ideas that will lead to the country's creative economy

Creating a creative district is an area that is created and made visible. “Opportunity” and “Possibility” to do business in the area, dare to invest and believe that creative economy districts can grow to be able to attract tourists and motivate for shopping creating a “Tourist attraction” and causing the district to be “Ecosystem” and improve the quality of life.

There are 11 indicators for developing creative economy districts. Sukhothai Creative City is an area that is ready to be developed into a creative economy district and can promote a creative economy in the city with cooperation between stakeholders and the surrounding areas, provinces, and surrounding universities. There is a plan to develop the economy of the creative city area. There is a group of people who do creative work. There are business people who use creativity as well as Craftsmen. It will see the strength of the driver and cultural assets which Sukhothai is the origin of the country with a large cultural cost.

From researching the global research, an interesting indicator is Indicator No. 9) There is a public area for recreational activities. and is an area where events can be held together by the community

Strategies for developing creative economy districts

1) Build tools and mechanisms to upgrade the area to be a creative economy district (STRATEGIC PLANNING DEVELOPMENT) as a study area that can be developed further. If data is not collected, it cannot be measured in other strategies.

2) Development of physical infrastructure in the creative economy area (CREATIVE PLACEMAKING) to be beautiful areas and functional areas with bright light, security, and projects to support which can be measured in terms of the shifting of various data in strategy 1.

3) Infrastructure development and conditions conducive to business operations, increasing the capacity of creative businesses and supporting businesses on the potential of the district (STRENGTHEN CREATIVE BUSINESS), such as the development of entrepreneurial skills, development of craftsmanship that is already passed on the lost craftsmanship should be brought back. It will be a strategy to restore what has been lost, and also things that are weak or people start to forget.

4) Creating, disseminating, and promoting communication and management of identity in creative districts (DISTRICT BRANDING) is to create awareness. Let people know that there is hope in the area. It is an area that can be confident to come in for investment or tourism. It must start somewhere in the old city area or downtown in Sukhothai. It depends on where we are aiming.

5) The creation of participation in the development of creative districts (CO-CREATING A CREATIVE COMMUNITY) driven by communities within the area only.

Explain each strategy in the case of the Charoenkrung district

Strategy 1) Build tools and mechanisms to upgrade the area to be a creative economy district (STRATEGIC PLANNING DEVELOPMENT). Charoen Krung area has a data collection area of 1.7 square kilometers. Studying from the strategy of the chart data and a business database can know which rooms are available. Charoen Krung in the past used to be the main road and the first road of Bangkok. It was developed 12 years ago after Charoen Krung originally had 140 rooms that were shophouses and abandoned buildings. At present, there are more than 30 rooms left. Starting to see the indicators collected every year. It is beginning to see that there are changes in every strategy that will come down as a mechanism of various projects.

Strategy 2) Development of physical infrastructure in the creative economy area (CREATIVE PLACEMAKING) to be beautiful areas and functional areas with bright light, security, and projects to support which can be measured in terms of the shifting of various data.

In the case of Bangkok designed to make the beautiful space and improve usability area by collaborating with stakeholders, passing the test, and finding indicators to improve case study of 500 new bus stops replacement in Bangkok together with the Office of Traffic Promotion of Bangkok, the Traffic and Transportation Department, Mayday Group, Graphics Association to drive Bangkok has become a city of design. Using design improves the quality of life. Bangkok is a city of design, taking designers, experimenting, and developing to create new things in which the Bangkok Metropolitan Administration participated in the Prototype project.

3) Infrastructure development and conditions conducive to business operations, increasing the capacity of creative businesses and supporting businesses based on the potential of the district (STRENGTHEN CREATIVE BUSINESS) on the development of entrepreneurs and skilled craftsmen who make them better, stronger, and have more markets.

4) Creating, disseminating, promoting, communicating, managing the perception of creative district identity (DISTRICT BRANDING) to cause it to shift the perception. and the frequency of work with a similar pattern that other partners have joined the movement in this area

5) Creating participation in the development of creative districts (CO-CREATING A CREATIVE COMMUNITY), attracting various parties such as Bangkok Design Week, Thailand Creative District Network. How to make Charoenkrung expand nationally.

TCDN, how to expand from Charoenkrung. Start-up area from 15 cities and see what's missing, what's strong. A city that can be a model in which it is expected that in the next 3 years, Sukhothai will become a mentor for other regions. Other prefectures may be driven by many small districts and then jigsaws into a bigger picture at the provincial level. For example, in the case of Japan, every 47 provincials have fruit, handicrafts, asset-based in each city is its own.

The readiness of Sukhothai from Pichit Virangkabutr's point of view as a tourist, less than 24 hours, sees that there are cultural costs, people, government agencies, which are considered complete. The next question is which way to go, which is Why What How?

Why do we do it? We are a world heritage site which we should leave everything to the dimension of cultural heritage or creative city got both

How is not difficult because Sukhothai already has artisans or people who carry on the heritage.

The difficulty is the question about what Sukhothai is. Readiness of this magnitude may depend only on the project level as to which direction to go, whether it is going to the cultural heritage site or going to the applied direction. We have to decide whether or not to go in both directions. For example, 70 percent are cultural heritage and 30 percent are new growth opportunities. If going to cultural heritage, one has to do whatever makes the word "Sukhothai" create perceived value. For example, the perceived value of Sukhothai means that cultural heritage alone can be done. If you're assertive enough, it'll make creating memories easier.

Pichit Virankabutra said that as a person living in Bangkok, and knows only Sukhothai and believes that the food that is always delicious is Sukhothai noodles. This made me, a Bangkok native, see that this is the perceived value of Sukhothai.

How to make Sukhothai's strongly perceived value in a strategic dimension, perhaps building awareness through tourism activities or upcoming projects where we are a creative city in handicrafts and folk arts.

In this regard, the application should be a youth group with cultural heritage being passed on to the youth. We don't want to do homework for being a creative city to send teachers for only 4 years. Sukhothai Provincial Administrative Organization said that Sukhothai has plans to develop creative cities in the 20 years consisting of a short-term plan, a long-term plan. If we control things too much, we don't allow children to learn anything else. Children only have to learn handicrafts and folk arts. Will it cause other careers to disappear or can be added together such as cultural heritage, law or cultural heritage + food or cultural heritage + engineering or cultural heritage + medicine can be in every element.

I don't want to see cultural heritage as just gold, silk, Sangkhalok ceramic ware, and wood. We should try to add cultural heritage to everything.

Driven by craftsmen, especially the new young generation, how to keep him alive in his career until he is a craftsman but can't survive even though the city is a World Heritage City? or a creative city, then it may not be able to exist.

If we plan or think of a project that can last for 3 years, we believe that there will be things that can be developed sustainably.

Sukhothai has 14 creative city driving committees. I suggest that there should be a CC CO, which is the Chief Creative City Officer of the province, to be responsible for it and have the duty to decide whether it is good or bad. It is a method called hacking the system or short-circuiting everything that exists because if we think the same way, we will get the same thing, which may cause new things and can take what is a traditional cultural asset into the future.

Discussion issues: Branding the future opportunities of Sukhothai Creative tourism city

Facilitator: Porama Tiptanasup, Baramizi Lab Director & Asst. CEO



Porama Tiptanasup, Baramizi Lab Director & Asst. CEO

Porama Tiptanasup has experience in research work and customer surveys in Sukhothai that are ready for being a creative tourist attraction or not. The results from past research's experience found that travel is just a supplement and should not be the primary dependency of the community, which is in line with the story Nuangnit Chaiyaphum has presented above that the people of Sukhothai also thought like this too.

Tourism for communities in Sukhothai should be a helper for extra income, conservation, restoration, and development of the environment. It can be seen that Sukhothai people should use tourism as a tool for helping to maintain and carry-on cultural costs. More importantly, it should be used as a tool to attract the new generation or grandchildren to want to go back home.

Tourist research results obtained from qualitative research data from tourists who traveled to Sukhothai, 39 samples were researched by Baramizi Lab in collaboration with Designated Areas for Sustainable Tourism Administration (Public Organization), or DASTA by Designated Area of Sukhothai, Si-Satchanalai and Kamphaeng Phet Historical Park (DASTA 4) in 2016 found that the view from outsiders who look at Sukhothai, It has distinctive features as follows:

According to research results in 2016, tourists reflect their highlights views of Sukhothai are as follows:

1) Sukhothai is the root of Thailand (The Origin of Siam): Tourists feel proud of the unique valuable cultural heritage in only this place, along with a study of the history of Thai ancestors and the faith of Buddhism pass by temples and morning alms-giving activities at Wat Trapang Thong.

2) Enrich life through nature and civilization: Tourists who visit Sukhothai not only come to experience historical stories but to stand in a spot where the sun shines like this. Not only come to see but come to experience and have time to feel the atmosphere, experience, and the scenery of happiness caused by peace, so that they can rest body and mind to discover the meaning of life by touching nature and the beautiful civilization of Sukhothai

3) A chic experience in traditional style (The Folk Creator): Tourists can experience living culture and learn a variety of traditional ways of life through the experience of creative tourism in the local community, such as the Sangkhalok-making activity living like a local, and get in touch with local people in Sukhothai traveling by pig stalls car, etc.

4) Experience the original essence, the wisdom of the sages. and the charm of the Sukhothai people: Local scholars and the Sukhothai people can convey stories to tourists so they can get immersed in history. History and memories between the local people and the profoundly old Sukhothai city such as Phi Kob, Khun, and Khun Dong Sirawee, world heritage expert guide and aunt Sangiam, a community leader in community-based tourism development of Ban Na Ton Chan, etc.

At the same time, the research reveals the reasons why tourists choose to visit Sukhothai as follows:

- 1) to seek hidden charm to fill the soul
- 2) to absorb deeply in history for learning history and studying a new culture
- 3) to aim for authentic experiences and to find new experiences for sharing with the people around them
- 4) to learn for creating experiences by themselves in living like a local
- 5) to saturate the atmosphere and the place to rest and find activities
- 6) for sightseeing

There are also research results obtained from the analysis of creative tourist target groups with the office of community-based tourism, Designated Areas for Sustainable Tourism Administration (Public

Organization), or DASTA can identify “Separating the target market by psychology factors”, in order from the niche tourist market to the mass market as follows:

1) Tourists group who want to go deep into various fields of science (Deep Learner) is a group of tourists who are interested in a specific body of knowledge and understand different processes in order to create and develop into something new.

2) Tourist group who want to be embedded and live like local people (Culture Exchanger) is a group of tourists who want to learn and be immersed in different cultures in different areas and want to experience and live like a local.

3) Tourist group who want to escape from the urban lifestyle and return to their youth in the community (Nostalgia Traveler) is a group of tourists who want to go back in time, longing for the traditional way and looking for childhood memories.

4) Tourist group who want to absorb creativity (Process Practitioner) is a group of tourists who like to learn skills and have the ability to understand the process for use in daily life.

5) Tourist group interested in the root and origin of the story (Story Consumer) is a group of tourists who like to learn about the roots of the community and are interested in the history of that area deeply.

6) Tourists who want to find a different experience (Fun Experience Explorer) are a group of tourists who want to find new experiences, try to know, and have fun traveling in the community.

From the analysis results of the tourist target groups above, it can be said that the fifth group is the target group that is most interesting and suitable for Sukhothai in the 1st place. Next, the 2nd place is the 1st group, and 3rd place is the 2nd group respectively.

Experience design guidelines for tourists must consider the management and development of 4 areas of experience as follows:

- 1) Service experience
- 2) Product experience
- 3) Communication experience
- 4) Experience the atmosphere

Conclusion

Sukhothai is a creative city that already has products and services. There is also an excellent cultural cost but lacks effective storytelling to respond to interested tourists in the roots and origins of the important stories of Sukhothai that still lacks to be widely known. It should be proposed to have an annual communication plan or organize activities throughout the year for tourists from different places who can know Sukhothai all year.

There are also proposals to create tour guides, especially for the new generation. or find a local philosopher who can understand and be able to find the essence of each person which can convey a different story impressively, such as nostalgia, memories, and one's connection with Sukhothai as well as the way of life with experience success in the locality, etc., without using technology to communicate on behalf of people because conveying the story in a captivating way creates an impression and creates a bond with visitors by the local people of Sukhothai (Human Touch). Tourism creates bonds and impressions between people. It's the future luxury travel trend because these experiences cannot be obtained from technology in the future world. The important thing is to create a channel to connect with competent local guides as a service channel to tourists, which helps tourists to have a pleasant travel experience with good impressions, and there will be word-of-mouth or re-visiting.

Discussion issues: The development of Sukhothai creative city of handicrafts and folk arts

Facilitator: Asst. Prof. Witiya Pittungnapoo, Ph.D. in Town and Regional Planning, Faculty of Architecture, Naresuan University



Asst. Prof. Witiya Pittungnapoo, Ph.D. in Town and Regional Planning, Faculty of Architecture,
Naresuan University

Part 1 The process of exchanging knowledge after becoming a creative city

This meeting is a very good opportunity that all stakeholders and all parties will have the opportunity to meet and discuss relationship management and potential conflict prevention which may happen in the future after being elected as a creative city. Today's meeting wants the community to participate and join the discussion about what the community wants, what do you want to do, which in the future will be back to talk to the community and local authorities again because the important thing is to be aware of the place and awareness of being the owner of the cultural heritage in Sukhothai belonging to the people in the community of Sukhothai Creative City.

Therefore, the first topic is to extract lessons and success factors, which consist of 8 factors as follows:

- 1) Having common goals
- 2) Assessing the cost potential of the city

- 3) Taking the job as a location in the division of operational duties
- 4) Centralization of coordination and propulsion
- 5) Making an action plan
- 6) Network and Cooperation
- 7) Learning and Exchange
- 8) Continuous operation

In the process of preparing to become a creative city, Asst. Prof. Witiya Pittungnapoo told the experience that there is a period to write an application for submitting a creative city (UNESCO Creative Cities Network Application Form) just only 1 month, which has a process variable as follows:

- 1) Collaboration planning
- 2) Study of the application process
- 3) Studying the criteria for consideration/ writing an application
- 4) Preparation while waiting for the results of the certification announcement
- 5) Operations after certification
- 6) Fulfillment of stated commitments (rules/ etiquette)
- 7) Collection and storage of data during operations
- 8) Writing a performance evaluation report every 4 years.

Writing an application to apply for a creative city must be connected to the Sustainable Development (SDGs) goals of the United Nations because the great purpose of UNESCO is to build a network of creative cities around the world and to achieve the development goals.

Sustainable by 2030 with the United Nations in which here corresponds to 5 goals:

SDG 1 End poverty in all its forms everywhere

SDG 8 Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all

SDG 9 Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation

SDG 10 reduced inequality within the country and between countries.

SDG 11 Make cities and human settlements inclusive, safe, resilient, and sustainable

It must also specify the contributions that how Sukhothai Creative City will benefit or connect with other creative city networks. Therefore, it is necessary to understand that being a creative city is an urban development mechanism to help develop social equality and the economy of the city.

Part 2 (draft) Action Plan for Creative City Development of Sukhothai, period of 5 years (2021-2025)

The missions and goals of the creative city of Sukhothai are as follows:

1) Develop a creative economy in handicrafts and folk arts of Sukhothai to enhance competitiveness

2) Develop opportunities for socially equitable access to the creative economy to create jobs for crafts and folk arts for all groups of people, especially for youth, women, and the elderly to reduce poverty in Sukhothai

3) Develop artistic and cultural activities to drive Sukhothai creative city to promote the application of succession and extend the arts and crafts of Sukhothai by participating from all sectors

4) Develop potential and creative abilities to develop potential in creative covering the development of creative personnel, creative processes, creative product, and creative areas of the city

5) Develop infrastructure and facilities serving activities for Sukhothai Creative City to develop city infrastructure and facilities for supporting creative activities in handicrafts and the arts and culture of the creative city of Sukhothai to develop and enhance capability and the role of Sukhothai in being the center of handicraft development and world-class folk art

To drive the development of Sukhothai creative city, an action plan was drawn up to develop Sukhothai Creative City for 5 years (2021-2025). The plan had to listen to opinions on the draft action plan. It needs to find problems in each strategy as follows:

Strategy 2: Developing Social Equitable Opportunities: Problems still exist unequal access because work still benefits only certain groups of people thorough and equal, for example, when tourists visit the old city of Sukhothai, most of them only visit in Sukhothai Historical Park then go back without visiting or supporting services and cultural products in the surrounding community area

Strategy 4: Developing Creative Potential and Capabilities: Remain facing problems in developing and creating a new generation to become a second-generation philosopher, and there should be promoted or honored existing local philosophers

Strategy 5: Developing infrastructure and facilities to facilitate Sukhothai Creative City. There is still a lack of specific buildings for use in driving tourism created by the community and lack of facilities such as IT system / E-Platform that can be used quickly and safely to connect to the network of other creative cities in the world and neighbors which should link all 3 areas (Sukhothai, Kamphaeng Phet, Si Satchanalai) together

For (draft) the 5-year Sukhothai Creative City Development Action Plan (B.E. 2021-2025), consisting as follows:

1. Network management plan according to the creative city network mission of UNESCO
2. Infrastructure and facilities development work plan to facilitate Sukhothai Creative City
3. Action plan/area project and at the city level, including Creative district development projects, Khlong Mae Rampun Community, Roadside Landscape Development Project, and waterfront landscape with Sukhothai creative art, Arts and Crafts Learning short-term project
4. Action plans or international projects such as art exhibition projects and ASEAN handicrafts project, Displaying textile products in the city group on the economic corridor LIMEC project (LIMEC Textile EXPO), Craft Excellence Skills Development Project

Part 3: Important things to consider in implementing the mission of the UNESCO Creative Cities Network

The most important thing is to integrate work for the whole mission network partners' creative field (creative clusters) covering the entire provinces (creative districts) with everyone playing a role in working together to drive the city to create creativity according to its mission and role to achieve collaborative and inclusive creative process and to avoid inaccurately understanding. The expected benefits of being a creative city are as follows:

- 1) Working together as a network
- 2) Opportunities to access the creative economy, job creation, career, and income distribution
- 3) Capitalization of cultural assets
- 4) Wisdom management combined with appropriate innovation
- 5) creative human resource potential development
- 6) Sustainable urban development

Date: 23rd September 2020

Time: 13:00-2:30 P.M.

Roundtable discussion “New Dawn for Sukhothai Creative and Sustainable Tourism”

Panelists:

1. Thada Sangthong (Director of the Sukhothai Historical Park)
2. Komkrit Siriyutthasaenyakorn (Director of Sukhothai Office of Public Works and Town & Country Planning)
3. Bundhit Phromthong (Director of the Damrongdhama Province Center Subdivision, Representative of the Sukhothai Provincial Office)
4. Amorn Kittikwangthong (Director of Sukhothai Provincial Cultural Office)
5. Dr. Prakrong Saichan, Managing Director of DASTA Area4 (Designated Area of Sukhothai-Si Satchanalai and Kamphaeng Phet Historical Park)
6. Nuangnit Chaiyaphum (Head of Public Relation and Tourism Promotion Section, Sukhothai Provincial Administration Organization: PAO)
7. Sakkasem Tantiyavarong (Managing Director of Sukhothai City Development Company Limited)
8. Wiwat Tharawiwat (Chairman of Sukhothai Tourism Council)

Discussion issues: Sukhothai Historical Park

Facilitators: Thada Sangthong (Director of the Sukhothai Historical Park)



Thada Sangthong

Director of the Sukhothai Historical Park

Drafting a Master Plan for Conservation and Development of Sukhothai Historical Park improvement from the expired original plan. It is the performance of the mission according to the policy of the central agency, namely Fine Arts Department, which today came to hear opinions from everyone in the meeting by being able to mobilize opinions about what can we do with Sukhothai Historical Park and can modify details or include various projects in the master plan because we aim to be a role model in Southeast Asia's World Heritage sites management

Vision

To be a model for managing world heritage sites in Southeast Asia

Mission

- 1) improving the efficiency of feed. Operational development, conservation, and management of Sukhothai world heritage site according to world heritage standards
- 2) Build strength and participation of communities in the conservation and development of Sukhothai World Heritage sites

3) Promote cultural heritage values create economy and society improve quality of life of people in the area

Action plan

The action plan consists of 8 roadmaps, which are

1) Land use plans: different utilization areas are divided so that it has to be managed in different areas especially the historical park center area which consists of dense ancient sites

2) Archeology and Archaeological Preservation Programme: In addition to the main academics practice, there are also plans for dissemination and/or workshops that allow general people to attend and to enhance knowledge and understanding in archeology and the preservation of ancient sites especially the activities for tourists to participate in the excavation of the archeology site. However, when the media released this activity, it turned out to be a disadvantage that antique dealers can know the movement and follow to smuggle and steal artifacts.

3) Infrastructure and Main Utilities Development Work Plan: It is something that Sukhothai historical park cannot be operated and asking for helps but they have not received cooperation from relevant government agencies

4) Community Development and Improvement Programs in Historical Park Areas: Because the villagers do not know the building regulations. So, Sukhothai Historical Park is preparing a document on building regulations for distribution to villagers and would like the villagers to help each other choose a building plan that the officers offer, however, the park get help from Designated Areas for Sustainable Tourism Administration (Public Organization), or DASTA by Designated Area of Sukhothai, Si-Satchanalai and Kamphaeng Phet Historical Park (DASTA 4) in helping with development and improvement of the community in Sukhothai Historical Park and the demolition of buildings that encroach on ancient sites

5) Academic Service Program travel and public relations: using academic work to synthesize information and disseminate it to the public, such as knowledge articles published through Facebook pages by the National Museum and Historical Park, Fine Arts Department

6) Economic and Social Promotion Program

7) Threat Risk Reduction Measure Plan

8) Historical Park Management Plan: Directly supervised by the Fine Arts Department

Problems and Challenges

- 1) Want more community and local people to participate in the design of the project which is part of the master plan
- 2) A workshop for the general public to participate or observe the archaeology excavation may cause negative effects as well, namely the smuggling of antiquities.
- 3) more archaeological sites need to be excavated to find or to collect archaeological evidence from more than 200 sources, many of which are in community areas. The Fine Arts Department had to quickly perform before it became agriculture and the archaeological evidence is damaged or lost
- 4) Sukhothai Historical Park has to always take care of the landscape in the area to be neat and beautiful but large areas of responsibility may not be taken care of thoroughly, such as mowing the grass.
- 5) The public utility and main utilities development plan cannot be implemented by the Fine Arts Department. It must request cooperation from relevant agencies.
- 6) People in the community do not know the regulations on building construction in the historical park area as they should. Therefore, this information sheet must be published.
- 7) Sukhothai Historical Park staff does not want to move to the community residence and does not want to create conflict with the community but must comply with the law under the ancient monuments, antiques, objects of art, and the National Museum Act B.E. 2504, amended by Act on Ancient Sites, Antiques, Objects of Art and National Museums (No. 2) B.E. 2535. The authorities use surveillance and deterrent methods before the illegal construction of buildings along with providing accurate information

Cooperation with other agencies

- 1) Designated Areas for Sustainable Tourism Administration (Public Organization), or DASTA jointly develop and improve community areas in the Sukhothai Historical Park such as the demolition of buildings that invaded the ancient site
- 2) Ramkhamhaeng National Museum exhibits an exhibition about Sukhothai history, antiques, artifacts found from archaeological excavations/excavation of ancient sites in the area
- 3) Public relations by the Tourism Authority of Thailand or TAT
- 4) Communities and residents can express their opinions and contribute to the program/

various projects of the Sukhothai Historical Park.

rafting a Master Plan for Conservation and Development of Sukhothai Historical Park improvement from the expired original plan. It is the performance of the mission according to the policy of the central agency, namely Fine Arts Department, which today came to hear opinions from everyone in the meeting by being able to mobilize opinions about what can we do with Sukhothai Historical Park and can modify details or include various projects in the master plan because we aim to be a role model in Southeast Asia's World Heritage sites management.

Discussion issues: Opinion sessions from panelists and participants forum

Jaturong Pokharatsiri, Ph.D. (Faculty of Architecture and Planning, Thammasat University, Expert Committee and Vice Chairman of the ICOMOS International Cultural Tourism Academic Committee)

Opening issue: DASTA, as the host of this forum, can summarize the main points from the three-day seminar is as follows:

- 1) Original authenticity (authenticity)
- 2) Public relations and creating a travel calendar to attract more tourists
- 3) Route links and connections between tourist attractions within Sukhothai Province
- 4) Potential of local people to participate in tourism in various fields such as tour guide, building a career for communities around the heritage site, skills training that is related to the distinctive features of Sukhothai, such as the production of Sangkhalok Thai handwriting
- 5) Environmental conservation and health promotion
- 6) Quality tourism program emphasis on community-driven more than establishment by government agencies
- 7) The operations of the various agencies should be clear. continuity and harmonious
- 8) Benefits that the community will receive from tourism. It is important not to be neglected.

Yongtanit Phimonsatien, Ph.D. (Specialist in Town Planning and Conservation Academic qualified member of the Rattanakosin and Old City Conservation and Development Committee)

Comment: “Town Planning” under the Town Planning Act B.E. 2562 are as follows:

1) Spatial policy plan is to define the policy framework and strategy of the development of the country in terms of spatial areas for government agencies to operate which can be divided into 3 types as follows:

- (a) National policy plan
- (b) Regional policy plan
- (c) Provincial policy plan

2) Land use plan, which is to define a framework for guidelines and plans for using land use in any area for urban development and operation maintenance of the city, the related area and rural which are divided into 2 types as follows.

- (a) Comprehensive plan
- (b) Specific plan

Sukhothai must consider whether the planning of a “specific plan” will meet the requirements or appropriately manage and maintain the area or not. So, what do people in the area want from the specific plan?

You must also consider the master plan of the Sukhothai Historical Park by the Fine Arts Department to set up a stage for listening to the opinions on the draft master plan for the community to show another serious opinion as well as considering the framework of action World Heritage (operational guidelines) and the preparation of periodic reports of the UNESCO.



Komkrit Siriyutthasaenyakorn | Director of Sukhothai Office of Public Works and Town & Country Planning

Comment: According to the Town Planning Act B.E. 2562, planning of comprehensive plan and specific plan is the duty and under the authority of the Department of Public Works and Town & Country Planning or local government organization or the Department of Public Works and Town & Country Planning and local government organizations together.

Specific planning has the objectives for development in the area or related town planning with building, preserving, and revitalizing the city.

At present, the Department of Public Works and Town & Country Planning does not have specific planning. if their specific plan was announced, it must comply with what is stated in the Town Planning Act B.E. 2562. There are many limitations such as space exclusion, budget, the Department of Public Works and Town & Country Planning avoid using the word “Specific Plan”, but the term “Specific Area Plan” was used. Consultant companies were invited to design an area worth 1,500 million baht. There will be 7 different systems designs that also included a specific plan, but it takes time to study and implement.

In addition, the Office of Urban Planning Engineering was also interested in area development projects to improve the landscape of Ban Phra Ruang which estimated the budget of about 200-300 million baht.



Mrs. Tasawan Lisuan | (Nuch: village headman) Ban Kook Phatthana Community, Sarachit Sub-district, Si Satchanalai District, Sukhothai

Comment: Nong Jarakae is a large natural wetland and has an area of approximately 1,400 rai. It is a water storage area and slows down the flow of water into the Yom River considered appropriate to prepare specific area plans. There was a meeting to discuss the project with the provincial governor, Department of Public Works and Town & Country Planning, and stakeholders.

Various projects are planned, such as the cultural project on the Phra Ruang kite, Energy projects include solar cell farming in an area of about 100 rai, sanding artificial beaches for a distance of 1 kilometer, Conservation of marine species, Community forest conservation jointly cared for by 4 villages.

In addition, there is a plan to develop the Nong Jarakae area into a new tourist attraction that is consistent with Phra Ruang legend and develop the area to be a landmark connected to the origin of Phra Ruang Kite with plans to construct a crocodile tunnel with a length of 20 meters. Inside the exhibition will have information about the community as well as developing an area for conservation of aquatic life resources and making artificial beaches into residents' rest areas with providing a community forest area "Khao Ya Phra Ruang", and building a farm solar energy, etc.



Oron Boonloang | Northern Convention and Exhibition Promotion Agency (Public Organization)

Comment: National and International Expert Tsuna Conference: Sukhothai

“Sukhothai: Round Table Tourism, Cultural Heritage and Creative City 2020” on 22nd September 2020 is considered that the presentation topics are quite heavy and rarely connected to

other topics as well as rarely connected to Sukhothai people. When spoken by the Sukhothai people, they will give clearer pictures.

The collaborative process is considered important to bring the community's mission into connection with the mission of the public sector, both local and central, then all sectors must work together. The central point is omitted together so that Sukhothai can be effectively developed.

The observation from experiencing Sukhothai Province was found that the highlight of Sukhothai was that it is a city that is simple, not extravagant, but meticulous has cultural costs, and some details should be thought of further from the Sukhothai people's way of life on a wider scale without following popularity trends from other places, for example, during the night, Sukhothai should close the city as it is, and do not have to follow all the tourists' needs, etc.

Case Study in Chiang Mai Province, Development of Nimmanhaemin Street Area, it is the area that follows Bangkok's popularity trends. It does not always satisfy the people in the area.

Ultimately, it must be considered what the local people are interested in, what they want to promote, and what kind of products and/or services they want to develop to attract the target audience.



Can Duenphen | local people from Hai Seaw sub-district, Sri Satchanalai District, Sukhothai

Comment: It can divide main points as follows:

1) Traveling inside Sukhothai province is not connected and not convenient and comfortable for tourists, especially, new generation tourist group/first jobbers or backpackers due to there is no information about traveling routes in particular public transportation both from airport to old Sukhothai city and from Mueang Sukhothai district to other tourist attractions in other districts such as how can tourist travel to Pra Ruang road because of long-distance.

2) The intangible Culture of Sukhothai, both ritual, tradition, and lifestyle, is not mentioned as much as it should be at this meeting. Sukhothai is well-known in history so some groups said that “Sukhothai is a dead province”. Sukhothai people disagree with this quote as it now also has intangible cultural heritage related to the Sukhothai lifestyle, such as weaving reflecting intellectual succession which is not mainly for sale (e.g., weaving cotton). The work is used in ritual events, Buddhist scripture wrappers, etc.) The tradition of covering the top of Phra That Chalianglang, Sri Satchanalai District reflects the belief in the process of community thinking and the relationship between ancient sites and people who want tourists to experience the relationship between intangible cultural heritage and the lifestyle of these Sukhothai people.

3) Sukhothai’s Public relation is inefficient, not modern, lacking in application to the current social flow. While social media is currently available, it is considered low-cost but can be very useful. There should be central social media (official) for publicity of tourist attractions, tourism activities, and necessary information for tourists, such as how to travel by public transportation, public transport schedule, etc.



Wiwat Tarawiwat | Chairman of the Sukhothai Tourism Council

Comment on the travel issue: Traveling within Sukhothai to other sources is not difficult, such as a circular bus (shuttle bus) to transfer passengers from the airport to the Sukhothai Historical Park, various hotels in the city of Sukhothai. There is a shuttle service to send customers to the Sukhothai Historical Park for public transportation in Sukhothai Province. Due to inconsistency with the needs of the people in the area which is more popular to use personal vehicles, both cars, and motorcycles, there should be the development of public transport, especially for tourism, such as pig stalls, Song Tiew.

However, each establishment has a different way of doing business. As a result, the public transport system in Sukhothai is not thorough and does not respond to the use of service users. We must consider once again that the pig stalls will be used for tourism as a vehicle for tourism conservation or used to transport people from the old city - a new city in daily life as a public transport system.



Sakkasem Tantiyaravong | Managing Director of Sukhothai City Development Company Limited

Comment on travel issues: Agree with the development of the pig stall car which is one of the highlights in Sukhothai. It can become public transport for tourism.

The problem with the old public transport system that uses the pig stall car in Sukhothai is that the cars do not leave on time because no one uses the service, and it is non-user because the bus does not depart on time. For the route from Sawankhalok Airport to Sukhothai Old City, there is a pig stall car service for 30 baht/people/trip, but tourists rarely use the service. Even though bus stop applications have been developed, the people of Sukhothai went to use the charter service instead of motorcycles, saleng cars, which cost much higher, about 250 baht, as well as driver's pig stall car, said that it's not worth it to drive. One trip has only two customers. The engine of the pig stall is old. It must have a maintenance fee and the driver is elderly as well.



Wattana Ruangpanyawattana | Sukhothai Toyota

Comment on travel issues: I agree with Mr. Sakkasem Tantiyaravong who mentioned the problem of the former public transport system in Sukhothai. There is a public transport concession that runs around Sukhothai but when the service user is less, it causes a loss and is unable to continue providing service.

More details about public transport in Sukhothai such as Song Tiew from Sawankhalok Airport to Sukhothai Old Town, cost 18 baht, per person/trip. The travel schedule corresponds to the flight. Song Tiew from Sukhothai Old city to Si Satchanalai District has travel times every morning and evening. There is also a plan to provide Song Tiew from Sukhothai Old City to Sawankhalok Railway Station in the next 2 months.



Police officer

Comments on travel issues: Travel in other provinces has trams for tourism which are produced by a company in Sukhothai but Sukhothai does not have trams for tourism. There were previous plans to provide trams for traveling in the old city of Sukhothai Route from Phra Mae Ya Shrine to Sukhothai Historical Park without service charge but did not operate because some sectors have opinions that if there is a tram, this can cause the group of pig stall service providers losing their income. Although the tram may be an attraction or an alternative for tourists and also to promote transportation which are the important factors of tourism.

Amorn Kittikwangthong , Sukhothai Culture Sukhothai Provincial Cultural Office

Comment on the issue about intangible cultural heritage: intangible cultural heritage has a relationship with the spirit of the people in the community.

When Intangible cultural heritage is developed as a selling point and focuses on overtourism, it can lead to loss of traditional spirits or values, such as organizing activities to attract tourism causing the traditions of the community to change and do not relate to the way of life and makes the authenticity of that culture gone, but held it to stimulate the economy. There is a need for

added value rather than value promotion of cultural heritage. So, ecotourism or community-based tourism should be used.

Nuengnit Chaiyaphum, Head of Tourism Development and Promotion Division, Sukhothai Provincial Administrative Organization

Comment on the issue about intangible cultural heritage: the introduction of intangible cultural heritage developed for tourism is essentially related to the community's way of life. However, locals may think that the community's way of life is ordinary and unattractive to tourists. Thus, the tradition or way of life has changed because they want to please tourists. Designing appropriate tourism activities should create understanding in the community and attract tourists such as the Loy Krathong Festival to burn candles and play with fire this year. There will be an exhibition "Weaving Cloth, Creative Ways" along with a discussion on the knowledge of fabrics of various ethnic groups in Sri Satchanalai District to present the most collected stories about woven fabrics in Sukhothai Province. These are not just goods for tourists. but can reflect the way of life of the people from birth to death

Can Duenphen

Comment on the issue about intangible cultural heritage: creating the pride of local people for their cultural heritage to be used as a tourist attraction. It is an idea or perspective from outsiders because the community with their wisdom cultural heritage is passed on as a normal thing in life. They may not realize that something is valuable or something must feel proud until outsiders point out those values. An important problem must be promoted empowerment in communities to appreciate the cultural heritage in their daily lives.

Sakkasem Tantiyaravong

Comment on public relations issues: From experience on exhibiting the booth at Thailand travel-confidence with SHA event, New normal tourism festival under sanitary safety standards on 11-13 September 2020 at Samyan Midtown Shopping Center, it found that there were more potential customers to buy but most customers do not interested in Sukhothai because they do not know what interesting attractions Sukhothai has. Although most people know Sukhothai but do not want to visit Sukhothai and resulting in public transport for tourists is a loss of profits.

Tourism Development in Sukhothai Province will apply only to intangible cultural heritage to attract tourists but to solve the question that Why most people still do not want to travel in Sukhothai or do not choose Sukhothai as one of the destinations in the travel plans. Public relation is an important factor in communicating the image of Sukhothai to outsiders.

Despite Sukhothai's participation in the UNESCO Creative Cities Network for nearly the past 1 year, there has not been a clear mission drive as a creative city. People in the area have not yet benefited from being a creative city.

The problem of public relations for tourism in Sukhothai is that there is no personnel with the specialized ability to manage the new generation of Sukhothai people who do not want to work in their hometown. There is no cooperation because it takes time to operate, low income, not worth the burden of responsibility.



Prama Thipthanasap | Director of the Future Trends and Concepts Research Center, Baramizi Lab

Comment on public relations issues: If analyzed according to the conceptual framework of brand building or creating an image of a business. Communication is the most important. Nowadays, social media plays an important role in public relations and business operations. Many organizations need a marketing communication department: MARCOM to be responsible for this particular area and must be planned throughout the year.

If you want to develop tourism public relations in Sukhothai more effectively, there should be a department that specifically manages this area, which is comparable to the marketing communication department of the organization and it requires a budget to support this publicity. In

addition, provincial leaders may gather local leaders and help spread Sukhothai tourism information in the same direction because today it is still a different way.

Wattana Ruangpanyawattana

Comment: Sukhothai has many clubs and associations, and has community leaders in approximately 4,000-5,000 communities. Each group has different management and presented without connection causing scattered information. Networks should be created to collect information from clubs, associations, and communities to find strengths and present an overview of Sukhothai Province like other provinces such as Chiang Mai.



Bundit Promthong | Director of the Center for Operations Provincial Dharma Council, Representative of Sukhothai Provincial Office

Comment: Sukhothai has 4 outstanding points: (1) World Heritage City and Creative cities (2) outstanding arts and culture (3) good food and (4) abundant nature which can promote tourism.

Problems and challenges for tourism development include as follows:

- Adding tourism activities and tourist attractions at night and comfortable walking traits for tourists

- Changing the image of Sukhothai from the passageway into the destination of the journey
- Support for local businesses and products, especially the way to distribute products to the market wider

Orakanya Inthawong, Chiang Mai Creative City Coordinator on handicrafts and folk art, Social Research Institute, Chiang Mai University

Comment: An example of creating a new tourist area in Chiang Mai with interest is the "Chiang Mai City Vegetable Garden" initiated by a community architect from "Jai Ban Studio" is developed to restore green areas from abandoned areas full of construction waste which can be further developed as travel attractions.



Patiroop Saisin | Sukhothai people who live in the Sukhothai Historical Park and Tour guides specializing in World Heritage, trained by UNESCO together with DASTA and Naresuan University.

Comments: The main points can be divided as follows:

1) Government administration did not pay attention seriously important to the local people despite the principle of the UNESCO and many scholars said that the management of World Heritage sites must not reject the locals but in fact, local people are pressured by the government in various fields such as:

- Area management according to the announcement of the ancient monuments area of the Fine Arts Department deprives local rights.

- There are not enough forums to listen to opinions from people in the area and a lack of people participation process in the area.

- Lack of stability in the four factors which has nothing to do with tourism benefits

- The management of the area is unclear. Issuing a policy or tourism development plan does not consider the possibility of being practical or not connected to people.

2) Environmental Policy operated by the government contradicting and inconsistent with the way of life of local people such as:

- Loy Krathong tradition has an important concept of expressing gratitude to nature after harvest season. When the local Loy Krathong tradition changed to the management annual event organized by the government, causing local people to be reduced to an important role. There are also contradictory actions, such as cutting down trees to create a heat-resistant roof at Loy Krathong.

- The Carbon Reduction Project in Sukhothai Historical Park has a practice that cannot bring cars and motorcycles into the Sukhothai Historical Park. It had to change the vehicle causing people in the area to suffer. There are other methods in reducing carbon and confronting the community's way of life such as planting plants that are beneficial to the community to increase the green area and enabling the community to help conserve and take care of or planting plants that appear in stone inscriptions and using principles of the cultural landscape.

3) Problems related to tourism in Sukhothai

- Traveling in Sukhothai, although there is public transport as many guests have mentioned above, in a practical way, is inconvenient for tourists. Also during Saturday - Sunday or the long holidays, there will not have pig stalls to serve tourists because the pig stall cars will focus on the service on weekdays. Pig stall cars pick up and drop off students as well. In addition, the government's policy cannot solve the problem at the right point, such as cutting more roads.

- Adding tourism activities and tourist attractions at night because Sukhothai has a hot climate, especially during the day. If there are tourism activities and sources at night, it will be an alternative for more tourists.

Ms. Tada Sangthong

Comments on Mr. . Patiroop Saisin: The main issues can be divided as follows:

1) The Carbon Reduction Project in Sukhothai Historical Park is a project that must be continued by the management in the previous agenda. At present, the number of tourists in Sukhothai Historical Park has increased from 50,000 people/year to 1,000,000 people/year. It is necessary to have measures to control cars and tourist motorcycles in order not to affect the environment within the park. However, the project is flexible for cases where local people need to bring a car or motorcycles into the park, such as entrepreneurs who have to carry a lot of goods, elderly people who want to worship King Ramkhamhaeng the Great Monument, etc.

2) Agree to increase tourism activities and tourist attractions at night. In the past, there was an idea to organize nighttime tourism activities around Wat Phra Phai Luang inside Sukhothai Historical Park which is located near the visitor center but the project has not yet taken place in the future. It must be considered together with the policies and management guidelines from the next agenda as well, and It is proposed to use the tourist service area at Wat Phra Phai Luang as a venue for Sukhothai Creative City products exhibition events.



Mr. Phakin | Naresuan University/Sukhothai people

Comment: From the experience of interviewing foreign tourists who travel to Sukhothai (European people accounted for 60 percent, Australians and Americans accounted for 40 percent) can reflect tourism problems in Sukhothai as follows:

- There is no walking path for tourists both in the Sukhothai Historical Park and in the old city of Sukhothai. Although the walking path of this nature is important to learning and travel experience as a creative city.

- Most hotel staff in Sukhothai lack English communication skills.

- Traveling in Sukhothai is inconvenient for tourists, such as "Pig stalls" which means a regular public car. There is no local traffic at night. Tuk-tuks are overcharged for the service.

- Around the Sukhothai Bus Terminal which is a place where tourists are crowded, but There is still no publicity for tourism activities in Sukhothai.



Linina Phuttitarn: UNESCO-accredited expert facilitator for Intangible Cultural Heritage

Conclusion: The importance of managing world heritage sites and the creative city is to talk and exchange ideas between various sectors before leading to planning, policymaking, development meant for sustainability, or standing a distance in the end. Working together is a need for a participatory process from local people both public forum or visiting the area to hear the real voices of the local people which is a process that must be operated several times and takes time.

However, Public forums or other meeting forums will not be effective without a central authority to implement the plan or support carrying out various projects. Politics must also be considered in the area too.

Forum of National and International Experts: Sukhothai 2020 Roundtables on Tourism, Heritage and Creative City between 21-23rd September 2020, there are both disseminating knowledge from academics and the exchange of ideas from many sectors, which is considered a good starting point for moving forward Sukhothai.



Forum of National and International Experts: Sukhothai 2020 Roundtables on
Tourism, Heritage and Creative City