

## **Discussion Paper No. 168**

### **Lanna Culture and Social Development: A Case Study of Chiangmai Province in Northern Thailand<sup>Ⓐ</sup>**

**By**

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#### **CONTENTS**

1. Introduction	2
2. General Background of Chiangmai Province.	7
3. History of Thailand in Brief	22
4. Lanna Kingdom Development 1296 -1939	27
5. Lanna Culture and Social Development.	36
6. Concluding Remarks.	80
* Appendices	81
* References	100

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By Phaisal Lekuthai

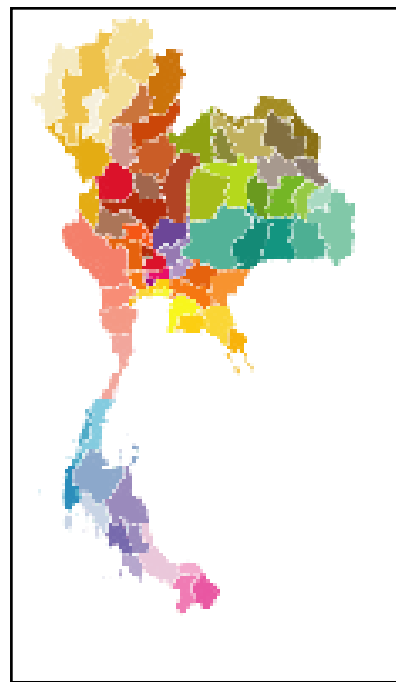
## 1. Introduction

Thailand is situated in the Southeast Asian mainland, the latitude 6-21 North and longitude 98-105 East, covering an area of 514,000 km<sup>2</sup>, which 2,230 km<sup>2</sup> are water area and the 511,770 km<sup>2</sup> are land area with 27.54% arable land, 6.93% permanent crops and others 65.53%. The irrigated land is approximately 49,860 km<sup>2</sup>. Thailand has land boundaries of 4,863 km, borders with Burma 1,800 km to the north, 803 km with Cambodia to the east, 1,754 km with Laos to the north and 506 km with Malaysia to the south. The total coastline along the Gulf of Thailand and the Indian Ocean is 3,219 km.

**Figure 1:** Map of Thailand



**Figure 2:** Thailand's 76 Provinces



Thailand has maximum dimension of about 2,500 km. from north to south and 1,250 km. from east to west, being located at the center of Southeast Asia and part of the logistic highways namely north-south and east-west corridors were completed in 2007, connected with the highways from Yunnan province southern part of China, the international trade among Southeast Asian countries including southern China will drastically increase in the near future (**Figure 1**).

Thailand is governed by a constitutional monarchy. The country is geographically divided into 4 regions, North, Northeast, Central and South and administratively divided into

76 provinces. Province is the local administration, subdivided into districts (amphoe), subdistricts (tambons) and villages. Bangkok is the capital city with elected governor. The other 75 provincial governors are appointed by the central government.<sup>1</sup> **(Figure 2)**

The northern region is mountainous; the northeast region frequently faces sudden flood during rainy season, severe drought and cold during hot and cold seasons. The central region with fertile soil, but often flooded during rainy season. The southern region is hilly to mountainous and several offshore islands. Thailand is warm and rather humid tropical country. The monsoon or rainy season starts from May to September and a relatively dry season for the remainder of the year. Temperatures are highest in March and April and lowest in December and January. However, nowadays the climate changes and the seasons shift due to global warming.

## 1.1 Population

According to NSO, by December 31, 2007, the number of population was 65,068,149, out of which 32,180,628 being male and 32,887,521 being female and the total number of households was 20,089,221 with an average of 3.24 people per household. 10% of the population are below the poverty line. Thailand is an aging society because 8% of the population are 65 years and over and in the near future it will become an aged society. The fertility rate is 1.64 children born/woman and the population growth rate is 0.663%; birth rate is 13.73/1,000 population and death rate is 7.1/1,000 population. Average life expectancy at birth is 72.55 years; 70.24 years for male and 74.98 years for female. The literacy rate is 92.6%; 94.9% for male and 90.5% for female. The number of labor force is 35.75 million, 49% involve in agriculture, 14% in industry and 37% in services. GDP (purchasing power parity) is US\$ 596.5 billion and GDP per capita (purchasing power parity) is US\$ 9,200. The economic growth rates are 4.5%, 5%, 4.3%, 4.6% for 2005, 2006, 2007 and 2008 respectively. Thailand's competitiveness rankings during military coup 2006 – 2007 keep on declining as compared to prior periods. The consumer confidence index also drops continuously right after the coup d'état in September 2006, it drops from 29.8 to 12.6 by the end of 2007 and political uncertainty has led to a year of stagnation.<sup>2</sup> **(Appendix 1 and Appendix 2).**

## 1.2 Politics

Since 1932, Thailand has 18 Constitutions and Charters, one of the highest numbers in the world. Following the 1932 revolution, Thai politics had been dominated for a half century by military and bureaucratic elite. Changes of government were effected primarily by means of a long series of mostly bloodless coups. However, military coup makers always promise to hold elections in the near future. In January 2001 election, Mr. Thaksin Shinawatra and his Thai Rak Thai Party won an overwhelming victory on a populist platform of economic growth and development. The following general election held on February 6, 2005, resulted in another landslide victory for Thaksin and Thai Rak Thai, which controlled 374 seats of 500 seats in Parliament's lower house. Thaksin's popularity policies in rural areas and

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<sup>1</sup> <http://www.dopa.go.th/stat/y-stat50.html>

<sup>2</sup> <http://www.bangkokpost.com/economicyearend2007/factsandfigures.html>

the publicity were the keys to Thai Rak Thai's historical victory. However, Thaksin proceeded to become the target of public protests that led to widespread calls for his resignation or impeachment. The discontent was caused by his family's tax-free sale of shares in the telecom Shin Corp to Temasek Holdings of Singapore for 73 billion baht. That deal later triggered street protests and eventually led to the military coup.<sup>3</sup> In the night of September 19, 2006, the military staged another bloodless coup d'état. The coup leader General Sonthi Boonyaratkalin overthrew Thaksin from power. During the military junta remained in power for 15 months, 2007 Constitution with 309 articles was drafted and approved. Then the general election was held on December 23, 2007. Eligible voters of 32,759,009 people, 74.45% turned out to cast the ballots, which is the new record turnout. The new government was formed in early 2008 with six-party coalition and Mr. Samak Sundaravej the leader of People Power Party (PPP) was appointed Prime Minister.<sup>4</sup> The 1997 Constitution has effectively strengthened political parties in response to the rather messy polity of coalition since 1932. The current 2007 Constitution seeks to undo the mistake by many provisions that would considerably weaken political parties, as the result of this Constitution, Thai Rak Thai Party was dissolved and 111 Party's administrative members are banned from politics for 5 years.<sup>5</sup> The former Thai Rak Thai Party members moved to join the PPP and are now attempting to push the proposed constitution amendments to strengthen the political parties; this movement creates controversy for the public.

### 1.3 Tourism

Tourism is the most important sector of Thailand in terms of revenue generation and foreign exchange earning. For many long years, Thailand remains a popular destination for foreign tourists. Tourist arrivals in 2006 accounted for 13.82 million. In 2007, the tourism sector showed mixed results, as political and security uncertainties in the wake of the September 2006 coup led to fewer East Asian arrivals. But double-digit growth from European, Middle Eastern and South Asian visitors could help the sector reach official targets of 14.8 million visitors and revenues of 547 billion baht for the full year. Visitor arrivals in the first nine months of the year at Suvarnabhumi Airport rose by 4% to 7.47 million. East Asian visitors dropped 3.81% in the first nine months from last year to 3.51 million, with arrivals from China, Singapore and Malaysia all down sharply. On the other hand, visitors from Japan, the biggest segment among East Asian travelers, rose 2.49% in the first nine months to 873,788, while Korean tourist arrivals rose 8.21% to 622,888. Strong growth rates from other markets also help overall growth, led by a 13.08% increase in European travelers in the first nine months to 2.13 million. South Asian visitors showed similar growth rates, at 12.65% to 493,926, while Middle Eastern tourists increased 16.25% to 324,021 and Oceania visitors by 22.3% to 397,013. TAT's policy focus is on quality tourism and revenues more than actual arrivals.<sup>6</sup> (Table 1)

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<sup>3</sup> [http://www.nationmultimedia.com/2007/07/01/politics/politics\\_30038672.php](http://www.nationmultimedia.com/2007/07/01/politics/politics_30038672.php) Modern Thai Politics

<sup>4</sup> [http://www.bangkokpost.com/News/17Apr2008\\_news93.php](http://www.bangkokpost.com/News/17Apr2008_news93.php) General News

<sup>5</sup> [http://www.nationmultimedia.com/2008/04/17/opinion/opinion\\_30070911.php](http://www.nationmultimedia.com/2008/04/17/opinion/opinion_30070911.php)

<sup>6</sup> Chatrudee Theparat. *Tourism: Filling in for Absent Asians*  
<http://www.bangkokpost.com/economicyearend2007/tourism.html>

For 2008, the TAT has set an arrival target of approximately 15.72 million, up 5% from the previous year, with revenues from overseas visitors rising 10% to 602 billion baht.

**Table 1:** Number of International Tourism Arrivals (9months of 2007)

<b>Tourism arrivals</b>			
<b>International arrivals at Suvarnabhumi Airport</b>			
Nationality	9m 07		% change
	Number	% share	year-on-year
<b>East Asia</b>	<b>3,511,427</b>	<b>46.97</b>	<b>-3.81</b>
Asean	902,956	12.08	-7.82
• Brunei	5,637	0.08	-7.65
• Cambodia	23,412	0.31	2.93
• Indonesia	91,885	1.23	3.01
• Laos	10,048	0.13	10.26
• Malaysia	258,511	3.46	-6.92
• Burma	52,000	0.70	26.51
• Philippines	109,110	1.46	15.78
• Singapore	281,802	3.77	-15.85
• Vietnam	70,251	0.94	-32.58
China	561,427	7.51	-15.34
Hong Kong	241,735	3.23	1.42
Japan	873,788	11.69	2.49
Korea	622,883	8.33	8.21
Taiwan	288,482	3.86	-10.20
Others	20,156	0.27	0.54
<b>Europe</b>	<b>2,132,129</b>	<b>28.52</b>	<b>13.08</b>
France	225,820	3.02	23.54
Germany	309,902	4.15	6.52
United Kingdom	495,973	6.63	2.42
<b>Americas</b>	<b>548,367</b>	<b>7.33</b>	<b>0.02</b>
Canada	101,993	1.36	-0.75
United States	412,006	5.51	-1.30
<b>South Asia</b>	<b>493,926</b>	<b>6.61</b>	<b>12.65</b>
India	365,973	4.90	16.67
<b>Oceania</b>	<b>397,013</b>	<b>5.31</b>	<b>22.30</b>
Australia	332,758	4.45	25.11
Middle East	324,021	4.33	16.25
Africa	69,448	0.93	10.79
<b>Total</b>	<b>7,476,331</b>	<b>100.00</b>	<b>4.00</b>

Source: Tourism Authority of Thailand

**Table 2:** Number of Tourists, Spending, Revenue and Projections

<b>Travel trends</b>						
<b>Foreign arrivals (millions), Thai tourists (million trips), spending (baht/head/trip) and total revenue (million baht)</b>						
<b>Foreign Arrivals</b>						
Year	Number	% change	Spending	% change	Revenue	% change
2006	13.65	+18.52	35,238	+10.47	481,000	+30.93
2007	14.80	+8.42	36,993	+4.98	547,500	+13.38
2008	15.72	+6.22	38,295	+3.52	602,000	+9.95
2009	16.60	+5.60	39,939	+4.29	663,000	+10.13
2010	17.65	+6.33	41,473	+3.84	732,000	+10.41
<b>Thai Tourists</b>						
2006	79.33	-0.25	3,738	+4.74	349,800	+4.5
2007	81.99	+3.35	3,907	+4.52	377,800	+8.0
2008	85.0	+3.67	4,040	+3.39	405,000	+7.2
2009	88.15	+3.71	4,175	+3.35	434,000	+7.16
2010	91.18	+3.44	4,326	+3.6	465,000	+7.14

Source: TAT

The tourism policy under the “Amazing Thailand” banner would focus on five areas:

- (1) Environmental preservation and Eco-tourism.
- (2) Community participation in industry development.
- (3) Niche markets.
- (4) Domestic tourism.
- (5) Improving co-operation among related agencies.

However, transport infrastructure is an increasing problem facing this sector, as Suvarnabhumi Airport is already running at full capacity and demand from new markets could not be met due to flight constraints on the national carrier Thai Airways International. The domestic tourism, meanwhile, was expected to grow modestly in 2008, with revenues projected at 405 billion baht compared with 377.8 billion the previous year. Total trips were projected to reach 85 million in 2008, compared with 81.99 million the previous year (**Table 2**).

For the fiscal year 2008, TAT was allocated 4 billion baht budget, 1.2 billion went to overseas marketing. Activities would focus on 21 primary countries in Europe, as well as Japan, China, India and 14 new target markets in Eastern Europe, South Africa, India and Vietnam. A new national tourism policy committee would be founded with representatives from both the public and private sectors, and be responsible for development strategies and enforcement of service standards. The greater awareness of environmental issues is also needed given the growing concerns expressed around the world about sustainable tourism and global warming. Overseas tour operators also had expressed strong support for the concept, and that raising the country’s green profile would help draw both new and repeated visitors in the future.<sup>7</sup>

In 2008, the private investment could pick up, led by plans to increase mass transit construction. Early April 2008, the new government has signed a financing contract for the Purple Line mass transit route. The government also has a clearer scheme for the Red and Blue lines. All of these developments would stimulate real estate. In any case, political stability will be the key for the 2008 economy and without clarity and consistency of the government policy, Thailand may not yet be out of the economic stagnation.<sup>8</sup>

In the Thai history, there are several military coups and lot of differences among the four regions of Thailand; however, there is unity beneath the diversities. The King and royal family are center of Thai people unity.

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<sup>7</sup> Ibid

<sup>8</sup> <http://www.bangkokpost.com/economicyearend2007/economy.html>

## 2. General Background of Chiangmai Province

Chiangmai is also known as “Nophaburi Sri Nakhon Ping” or “Wiang Ping Chiangmai” which means “Rose of the North”. It was founded as the capital of the Lanna Kingdom (Kingdom of a Million Ricefields) by King Mengrai in 1296 A.D. The city celebrated its 700<sup>th</sup> anniversary in 1996 which is 712 years old now. Chiangmai is now the second most important city in the country after Bangkok and the main city in the northern region. It is the second biggest province in term of area next to Nakhon Ratchasima. It is a city of ancient arts and crafts continuing the proud tradition of Lanna Thai. Chiangmai’s vision is “City of Life and Prosperity” with the logo of an elephant.<sup>9</sup> **(Figure 3)**

**Figure 3:** Vision and Logo of Chiangmai



Source: <http://www.chiangmai.go.th>

### 1.1 Location

Chiangmai is located in the north of Thailand, about 720 km from Bangkok at an elevation of 1,027 feet or 310 meters above the sea level. To the north it borders Myanmar, while to the south it connects with Tak province. Chiangrai, Lamphun and Lampang lie to the east and the west touches Mae Hong Sorn province. **(Appendix 3)**

Chiangmai geography is a broad plain in the middle of the region on both sides of Ping River, surrounded by mountains **(Figure 4)**. The province covers an area of 20,107.057 km<sup>2</sup> (12,566,910 rai)<sup>10</sup> made up of 8,787,656 rai (69.92%) of forest, 1,611,283 rai (12.82%) of agricultural land and 2,167,971 rai (17.25%) of residential and other land. The weather in Chiangmai is relatively cool all year round, the temperatures range between 20°C and 31°C with an average temperature of 25°C. The relative humidity average 72% and annual rainfall is normally 1,000 – 1,200 mm.<sup>11</sup>

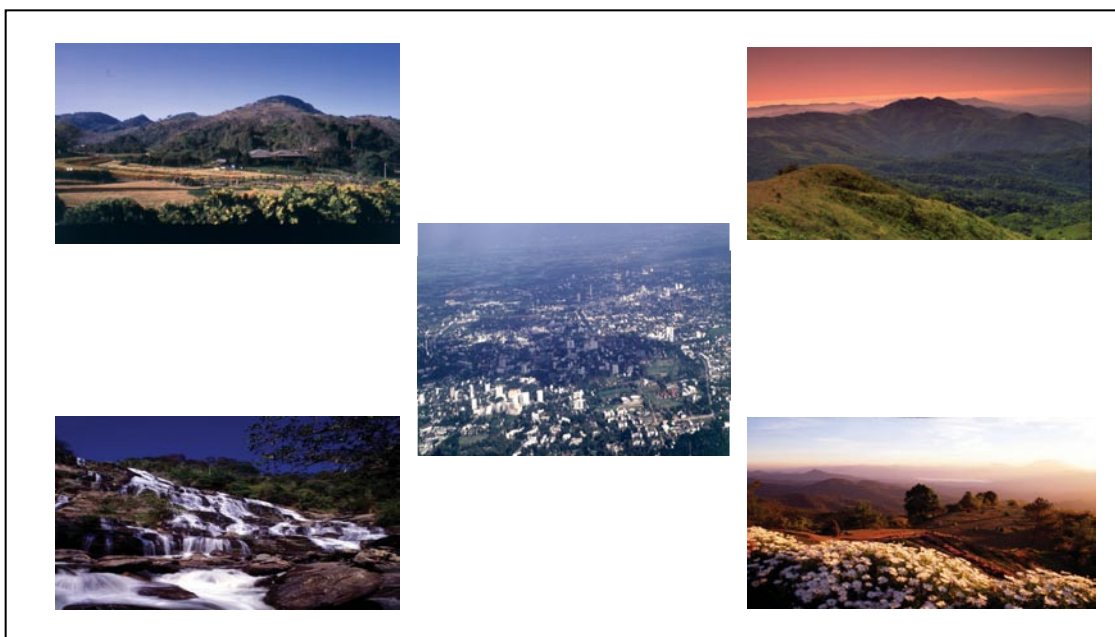
<sup>9</sup> <http://www.chiangmai.go.th>

<sup>10</sup> Thai Area Measurement:

1 rai	=	1,600 m <sup>2</sup>	=	0.16 hectare
6.25 rai	=	1 hectare	=	2.471 acres
625 rai	=	1 km <sup>2</sup>		

<sup>11</sup> <http://www.chiangmai.go.th>

**Figure 4:** Chiangmai Broad Plain in the Middle Surrounded by Mountains



Source: <http://www.chiangmai.go.th>

## 1.2 Population

As of December 2006, Chiangmai has a population of 1,658,298, out of which 815,529 being male and 842,769 being female. The average population density is 82 inhabitants per square kilometer and the total number of households is 607,059 with an average household size 2.7 people. There are 1,251 villages of highland communities scattered across many districts in Chiangmai, with the total number of 70,820 households or 312,447 inhabitants. The majorities are Karen, Musoe, Hmong, Leesaw, Akha, Yao, Lua, Chinese, Burmese, Palong, Tai Yai, Tai Lue.<sup>12</sup>

For administrative purpose Chiangmai province is divided into 24 districts (**Appendix 4**), 204 tambon or subdistricts and 2,066 villages. In term of land area, the three biggest districts are D-3 (Mae Chaem), D-18 (Omkoï) and D-4 (Chiang Dao) with land area of 3,361.151 km<sup>2</sup>, 2,093.831 km<sup>2</sup> and 1,882.082 km<sup>2</sup> respectively. In term of population, the three most populous districts are D-1 (Muang or main district), D-9 (Fang) and D-14 (San Sai) with the population of 243,065; 121,374 and 108,352 respectively.<sup>13</sup> (**Appendix 5**)

**Table 3:** Chiangmai Population Classified by Religions

Religions	% of Population
Buddhist	91.80
Muslim	1.17
Christian	5.60
Brahmin, Hindu, Sikh	0.02
Others	1.41

Source: <http://www.chiangmai.go.th>

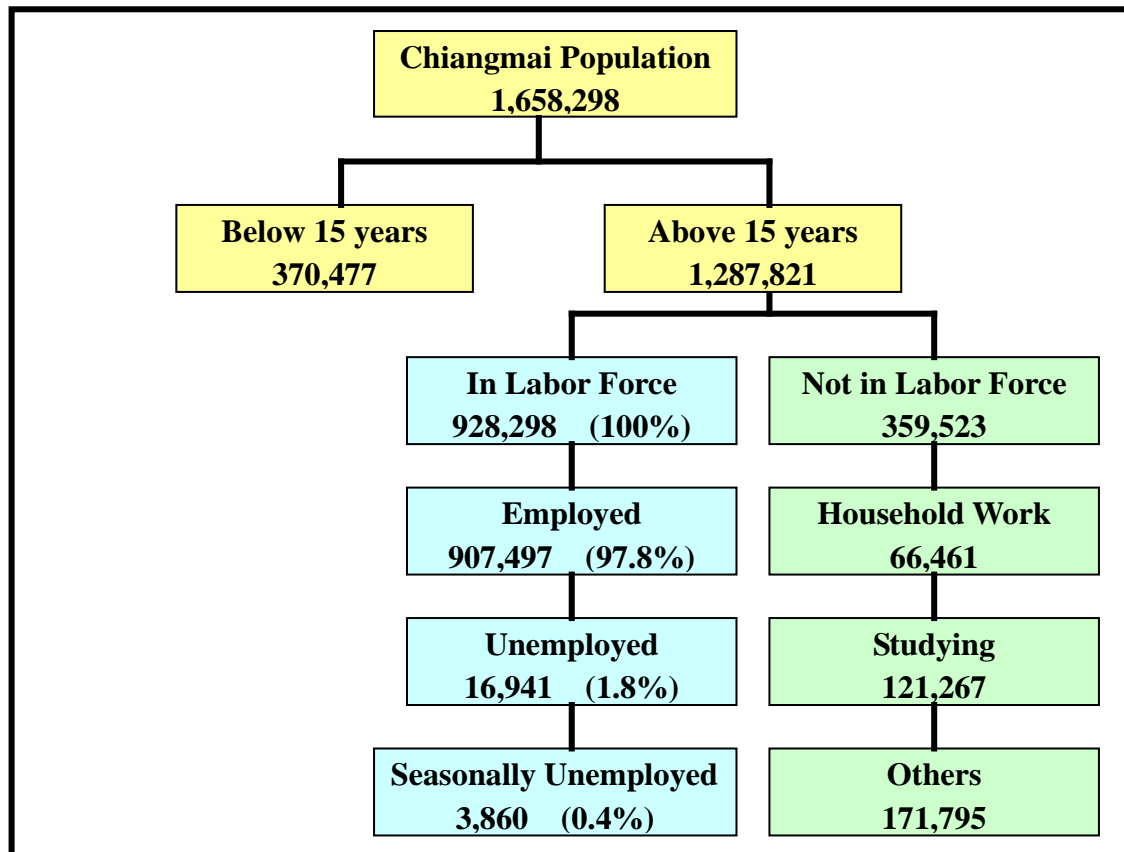
<sup>12</sup> <http://www.chiangmai.go.th/cmweb/agenda/less1.pdf> pp 4-5

<sup>13</sup> [http://upload.wikimedia.org/wikipedia/commons/3/31/Amphoe\\_Chiang\\_Mai.png](http://upload.wikimedia.org/wikipedia/commons/3/31/Amphoe_Chiang_Mai.png)



The majority of people living in Chiangmai are Buddhist around 91.8%, about 1.17% are Muslim, 5.6% are Christian, 0.02% are Brahmin, Hindu and Sikh, and the remaining 1.41% are other religions and beliefs (Table 3)

**Figure 5: Chiangmai Labor Force (2006)**



Source: <http://www.chiangmai.go.th/cmweb/agenda/less1.pdf> Chiangmai Strategic Plan 2007 – 2011

By the end of 2006, out of total population of Chiangmai, 1,287,821 were above 15 years of age and 928,298 were in the labor force, 907,497 or 97.8% were employed. 16,941 or 1.8% were unemployed and the remaining 3,860 or 0.4% were seasonally unemployed.

### 1.3 Education

In 2006 there were 1,195 educational institutions located in Chiangmai province, which consist of 9 universities, 21 vocational schools, 8 international schools and the remaining were kindergarten, primary and secondary schools. The total number of teachers was 20,840 and the total number of students was 432,886; with the teacher-student ratio of 1:21. The total number of students can be classified into kindergarten level 54,150 or 12.5%, primary school students 143,278 or 33.1%, lower secondary school students 75,504 or 17.5%, upper secondary school and vocational school students 64,173 or 14.8% and university students 95,718 or 22.1%<sup>14</sup>(Table 4).

<sup>14</sup> <http://www.chiangmai.go.th/cmweb/agenda/less1.pdf> Chiangmai Strategic Plan 2007 – 2011. P 1

**Table 4:** Number of Students in Chiangmai Province Classified by Levels (2006)

Level of Education	Number of Students	%
Kindergarten	54,150	12.5
Primary School	143,278	33.1
Lower Secondary School	75,504	17.5
Upper Secondary & Vocational School	64,173	14.8
University	95,718	22.1
TOTAL	432,886	100.0

Source: <http://www.chiangmai.go.th/cmweb/agenda/less1.pdf> Chiangmai Strategic Plan 2007 – 2011

**Table 4** shows a considerable high enrollment rate at primary school level because it is a compulsory education. If parents fail to send their children to primary school, they will be penalized. The number of dropouts during the transition from primary school to lower secondary school by almost 50% is unusually high due to 2 reasons. In rural area almost every village has at least one primary school, but there is no lower secondary school in many villages, some students cannot afford time to travel to lower secondary school in other area. Another reason is purely economic reason; poor families cannot bear expenses incurred in sending their children to lower secondary school in other area, especially traveling and food expenses. Moreover, they need their children to help in the farm work or household work or in some cases to earn additional income to support the family. The number of dropouts from lower secondary level to upper secondary and vocational school is quite small due to few students would like to start working to support the parents and very small number of students feel that they are not capable of continuing their study at upper secondary or vocational levels.<sup>15</sup> At university level, the number of students increases by almost 50%. The additional students come from two sources; the first source is students from “Direct Track”, they are students who pass high school and live in northern region are eligible to come under Chiangmai University direct admission quota, and those high school graduates from any part of the country who pass the central admission system. The second source of additional students is the “Indirect Track”, they are students who start working before high school graduation and they join information education or vocational education. After graduation with certificate equivalent to high school certificate, they are eligible to sit for entrance university examination; those who pass the test will go back to the formal education at university level.

#### 1.4 Healthcare Service

In Chiangmai province during 2006 there were 31 government hospitals, 14 private hospitals, 265 health centers and 441 clinics with total 5,529 beds for patients (**Table 5**). Normally, the General Hospitals are located in the main district which is the most urbanized district of the province. In other districts of each province, there will be at least one District Hospital and sub-district (tambon) level will be responsible by Health Center. Private clinics run by doctors, provide medical services morning, evening and all days during the weekends.

<sup>15</sup> Phaisal Lekuthai, *The Prospect of Twelve Year Education in Thailand: A Case Study of Nakhon Ratchasima Province*. Forum of International Development Studies 9. ISSN 1341-3732. Graduate School of International Development. Nagoya University. 1998.

They are concentrated in the main district (Muang District) of the province and few clinics are distributed in urbanized area of other districts of each province.

**Table 5: Medical Establishments (2006)**

Medical Establishments	Number
1. Government Hospitals	31
2. Private Hospitals	14
3. Health Centers	265
4. Private Clinics	441
TOTAL	751

Source: <http://www.chiangmai.go.th>

**Table 6: Medical Personnel (2006)**

Medical Personnel	Number of Personnel	Medical Personnel : Population
1. Physician	860	1 : 1,928
2. Dentist	181	1 : 9,161
3. Pharmacist	405	1 : 4,095
4. Register Nurse	5,006	1 : 331
5. Medical Technician	469	1 : 3,536

Source: <http://www.chiangmai.go.th/cmweb/agenda/less1.pdf> Chiangmai Strategic Plan 2007 – 2011.

**Table 6** shows the number of medical personnel of each category and the ratio of population per one medical personnel. There were 860 physicians working in Chiangmai province, on the average each physician had to take care of 1,928 people. There were only 181 dentists, each dentist had to take care of 9,161 people. Each year Chiangmai University produces about 100 dentists, but most of them go abroad for further study and work overseas. There were 405 pharmacists with pharmacist-population ratio of 1 : 4,095. The number of nurses was 5,006, on the average one nurse had to take care of 331 people. The number of medical technicians was 469, on the average each technician had to take care of 3,536 people.

## 1.5 Economy

Chiangmai's economy has been growing rapidly and efficiently because of its diverse economic background. In 2005, the GPP was 103,276 million baht which is the highest in the northern region. The per capita GPP was 64,429 baht ranked third in the region. The GPP of the agricultural sector was 13,797 million baht or 13% of the total GPP. The non-agricultural sector generated 89,479 million baht to GPP or 87% of the total GPP. The highest contributions to GPP were 18% from wholesale, retail and repair business, 13% from agriculture and forestry, 10% from manufacturing and 10% from hotel and restaurant services. The highest per capita income was 45,591 baht in D-1 (Muang district) and poorest area with the lowest per capita income was 19,249 baht in D-3 (Mae Chaem district))<sup>16</sup> (**Table 7**)

<sup>16</sup> <http://www.chiangmai.go.th/cmweb/agenda/less1.pdf> Chiangmai Strategic Plan 2007 – 2011. pp 7-8.

**Table 7:** Chiangmai's Gross Provincial Product Classified by Manufacturing Sector  
(2005) (million baht)

Manufacturing Sector	2005	%
<b>Agricultural Sector</b>	<b>13,797</b>	<b>13</b>
Agriculture, Forestry	13,620	13
Fishery	177	0
<b>Non-agricultural Sector</b>	<b>89,479</b>	<b>87</b>
Mining	764	1
Manufacturing	10,774	10
Public Utilities	2,122	2
Construction	7,230	7
Wholesale, Retail & Repair Business	17,099	18
Hotel & Restaurant	10,657	10
Transportation & Warehousing	7,952	8
Financial Intermediaries	4,766	5
Real Estate Business Services	4,606	4
Government Administration & Compulsory Social Welfare	7,863	8
Education	8,748	8
Health Services & Social Welfare	5,463	5
Community Services	1,196	1
Household Employee	239	0
<b>GPP</b>	<b>103,276</b>	<b>100</b>
<b>Per Capita GPP</b>	<b>64,429</b>	

Source: <http://www.chiangmai.go.th/cmweb/agenda/less1.pdf> Chiangmai Strategic Plan 2007 – 2011.

**Table 8:** Important Economic Crops of Chiangmai (2006)

Crops	Annual Output (metric ton)	Total Value (million baht)
Orange	223,453	4,174.10
Rice	377,331	2,492.80
Longan	263,694	1,935.51
Onion	51,610	917.63
Garlic	67,927	355.27
Lychee	36,981	194.15

Source: <http://www.chiangmai.go.th/cmweb/agenda/less1.pdf> Chiangmai Strategic Plan 2007 – 2011

Chiangmai produces variety of fruits and vegetables, 223,453 tons of oranges were produced in 2006 with the value of 4,174.10 million baht. Longan and lychee are the main fruits of Chiangmai, prices are quite low due to over supplies during the season. Farmers now manage to produce fruits during off season which generate much higher income. Chiangmai also produces large quantities of rice, onion and garlic each year. The surplus of fruits and vegetables are exported to other regions of Thailand as well as to other countries.

**Table 9:** Number of Factories Classified into 21 Categories (Dec. 2007)

	Type of Industry	Number of Establishment	Capital Investment (million baht)	Number of Workers
1	Agro-Industry	989	3,368	3,602
2	Food Processing Industry	202	4,222	7,538
3	Beverage Industry	12	1,835	477
4	Textile Industry	24	272	746
5	Garment Industry	55	1,034	4,319
6	Leather Industry	6	48	243
7	Wood and Wood Products	114	778	3,274
8	Furniture	101	842	3,081
9	Paper and Paper Products	15	324	585
10	Printing Industry	21	90	213
11	Chemical Industry	17	284	763
12	Petrochemical Products	9	135	78
13	Rubber Industry	16	63	107
14	Plastic Industry	24	395	605
15	Non-metallic Products	121	1,333	3,218
16	Metallic Products	4	22	37
17	Metallic Repair Industry	75	581	877
18	Mechanical Industry	37	300	393
19	Electrical Industry	4	706	1,035
20	Transportation Industry	199	2,696	2,289
21	General Industry	206	5,721	7,361
	<b>TOTAL</b>	<b>2,251</b>	<b>25,049</b>	<b>40,841</b>

Source: <http://www.chiangmai.go.th/cmweb/agenda/less1.pdf> Chiangmai Strategic Plan 2007 – 2011

**Table 9** shows that by the end of 2007, there were 2,251 factories located in Chiangmai area. The total capital investment was approximately 25,049 million baht and 40,841 workers were employed in this sector. The majority of the industries are small and medium size enterprises (SMEs). The number of establishments in agro-industry, general industry, food processing industry and transportation industry are 989, 206, 202 and 199 respectively. The capital investment in general industry is 5,721 million baht which is the highest as compared to other industries. The second highest capital investment is food processing industry with the capital investment of 4,222 million baht. But the food processing industry employs 7,538 workers which is highest number as compared to 7,361 workers employed by general industry.

Up to year 2000 it was the Thai government policy to promote SMEs for the following reasons:

- (1) Low capital investment is required.
- (2) Labor intensive.

- (3) Local or domestic raw material utilization.
- (4) More flexible during the economic crisis.
- (5) Labor productivity can be improved.
- (6) Potential for gradual and stable growth.
- (7) Integration of local wisdom is possible.
- (8) Common data base can be constructed and utilized.

From 2001 the Thai government policy on industrial development shifted from “Individual Entrepreneur Support” to “Group of Entrepreneurs Support” in order to improve the competitiveness and value added creation of SMEs. The Italian model of “Industrial Cluster” (in Italy known as Industrial District) was applied to Thai SMEs with some adjustments. Educational institutions serve as “incubators”, train SMEs how to prepare strategic plan for cluster development. If they form themselves into “Cluster”, the following benefits can be achieved:

- (1) Joint utilization of resources.
- (2) Reduction in production cost.
- (3) Joint purchase of raw material, machines or any inputs.
- (4) Joint production or share order.
- (5) Joint transportation of output.
- (6) Competition among cluster members lead to continuing product innovation.
- (7) Easy access to qualified human resources.
- (8) Production activities of cluster members support each other.
- (9) Easy access to information or data base.
- (10) Support new business initiations of cluster members.
- (11) Joint training and learning.
- (12) Exchange of experience among cluster members.

Since 2002 some SMEs form themselves into industrial clusters and slowly improve the competitiveness and value chain creation. After 3 years, some clusters are in a position to compete in the global market.<sup>17</sup> Since 2005 the competitiveness of Thai industry has been improving. In the annual competitiveness rankings compiled by the Swiss-based Institute of Management Development (IMD), Thailand has moved up six places from 33<sup>rd</sup> in 2006 to 27<sup>th</sup> in 2007. The World Competitiveness Yearbook 2008 noted improvements over the past year in the country’s rankings in all key categories, although infrastructure remains a weak point with rankings significantly lower than in other sectors. According to the Director of IMD’s World Competitiveness Center the power base of the world economy, which used to be centered on the US, Japan and Europe, is now more diluted. Money, work, brainpower and technology can be accessed almost everywhere.<sup>18</sup>

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<sup>17</sup> Phaisal Lekuthai. *Cluster Development in Thailand: Case Studies of Textile Cluster, Garment Cluster, Food Processing Cluster, Spa Cluster*. Bureau of Supporting Industries Development, Department of Industrial Promotion, Ministry of Industry. 2002-2006.

<sup>18</sup> [http://www.bangkokpost.net/Business/15May2008\\_biz29.php](http://www.bangkokpost.net/Business/15May2008_biz29.php)

In northern area, especially Chiangmai and Lamphun areas, most SMEs are owned by Thai investors. In the case of large enterprises most of them are foreign direct investment (FDI) and they are located in the Northern Region Industrial Estate about 30 km from Chiangmai city. The Industrial Estate is divided into 5 zones:

- Export Processing Zone.
- General Industrial Zone.
- Commercial Zone.
- Residential Zone.
- Infrastructure Zone.

Investors from Taiwan, Japan, U.S.A., Australia, Germany, Netherlands, Singapore, Belgium, Hong Kong, Malaysia, Holland, Swiss, France, China, Korea and India prefer to invest in the Northern Region Industrial Estate for the following benefits:

- (1) Northern Region Industrial Estate serves as one stop service center.
- (2) Plenty of labor supply.
- (3) Comparatively low labor cost.
- (4) Labor are easy to train.
- (5) Land are not expensive and not very far from town.
- (6) Good communication network.
- (7) Public utilities are readily available.
- (8) Investors can enjoy Board of Investment (BOI) privileges.

**Table 10:** Products Manufactured by FDI Firms in the Industrial Estate

Accessories of Inner Wear	Fishing Net	Nitrogen Gas
Aircraft Interior Products	Food Storage Service	Optical Lens
Agricultural Products	Fruit Juice	Packing & Delivery Services
Aluminum Golf Club	Green Mustard	Photo Album
Alumina Ceramic	Hard Disk Drive	P.V.C. Pipe
Artist Brushes	Hydraulic Parts	Radio Frequency Identification (RFID)
Concrete Products	Jewelry	Rice Crackers
Cosmetics	Leather Furniture	Sewing Machine
Curtain	Leather Golf Gloves	Stainless Steel Watch Band
Diamond Cutting	Leather Wear	Water Purification Machinery
Electric Bulb	Lighter & Filter	Wire Netting
Electronic Components	Milk Products	Wooden Decoration
Essential Oil	Motorcycle Carburetor	Wooden Products
Feed-mills	Motorcycle Spare-parts	

Source: The Office of The Northern Region Industrial Estate: Directory of Industrial Operators

Taiwan is the largest foreign investor in Chiangmai, accounting for 23% of the total foreign

investment. Taiwanese investment was in mushroom production, food additive production, refrigeration business and plastic products. Japan and U.S.A. are the second largest investors with the shares of foreign investment 21% each. Japanese investment is in light industry, hair and skin-care products, processed foods, electronic components and vehicle parts. U.S.A investment is also in light industry, fishing tackle, software and agricultural industry. Australia is the third largest investor with the share of foreign investment 14%. Australian investment is in chromium-plated rust resistant wire netting, sport goods and agricultural industry. The share of foreign investment by each of the remaining countries is less than 10%.<sup>19</sup>

## 1.6 Tourism

Chiangmai has the potentials for tourism both at national and international levels. There are varieties of tourist sites in Chiangmai area, which most of them are eco-tourism sites. Both central government and local government (municipality) continuously promote tourism development.

**Table 11:** Classification of Tourist Sites in Chiangmai

	Tourist Sites	Number of Sites	Examples
1	Religious Sites	33	Temples
2	Historical & Cultural Sites	50	Ancient Cities, Castles
3	Ecological Sites	74	Mountains, Caves, Waterfalls, Elephant Camps,
4	Agro-tourist Sites	31	Strawberry Farm, Fruit & Vegetable Farms, Orchid Farms,
5	National Parks and Forest Sites	187	Hot Springs, Camping, Stream Rafting, Bird Watching
	TOTAL	375	

Source: <http://www.chiangmai.go.th/cmweb/agenda/index.pdf>

The tourist sites in Chiangmai area may be classified into 5 categories. The first category is religious sites which involve old temples; out of 1,239 temples in Chiangmai area, 33 temples are important and worth visiting. The second category is historical and cultural sites which consist of ancient cities, castles and old buildings; there are about 50 sites of this category. The third category is ecological sites; there are about 74 sites of mountains, caves, waterfalls and elephant camps. The fourth category is agro-tourist sites which involve agricultural activities such as strawberry farms, fruit and vegetable farms, orchid farms; there are about 31 agro-tourist sites around Chiangmai. The fifth category is national park and forest sites such as hot springs, camping, rafting, bird watching; there are about 187 locations.<sup>20</sup> (Table 11)

<sup>19</sup> The Office of The Northern Region Industrial Estate: Directory of Industrial Operators. [www.northnikom.go.th](http://www.northnikom.go.th)

<sup>20</sup> Tourist and Sport Center, Chiangmai Province.



**Table 12:** Top 10 Cities Ranking by [www.travellandleisure.com](http://www.travellandleisure.com) 2006

Top 10 Cities Overall			Top 10 Cities in Asia		
Rank	Name	Score	Rank	Name	Score
1	Florence	87.09	1	Bangkok	86.11
2	Rome	86.15	2	Chiangmai	85.62
3	Bangkok	86.11	3	Katmandu	83.61
4	Sydney	85.94	4	Kyoto	82.20
5	Chiangmai	85.62	5	Hong Kong	82.18
6	Cape Town	85.39	6	Hanoi	82.09
7	Buenos Aires	85.03	7	Udaipur (India)	81.96
8	New York	84.75	8	Beijing	80.46
9	Beirut	84.38	9	Jaipur (India)	79.94
10	San Francisco	84.29	10	Luang Prabang (Laos)	79.92

Source: <http://www.chiangmai.go.th/cmweb/agenda/less1.pdf> Chiangmai Strategic Plan 2007 – 2011

According to the overall top 10 cities ranking compilation conducted in early 2007 by [www.travellandleisure.com](http://www.travellandleisure.com), Chiangmai ranked fifth for the year 2006; for the top 10 cities in Asia, Chiangmai ranked second after Bangkok<sup>21</sup> (**Table 12**). However, in term of number of tourists, both foreigners and local people, Chiangmai ranked third after Bangkok and Pattaya. In term of income generation, Chiangmai ranked fourth after Bangkok, Phuket and Pattaya (**Table 13**).

**Table 13:** Income Generation from Tourism in Thailand Classified by Province (2006)

	Province	Number of Tourists (million people)	Income Generation (million baht)
1	Bangkok	36.2	336,622
2.	Phuket	4.5	77,596
3	Pattaya (Chonburi)	6.1	53,224
4	Chiangmai	5.6	39,785

Source: <http://www.chiangmai.go.th/cmweb/agenda/less1.pdf> Chiangmai Strategic Plan 2007 – 2011

Out of 5.6 million tourists visiting Chiangmai in 2006, 3.5 million are Thai people and the remaining 2.1 million are foreigners, majorities are from Europe, Asia and U.S.A. Tourist industry generates 39,785 million baht income to Chiangmai. On an average tourists stay in Chiangmai 3.91 days with an average spending of 3,119 baht/day.<sup>22</sup>

Chiangmai is the hub of the northern region; it is the center for Lanna Culture, business, industry, agriculture, information technology, education, tourism, transportation and

<sup>21</sup> [www.travellandleisure.com](http://www.travellandleisure.com)

<sup>22</sup> Tourism Authority of Thailand (TAT)

communication. Chiangmai is connected with Bangkok and other provinces through out Thailand by national highways and it can also be accessible by air, bus, train. Moreover, Chiangmai city has good communication networks linking with all 24 districts, 204 tambon (sub-districts) and 2,066 villages. During 2006 Chiangmai had 228 hotels with 16,673 rooms for visitors, and many more big hotels are under construction.<sup>23</sup> Further more the international highway No. R3, linking Thailand – Laos – Yunnan, was completed in early 2008, in the near future it will have positive impacts on investment and tourism in the whole northern region provinces.

**Table 14:** Chiangmai Communication and Transportation Networks (2006)

	Means of Communication and Transportation to and from Chiangmai	Number of Traffics/Day
1	Bus	1,716
2	Train	16
3	Air: 1 National Airline	27
	5 Low-cost Airlines	30
	7 International Airlines	11
	TOTAL	68
4	High Speed Internet	1,000 Mbps – 2.56 Gbps

Source: <http://www.chiangmai.go.th/cmweb/agenda/index.pdf>

**Table 14** shows that every day there are 1,716 passenger buses arriving and leaving Chiangmai which cover short and long distance.<sup>24</sup> Chiangmai is the railway terminal; each day there are 16 train arrivals and departures.<sup>25</sup> The most convenient mean to visit Chiangmai is by air; each day there 68 flights to and from Chiangmai. Thai Airways, which is the national airline, offers 27 flights per day; 5 low-cost airlines provide 30 flights daily and 7 international airlines offer 11 flights daily to Chiangmai.<sup>26</sup>

Basing on Lanna culture, local wisdom and local resources, Chiangmai can produce community products with specific characteristics; 1,302 product items were registered as local community products during 2006 and generated sales value of 2,417 baht.<sup>27</sup> Moreover, there are more than 180 local wisdom philosophers living in various communities and localities to disseminate Lanna arts and craftsmanship.<sup>28</sup>

## 1.7 Chiangmai Municipality

The Chiangmai City Municipality formerly was the Sanitary District (Sukapiban). In 1935 it was upgraded to become the Chiangmai City Municipality and it is the first City

<sup>23</sup>[http://webhost.nso.go.th/nso/project/table/files/chmai/O-src-16/2549/000/chmai\\_O-src-16\\_2549\\_000\\_400010\\_0.xls](http://webhost.nso.go.th/nso/project/table/files/chmai/O-src-16/2549/000/chmai_O-src-16_2549_000_400010_0.xls)

<sup>24</sup> Chiangmai Transportation Office Report.

<sup>25</sup> State Railway of Thailand Report.

<sup>26</sup> <http://www2.airportthai.co.th/airportnew/main/index.asp?lang=th>

<sup>27</sup> Chiangmai Provincial Community Development Office.

<sup>28</sup> Chiangmai Cultural Office.

Municipality in Thailand. As the result of the population increase, in 1983 the boundary of Chiangmai City Municipality was expanded from 17.50 km<sup>2</sup> to 40.216 km<sup>2</sup>. Chiangmai City Municipality is a form of local government in Thailand. It is designated as Nakorn of City Municipality. There are 4 districts under Chiangmai City Municipality's administration:

- Nakornping municipal district covers 18 communities.
- Kawila municipal district covers 26 communities.
- Sriwichai municipal district covers 17 communities.
- Mengrai municipal district covers 20 communities.

In total Chiangmai City Municipality is responsible for 81 communities in the most urbanized areas of the main district (Muang District).<sup>29</sup>

**Figure 6:** Chiangmai City Municipality Emblem



Source: <http://www.cmcity.go.th/english/emblem.php>

The city emblem consists of **Doi Sethep Pagoda** at the center, the temple is considered as the holy place. It is believed that Buddha relic is kept there. **Clouds** below the pagoda reflect Chiangmai atmosphere which is cool, comfortable and good place for living all year round. The **Great Naga** (Legendary Dragon) symbolizes the source of water or rivers, especially Ping River which is the main source of Chiangmai people's life and also near by provinces; it is one of the most important rivers in the north. **Rice stalks** reflect soil fertility and plenty of water supplies which can produce varieties of agricultural products, fruits, crops and food supply. The **Thai flower design scripture** below the blue clouds implies that this is the land of ancient Lanna culture, which Chiangmai people are trying to preserve, promote and disseminate Lanna wisdom. It is clearly specified in the Municipal Act 1953 and also 2003 Amendment that one of the duties and functions of Municipality is *to maintain local arts, tradition, local wisdom, culture and also to promote tourism*<sup>30</sup>.

<sup>29</sup> <http://www.cmcity.go.th/english/history.php>

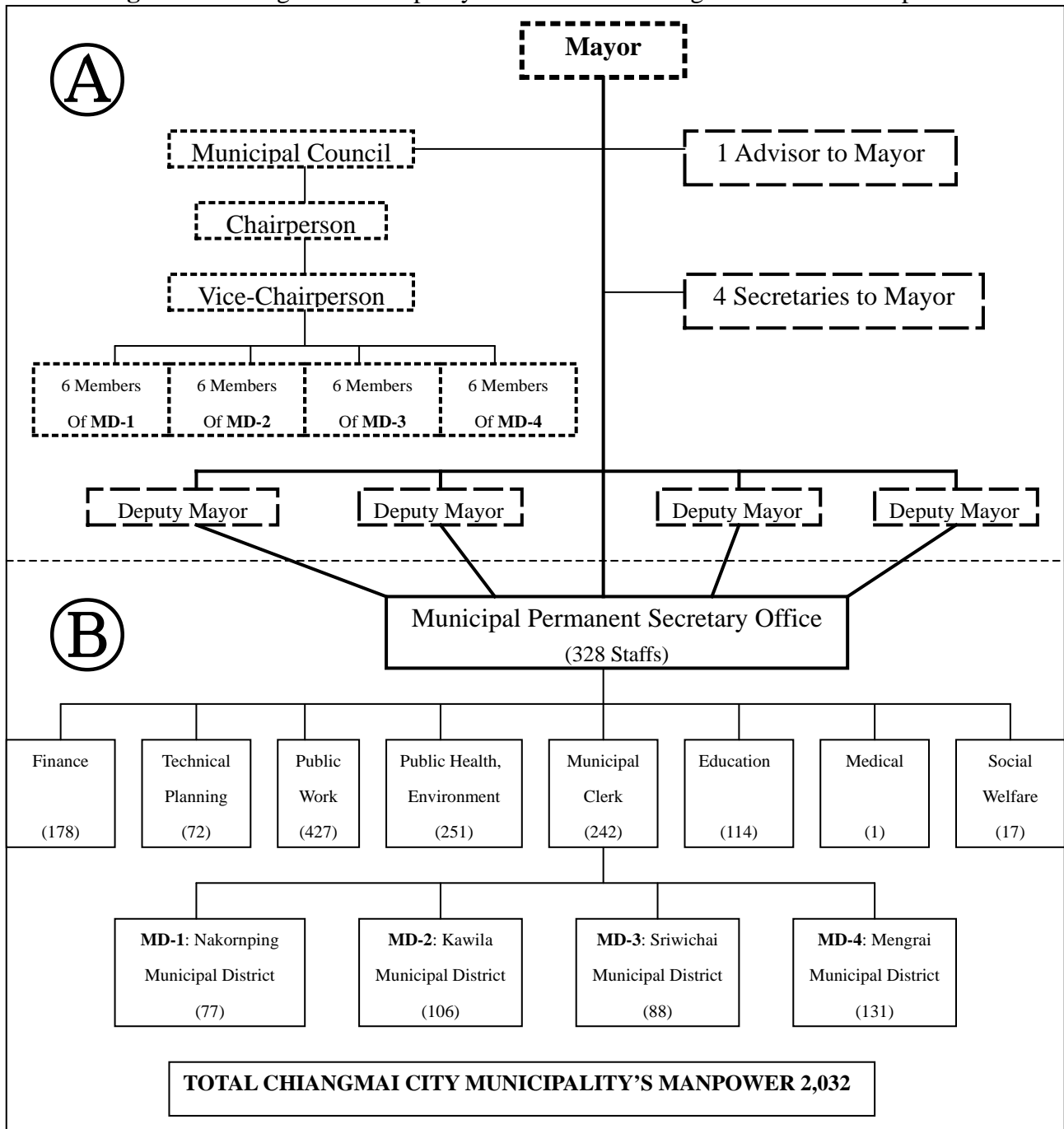
<sup>30</sup> <http://www.cmcity.go.th/english/emblem.php>

**Figure 7: Chiangmai City Municipality Office**



Source: <http://www.cmcity.go.th/english/history.php>

**Figure 8: Chiangmai Municipality’s Administrative Organization and Manpower**



Source: <http://www.cmcity.go.th/english/history.php>

**Figure 7** shows Chiangmai City Municipality Office by Ping River. **Figure 8** illustrates the administrative organization of Chiangmai City Municipality which can be divided into two parts namely upper part (A) and lower part (B). Part (A) represents local politicians which form into the Municipality Board of Executives consisting of the Mayor, the highest executive, is directly elected by eligible voters in municipal area and the term is 4 years. The Mayor can appoint not more than four deputy mayors, one advisor and four secretaries to Mayor. The remaining 24 board members are six elected members from each of the four municipal districts namely Nakornping, Kawila, Sriwichai and Mengrai. These 24 representatives form themselves into Municipal Council; they serve for 4-year term. Among these members, one of them is elected to be the Chairperson and another one to be Vice-Chairperson of the Municipal Council. This Municipal Council is the legislative body of the municipality. The lower part (B) represents the municipal officials, permanent employees and temporary employees of Chiangmai City Municipality. Municipal Permanent Secretary is the highest post of municipal officials; there are 328 staffs in his office. Under him there are 8 divisions (or bureaus) and 4 local administration sub-divisions of the 4 municipal districts. The Chiangmai City Municipality's total number of manpower is 2,032 which may be classified into 715 municipal officials, 174 permanent employees and 1,143 temporary employees.

The main functions of Chiangmai City Municipality are as follows:

- (1) Keep streets and public places cleaned, dispose solid waste and sewage.
- (2) Prevent and control of communicable diseases.
- (3) Provide fire-extinguisher and fire-engine.
- (4) Provide education and training courses to local people.
- (5) Provide and maintain social welfare for mothers, children, youth, old people and handicapped people.
- (6) Maintain, promote and disseminate local arts, tradition, local wisdom and local culture.
- (7) Provide clean water supply.
- (8) Provide slaughter house.
- (9) Provide and maintain hospital.
- (10) Provide and maintain drainage system.
- (11) Provide and maintain public toilets.
- (12) Provide and maintain electricity and public lights.
- (13) Control safety, order and sanitation in restaurants, theaters and public places.
- (14) Provide pawn shop or local finance.
- (15) Improve slum settlement and housing management.
- (16) Provide market, ferry and parking.
- (17) Promote tourism.
- (18) Provide city planning and building control.
- (19) Perform tasks for public health.
- (20) Perform other duties and functions as specified by other specific laws.<sup>31</sup>

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<sup>31</sup> <http://www.cmcity.go.th/english/history.php>

### 3 History of Thailand in Brief

In order to understand the culture of a state, it is necessary to trace back different eras of the history of that state. The history of Thailand begins 5,000 years ago; the ancestors of today's Thai people lived in southern China areas. Through various migration streams they worked their way south to Thailand, Burma and Laos. They entered the Southeast Asian peninsular, today's Thailand at Chiang Saen, on the southern banks of Mekong River. It was the migrants from southern China who formed the first city states in the northern regions of present day Thailand.<sup>32</sup>

#### 3.1 The Origin of Thai People and Historical Development

According to Noppawan Sirivejkul<sup>33</sup> the Thai historical development may be divided into 9 eras which can be briefly summarized as follows:

**Table 15:** Division of Thai Historical Eras

Era or Kingdom	Century	A.D.	Important Development
1. Funan Kingdom	1 <sup>st</sup> – 6 <sup>th</sup>	43 B.C.- 557 A.D.	Mekong Basin Settlement
2. Dvaravati Kingdom	6 <sup>th</sup> – 11 <sup>th</sup>	557 - 1057	Influence of Indian Culture
3. Lawo (Lopburi)	10 <sup>th</sup> – 12 <sup>th</sup>	957 - 1157	Era of Disputes
4. Haripunchai (Lamphun)	7 <sup>th</sup> - 13 <sup>th</sup>	657 - 1292	Religious Development Era
5. Lanna Kingdom	13 <sup>th</sup> – 16 <sup>th</sup>	1296 - 1355	Kingdom Establishment Age
		1355 – 1525	Golden Age of Lanna
		1525 - 1558	Lanna Age of Decline
6. Sukhothai Kingdom	12 <sup>th</sup> - 15 <sup>th</sup>	1157 - 1438	Pottery, Celadon Age
7. Ayutthaya Kingdom	14 <sup>th</sup> – 18 <sup>th</sup>	1350 - 1767	417 years of Prosperity
8. Thonburi	18 <sup>th</sup>	1767 - 1782	15 years of Reconstruction
9. Rattanakosin (Bangkok)	18 <sup>th</sup> - Present	1782 - 1851	Chakri Dynasty Era
		1851 – 1932	Political Reform
		1932 - Present	Democratic Ruling

Source: Noppawan Sirivejkul. *Division of Historical Periods*. MAC Printing Co., Ltd., 2003.

The first kingdom in this area was formed as the result of trade between people of local communities and southern Chinese people during 1<sup>st</sup> and 6<sup>th</sup> centuries. The kingdom covered the settlement along lower and central Mekong River basins including Malaya peninsular which are nowadays Cambodia, southern part of Vietnam, northeastern region of Thailand, some part of central region of Thailand and southern region of Thailand. Archeologists found *Funan* ancient pottery, coins, statues and gold ornaments. The decline of *Funan Kingdom* came by late 6<sup>th</sup> century or about 557 A.D.

During 6<sup>th</sup> and 11<sup>th</sup> centuries, Mon people from western part of China migrated their

<sup>32</sup> <http://www.thaifocus.com/history.htm>

<sup>33</sup> Noppawan Sirivejkul. *Division of Historical Periods*. ISBN: 974-261-844-5, MAC Printing Co., Ltd., 2003. pp 46-104.

way south along Mekong and Salween Rivers and settled down in the lower part of Burma. Some of the Mon migrants settled down in the lower Chao Phraya basin. The *Dvaravati Kingdom* covered parts of the three regions of the present Kingdom of Thailand. In the central region it covered Nakhon Pathom, Suphanburi, Ratchaburi, Phrachinburi, Nakhon Sawan, Chainat and Petburi; in northeast region it covered Kalasin, Ubon Ratchathani, Nakhon Phanom and Nakhon Ratchasima; it also included Lamphun province of the northern region. Indian culture had great influence on *Dvaravati* culture. The city was surrounded by walls and moats with very good draining system; it implied irrigated state of development. There were few temples inside the walls, but outside the walls there were many temples. From ancient pottery and ornaments, it was found out that *Dvaravati* people preferred big ear-rings, necklaces and golden rings. Within the kingdom there were 6 markets; trade was practiced with metallic money mostly tin coins as medium of exchange. The decline of *Dvaravati Kingdom* came by the 6<sup>th</sup> century.

*Lawo* (Lopburi) may be considered as part of *Dvaravati Kingdom*; during 10<sup>th</sup> and 12<sup>th</sup> centuries there were disputes among various cities and communities located on the central Chao Phaya basin. The important dispute was between Nakhon Chaisri and *Dvaravati*. Nakhon Chaisri joined with Mon Kingdom in the southern part of Burma, *Dvaravati* which was the center of *Lawo* (Lopburi) joined with *Haripunchai* in the northern part of Thailand as well as eastern part with Cambodia. The dispute caused political, economic and social changes; some communities were destroyed; some joined with the others and became bigger community. In the same era, some new kingdoms were established such as *Ayutthaya*, *Suphanburi*, *Nakhon Si Thammarat*, *Haripunchai*, *Lanna*, *Sukhothai* and 1157 marked the end of *Lawo era*.

*Haripunchai* (Lamphun) community was established since the 7<sup>th</sup> century. There were antiques, ancient remains and ancient literatures of *Haripunchai Kingdom* explaining that since the 8<sup>th</sup> century *Haripunchai* was the center of Buddhist development. *Haripunchai* entered the war with *Lawo* and finally the king from Lampang ascended the throne and he was defeated by King Mengrai of Yonok Kingdom in the 13<sup>th</sup> century which was the end of *Haripunchai Kingdom*.

After the decline of *Dvaravati*, *Khmer*, *Haripunchai* and Pokokku (a town in Burma) kingdoms in the 13<sup>th</sup> century, three new important kingdoms were established namely *Lanna*, *Sukhothai* and *Ayutthaya*. In 1296 A.D., King Mengrai captured *Haripunchai* and the whole upper Ping River basin areas; established Chiangmai as administrative center and *Haripunchai* as religious center of *Lanna Kingdom*. He extended his kingdom to the west into Burma; to the north into Xi Shuang Banna in Yunnan Province of southern China; to the south and captured Phrae, Nan and Tak provinces. *Lanna Kingdom* declined in 1558 A.D.; the total period of 262 years may be classified into 3 different eras as follows:

- (1) *Kingdom Establishment Age* (1296-1355): For the period of 59 years, five rulers of Mengrai Dynasty expanded the kingdom to cover Chiangrai, Chiang Saen, Lamphun, Lampang, Phayao, Chiang Tung (in Burma).

- (2) *Golden Age of Lanna* (1355-1525): it was the prosperous period of 170 years, the kingdom was further expanded to cover Nan, many cities of Shan (in Burma) such as Sripur, Nai, Yong, Chiang Rung (in Xi Shuang Banna of Yunnan Province), including Luang Prabang (old capital of Laos).
- (3) *Lanna Age of Decline* (1525-1558): *Lanna* was ruled by a king without virtue and he brought trouble and suffering to his people. After the death of the weak king, the struggle for succession brought turmoil to the city. *Lanna* continued to decline until it became a vassal state of Burma in the year 1558.

During 12<sup>th</sup> and 15<sup>th</sup> centuries, *Sukhothai Kingdom* was located along Ping, Yom and Nan rivers basins; it was a small and independent kingdom. In the history, *Sukhothai Kingdom* was captured and ruled by *Ayutthaya* twice. However, Buddhist religion was highly developed, Tripitaka (Buddhist teaching) was reviewed. Theravada Buddhism, from Sri Lanka was established. Thai language was formed and the distinctive Thai techniques in painting, sculpting and architecture made their first marks during this era. Pottery and celadon were produced for domestic use as well as export to China. *Sukhothai Kingdom* joined with *Lanna Kingdom* to fight against *Ayutthaya Kingdom*; but finally *Sukhothai Kingdom* was incorporated into part of *Ayutthaya Kingdom* in the 15<sup>th</sup> century. The ruins of Sukhothai remain in a well preserved state.

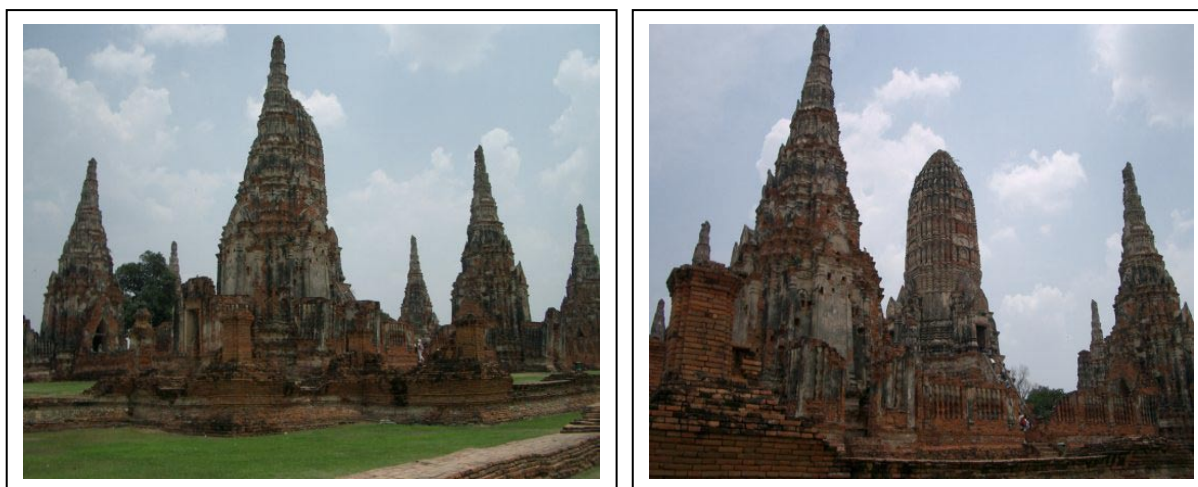
*Ayutthaya Kingdom* was a powerful trading kingdom for 417 years (1350-1767). Being situated by Chao Phaya River, up river from present Bangkok, which was strategic military location as well as strategic location for domestic and international trade; *Ayutthaya* was the center for water communication network. For domestic trade, *Ayutthaya* was connected with cities from northern areas by Ping, Wang, Yom and Nan rivers; for international trade *Ayutthaya* was connected to the sea, ships from foreign countries could come to *Ayutthaya* via Chao Phaya River. After 90 years of *Ayutthaya Kingdom* establishment, it became a powerful and prosperous kingdom to the extent that it destroyed the political power of *Cambodia Kingdom* in 1431 and *Sukhothai Kingdom* in 1438. It was described by resident foreign diplomats as the largest and most advanced city in Asia at the time. At its zenith the *Ayutthaya Kingdom* spanned the length of Southeast Asia including Laos, Cambodia, parts of Burma and northern Malaysia.<sup>34</sup> Portugal was the first country to trade with *Ayutthaya Kingdom*, followed by France, England, Holland, China and Japan. The main export products were elephant ivory, horn of rhinoceros, wood, honey and rubber. During 417 years, *Ayutthaya* was ruled by 33 Kings; there had been a continuous war with Burma for 300 years; *Ayutthaya* was defeated in 1569 and became a vassal state of Burma for 15 years. The end of *Ayutthaya Kingdom* was the result of the domestic conflicts which lead to the second defeat to Burma on 7 April 1767, after it was surrounded by Burmese armies for 14 months. *Ayutthaya* was completely burnt down and destroyed, especially the temples and the palace. Gold, precious metals, valuables were removed and the whole city was sacked and the people fled to set up new capital further south.

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<sup>34</sup> <http://www.1stophailand.com/history/>



**Table 9:** Ayutthaya Destruction in 1767



Source: Photos taken during the author's field survey November 2007 - March 2008.

After taking over *Ayutthaya* for only 9 months, the Burmese could not consolidate their hold and were expelled by force led by the self-proclaimed King Taksin on December 1767. *Ayutthaya* was badly damaged and could not be restored. King Taksin decided to move capital city from *Ayutthaya* to *Thonburi* for several reasons, *Thonburi* location was suitable for domestic and foreign trade; the soil fertility was suitable for agriculture. *Thonburi* was a front line city which could easily control the flow of ships in and out of the country. Moreover, there were two forts on both sides of Chao Phaya River to protect the city from invasion by ships. In case of strong enemy attack, people could take refuge to other cities by ships. King Taksin expanded his kingdom to the north and the east. During the wars against Burma there were disputes among ministers. Finally, after 15 years, *Thonburi* became weak and Chakri dynasty ascended the throne on 6 April 1782; that marked the end of *Thonburi* era.

After ascending the throne, King Rama I moved the capital from the west bank to the east bank of Chao Phaya River. The new capital was completed in the year 1785 and came to be known internationally as “Bangkok”; and widely abbreviated by all Thais as “Krung Thep” which means “City of Angels”. This marks the starting point of Chakri dynasty which continues to this day. The *Rattanakosin Era* could be divided into 3 periods as follows:

- (1) *Early Rattanakosin Era* (1782-1851): The reigns of King Rama I to King Rama III, were considered as the period of building the nation, constructing the new capital city and securing stability. The emphasis was on cultural development to recover and regain the prosperous status of *Ayutthaya era*.
- (2) *Rattanakosin Reform Era* (1851-1932): During King Rama IV to King Rama VII, the country was more open to accept western civilization; there were many reforms especially in political, social, educational, cultural and economic fields. Slavery was abolished without bloodshed. Thailand is one of the only Asian countries never to have been colonized and this is proudly attributed to King Mongkut (Rama IV) and his son King Chulalongkorn (Rama V), who was credited with modernizing Thailand towards the end of the 19<sup>th</sup> century.

(3) *Rattanakosin to Present Era* (1932-Present): On 10 December 1932, King Rama VII approved the change of constitution from Absolute Monarchy to Constitutional Monarchy. This marks the starting point of democratic form of government in Thailand; the government focuses on economic development both agricultural and industrial sectors with special emphasis on international relations. The present King Rama IX of Chakri dynasty is much loved and respected by all Thai people for his contributions to the country.<sup>35</sup>

**Figure 10:** Rattanakosin Era under King Rama IX



Source: Bangkok Photo Gallery

<sup>35</sup> Noppawan Sirivejkul. *Division of Historical Periods*. pp 46-104

## 4 Lanna Kingdom Development 1296 - 1939

Lanna means “Land of a million rice fields”; Lanna is completely different from other provinces of Thailand in cuisine, culture and custom. It is generally acknowledged, throughout Thailand, that the northern women are the most beautiful, friendliest and politest in the country. The charm and gentleness of the northerners seldom fail to impress even the foreign visitors. The rich cultures and history owe much to the influence of Burma and, to a certain extent Laos. Still found in northern temples is the script of Lanna, which is probably the original Thai script and thought to be based on Mon. A similar script is still in use today by the Shan people in Myanmar.

### 4.1 Historical Development of Lanna Kingdom

The first settlers from southern China included minority groups of Mon, Khmer and Chinese, called themselves “Tai” meaning “free”, formed the first city states in the northern region of present day Thailand. In ancient times, communities were set up along the major rivers; being isolated settlements, they were forced to be self-sufficient and independent.

Phaya Mengrai, the ruler of Lao Dynasty, was the son of Phaya Meng of Ngoen Yang and Nang Thep Kham Khayai, who was the daughter of the Tai Leu ruler of Chiang Rung (southern China). He ascended the throne of Ngoen Yang in 1259 and determined to reunite the divided small kingdoms and prevent further suffering from constant fighting along the border. He successfully brought all small kingdoms in the Kok River basin under his power and declared it as Yonok Kingdom. From there he extended his power to the west and to the south; and decided to move the capital from Ngoen Yang Chiang Saen and established the city of Chiangrai in 1262. Six years later he captured Chiang Khong. In 1272 he moved the capital to Fang to seek a place more suited for the expansion of his kingdom. His next move was to capture Mon prosperous cities of Nakhon Haripunchai (Lamphun) and Nakhon Khe Lang (Lampang). Phaya Mengrai mobilized his forces and conquered Haripunchai in 1283. He resided there for three years and found out that the city was too small and little opportunity for territorial expansion; it was an ancient, prosperous city with many temples and would serve better as religious center. He moved the capital to a new site which became known as Wiang Kum Kam (**Figure 11**). The location decision was greatly influenced by the location of Haripunchai and was selected for convenience of transportation and trade. Traditionally, the Lao Dynasty preferred to establish their cities in the low foothills at the base of mountains. The religious architecture was also copied from Mon Haripunchai in the construction of temples such as Wat Chedi Liam (temple with square shape pagoda) (**Figure 12**). Phaya Mengrai resided at Wiang Kum Kam for five years; this site was a low land and flooded during rainy season, causing hardship and difficulty, it was not a suitable location to be the new capital of Lanna Kingdom. Phaya Mengrai began to search for a better location for the capital of the Lanna Kingdom.<sup>36</sup>

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<sup>36</sup> <http://www.yupparaj.ac.th/webpage/computer/student/topic10/cmeng02.html>

**Figure 11:** Wiang Kum Kam



**Figure 12:** Wat Chedi Liam



Source: Photos taken during the author's field survey November 2007 - March 2008.

## 4.2 The Establishment of the New Lanna Capital

According to Lamchul Houbcharoen<sup>37</sup> Chiangmai as Lanna capital city development may be classified into two periods under two dynasties. The first period covers 262 years under Mengrai dynasty with 17 rulers; the second period covers 158 years under Kawila dynasty with 9 rulers. During these 420 years under 26 rulers, various ethnic groups, including hilltribes from mountains of neighboring countries, joined together and called themselves “Khon Muang” (local people of Lanna). The stronger ethnic groups preserved their traditions while the weaker ones followed. Through the unbroken succession of generations, all groups blended and lived together in peaceful harmony; the new arrivals with fresh cultural influences adding to the long history and culture of Chiangmai city as Lanna capital. They began to use the same dialect known as “Kam Muang” (Lanna dialect) and continued until the present day (**Table 16**).

In 1296, Phaya Mengrai (**Figure 13**) discovered the most suitable area for the new capital city at the base of Suthep Mountain. He invited his two sworn allies, Phaya Ngam Muang of Phayao and Phaya Ramkhamhaeng of Sukhothai to visit the site. The three kings<sup>38</sup> (**Figure 14**) agreed that the fertile plains between Suthep Mountain and Ping River would be the best location for the new capital city of Lanna Kingdom. These three kings took vows not to be suspicious of each other; the trust and friendship among the three kings enable them to expand the territory with unity and stability. King Mengrai began the construction by building a rectangular shaped wall measuring 900 wah<sup>39</sup> (1.8 km) wide and 1,000 wah long (2.0 km). A moat was dug around the wall; a palace and a market were set up within the city. Each side of the four walls has a gate measuring 4 wah (8 meter). Changphuak Gate is located at the northern wall; the Guardian Spirit is known as Khandharakkhito. Chiangmai Gate is located at the southern wall; the Guardian Spirit is known as Cheyyaphummo. Thapae Gate is located at the eastern wall; the Guardian Spirit is known as Surakkhito. Suandok Gate is the western gate with Surachato as the Guardian Spirit. Later on, in addition to the four original gates, Suanprung Gate was constructed for taking corpses from the city to the cremation ground at

<sup>37</sup> Lamchul Houbcharoen. *Legends of Lanna*. The Knowledge Center. March 2007. pp 70-216.

<sup>38</sup> <http://www.yupparaj.ac.th/webpage/computer/student/topic10/cmeng01.html>

<sup>39</sup> Thai Distance Measurement: 1 wah = 2 meter

**Table 16: Lanna Development Classified by Rulers under Two Dynasties**

Rulers/Kings	Ruling Periods	Important Social Developments
<b>Mengrai Dynasty</b>	<b>1296-1558</b>	Kingdom Expansion; Cultural Blending.
1. Phaya Mengrai	1296-1317	State security; Chiangmai city establishment; Craftsmanship promotion; Compilation of law;
2. Phaya Chai Songkhram	1317	Moving administration center to Chiangrai
3. Phaya Saen Phu	1317-1327	Moving administration center to Chiang Saen
4. Phaya Kham Fu	1327-1344	Phayao integration as part of Lanna Kingdom
5. Phaya Pha Yu	1345-1367	Moving administration center to Chiangmai; Support, spread and develop Buddhism; Laying foundation for social development.
6. Phaya Keu Na	1367-1388	Early stage of golden age; peaceful state; religion, agriculture were highly developed;
7. Phaya Saen Muang Ma	1388-1411	Non-revenge culture; unity creation;
8. Phaya Sam Fang Kaen	1411-1442	Kingdom extension northward; strategic warfare; Haw culture absorption;
9. Phaya Tilokaraj	1442-1487	Peak of golden age; kingdom expansion; Nan, Phrae, Tai Yai and Chiang Rung cultures assimilation; Tripitaka review;
10. Phaya Yot Chiangrai	1487-1495	No contribution
11. Phaya Kaeo	1495-1525	Lanna literature; Pali textbooks;
12. Phaya Ket Chesatharaj	1526-1538	Entered the age of decline; internal conflicts;
13. Chao Sai Kham	1538-1543	King without virtue; no contribution;
14. Phra Muang Ket Klao	1543-1545	King for second time; no contribution;
15. Phra Nang Chiraprapa	1545	Temporary ruler; no contribution;
16. Phra Chai Chesatha	1546-1547	Taking Emerald Buddha, treasures, texts, monks, scholars to Luang Prabang (Laos);
17. Phra Mekuthi	1551-1558	Weak ruler; trying to change local culture and traditions; heavy taxes imposed; vassal state of Burma;
<b>Kawila Dynasty</b>	<b>1781-1939</b>	Restoration and Public Administration Reforms.
1. Phra Chao Kawila	1781-1813	Repopulation with mixed races; Lanna Kingdom expansion in all directions; blending of cultures, customs and traditions.
2. Phaya Thammalangka	1813-1821	Restoration of temples, walls and moat.
3. Phaya Kham Fan	1821-1825	Little contribution.
4. Phaya Phutthawong	1825-1846	Chiangmai repopulation; increase in domestic and international trade; suppression Vientiane rebellion; capture hilltribes and integrate them into Chiangmai population.
5. Phaya Mahawong	1846-1854	Control over Chiangmai, Lamphun, Lampang.

Rulers/Kings	Ruling Periods	Important Social Developments
6. Chao Kawilorot Suriyawong	1856-1870	Religious development; dissemination of Christianity especially Protestant in Lanna;
7. Chao Inthravichayanon	1870-1897	Weak ruler; British logging industry involved many lawsuits against local officials;
8. Chao Inthawarorot Suriyawong	1901-1909	Peaceful era; development of arts, music, drama, zoo, religion, electrification and new educational system by American missionary.
9. Chao Kao Naowarat	1909-1939	Bridge construction across Ping River; Warorot Market establishment; religious development.

Source: Lamchul Houbcharoen. *Legends of Lanna*. The Knowledge Center. March 2007.

**Figure 13:** Phaya Mengrai Monument

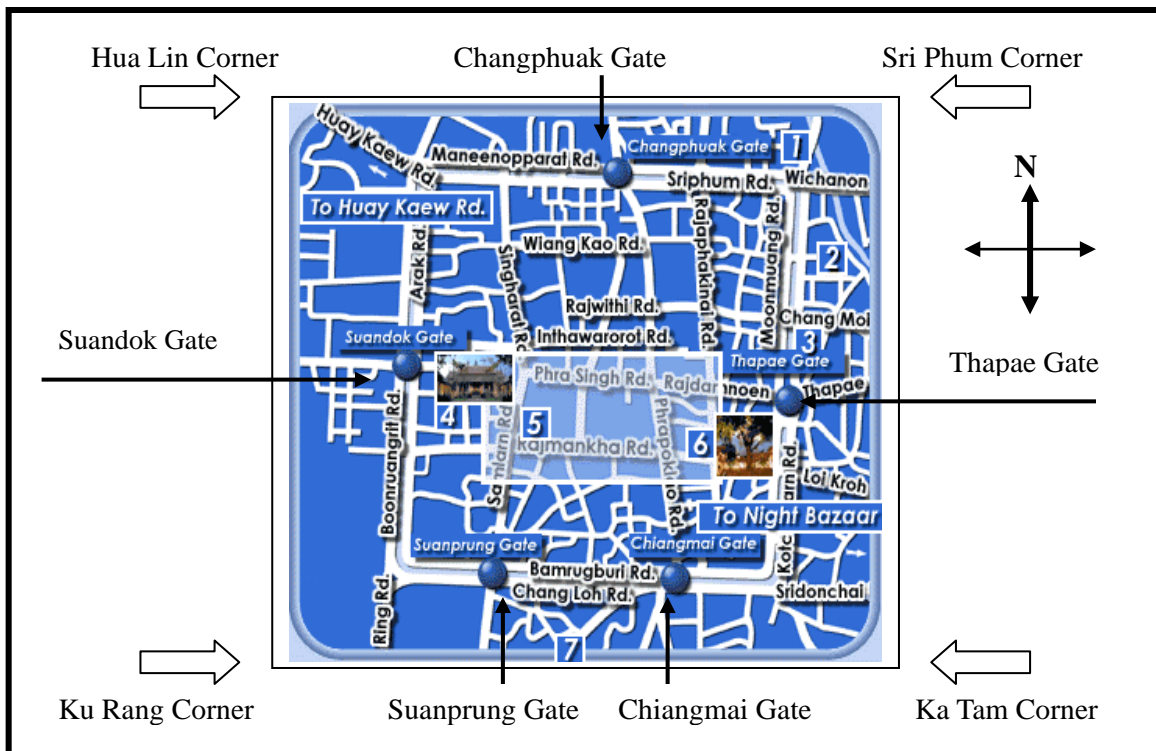


**Figure 14:** The Three Kings Monument



Source: [http://www.1stopchiangmai.com/about\\_cm/history](http://www.1stopchiangmai.com/about_cm/history)

**Figure 15:** Chiangmai Map with Five Gates



Source: <http://www.chiangmai-online.com/map/oldcity.html#map>

Hai Ya. The northwestern corner is known as Hua Lin which means the point where water originates. The northeastern corner of the city is known as Sri Phum Corner which means honor of the city. Ku Rang Corner (pronounced as Ku Huang in local dialect) is located at the southwestern corner which means the relics of Muen Huang are stored. The southeastern corner is a low land area where water forms a pond with fish; it is known as Ka Tam Corner which means equipment for catching fish. When the construction of the city was completed, the three kings named the new city “Nophaburi Sri Nakhon Ping Chiangmai”. Nowadays, the walls of the city have long been demolished and all that remains are the gates and the four corners or bastions.

Phaya Mengrai, the first king of Lanna, ruled over Chiangmai until he reached the age of eighty. He was a great ruler and warrior; he compiled a book of laws known as “Mengraisart” based on Haripunchai Mon’s code of ethics. He promoted craftsmanship especially silversmith, goldsmith, blacksmith and metal founder. He established markets for trading both in Wiang Kum Kam and Chiangmai. The artisans, goldsmiths and metal workers, from Mon Hongsawadi and Tai Yai of Muang Angwa followed Phaya Mengrai’s wife to Chiangmai. Mixing and blending of these different culture origins, the artistic culture of Lanna first began to find its own identity.

After 21 years of his ruling, one day while Phaya Mengrai was walking in the market he was struck by a thunderbolt and passed away at the age of eighty. His son, Phaya Chai Songkhram constructed a pagoda (chedi) at the death location of his father. A monument was later built at Klang Wiang Intersection (center of the four walls of Chiangmai city) as a memorial<sup>40</sup> (**Figure 13**). Phaya Chai Songkhram, the second king of Lanna, ascended the throne in the year 1317 for four months and moved to reside in Chiangrai. He handed the throne over to his son Phaya Saen Phu, the third king of Lanna, but during 1319-1324 Chao Khun Khrua (Phaya Mengrai’s son) took over the throne by force and without official coronation. Phaya Chai Songkhram suppressed Chao Khun Khrua and appointed Phaya Saen Phu to ascend the throne for the second time. After the death of Phaya Chai Songkhram, Phaya Saen Phu ascended the throne in Chiangrai and his son Phaya Kham Fu, the fourth king of Lanna, was sent to rule Chiangmai during 1327-1344. After Phaya Kham Fu’s death, his son Phaya Pha Yu, the fifth king of Lanna, ascended the throne. He moved the administration center back from Chiang Saen to Chiangmai; Buddhism was supported, spread and developed; many important temples were constructed; foundations for social development were laid down<sup>41</sup>. After the death of Phaya Pha Yu, his son Phaya Keu Na ascended the throne as the sixth king of Lanna. This was the early stage of golden age and prosperity. Religion and agriculture were highly developed; peaceful environment existed all over Lanna Kingdom. After the death of Phaya Keu Na, his son Phaya Saen Muang Ma, the seventh king of Lanna, ascended the throne, he mobilized Lanna forces to attack Sukhothai, but was defeated by Ayutthaya military and almost lost his life. After that he decided not to enter into any war and

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<sup>40</sup> <http://www.yupparaj.ac.th/webpage/computer/student/topic10/cmeng03.html>

<sup>41</sup> <http://www.yupparaj.ac.th/webpage/computer/student/topic10/cmeng04.html>

emphasized religious development. He started a new culture of non-revenge, his uncle and ministers, mobilizing forces against him, were not executed as normal practice. It created unity among the Lanna people.

Phaya Sam Fang Kaen, the son of Phaya Saen Muang Ma, ascended the throne as the eighth king of Lanna. He adopted strategic warfare to fight against Chinese Haw. The kingdom was expanded northward to Xi Shuang Banna territory and Muang Yong was established as a buffer state to protect enemy attacking from the north. Lanna Kingdom reached its peak during the reign of Phaya Tilokaraj, son of Phaya Sam Fang Kaen and the ninth king of Lanna. He expanded Lanna Kingdom in all directions, to the east he conquered Muang Nan, Muang Phrae, to the west he extended the territory to Shan state of Burma, to the north he captured Chiang Rung. Lanna Kingdom assimilated various cultures from those captured communities. Buddhism also reached its peak, many temples were constructed and Buddhist Council was established to review the Tripitaka<sup>42</sup>.

After the death of Phaya Tilokaraj, his nephew, Phaya Yot Chiang Rai ascended the throne as the tenth king of Lanna for eight years without any contribution. Finally he was forced to step down and handed over the throne to his son, Phaya Kaeo the eleventh king of Lanna. The main contributions of Phaya Kaeo were the dissemination of Lanna literature and the composition Palitexts of Buddhist Khamphi (Bible) which is still in use for teaching Pali. Phaya Kaeo had on children to succeed him upon his death, Phaya Ket Chesatharaj was invited to ascend the throne as the twelfth king of Lanna. Lanna Kingdom entered the age of decline; Phaya Ket Chesatharaj could not gain support from all ministers. Moreover, there were conflicts among ministers. Finally he was expelled from Chiangmai to rule over a small city. His son, Chao Sai Kham, a ruler without virtue, ascended the throne as the thirteenth king of Lanna. He created nothing but problem, trouble and suffering to the people. After five years he was executed and Phaya Ket Chesatharaj was invited to ascend the throne for the second time as Phra Muang Ket Klao the fourteenth king of Lanna. After two years he was executed for his insanity. There were riots in Chiangmai, conflicts among ministers, finally Phra Nang Chiraprapa, daughter of Phra Muang Ket Klao, was invited to ascend the throne temporary until the arrival of Phra Muang Ket Klao's nephew. Phra Nang Chiraprapa was crowned the fifteenth king of Lanna for one year. At the arrival of Phra Chai Chesatha, from Luang Prabang (Laos) of Lan Xang Kingdom, she handed the throne over to him and he became the sixteenth king of Lanna. Phra Chai Chesatha ruled Lanna for only two years, upon the death of his father, he had to return to Luang Prabang to suppress the uprising in the city, terminate the civil war between Luang Prabang and Vientiane and he never came back to Lanna. However, he took with him many Buddha images, including Emerald Buddha, religious texts, treasures, monks and scholars.

Chiangmai was deserted and left without ruler for four years. The ministers who were loyal to the Mengrai Dynasty searched for the descendant of Phaya Mengrai to rule

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<sup>42</sup> <http://www.yupparaj.ac.th/webpage/computer/student/topic10/cmeng05.html>



Chiangmai. Phra Mekuthi from Muang Nai was invited and crowned the seventeenth king of Lanna. He tried to change the local culture and traditions which affected the feeling of Lanna people. Moreover, he imposed heavy taxes and could not control his officials. Lanna deteriorated to the extent that Phra Chao Burengnong of Burma could capture Chiangmai within three days in the year 1558. That marked the end of the last king of Mengrai Dynasty; the whole Lanna Kingdom, including small vassal states, was under Burmese ruling for 216 years (1558-1774). During this long period, Burmese culture, custom and traditions were assimilated. Lanna people tried many unsuccessful rebellions. Finally, Burma relocated the administration center of Lanna from Chiangmai to Chiang Saen for easier control. In 1763, Burma recaptured Chiangmai and relocated almost all Chiangmai people to Muang Angwa in Burma and Chiangmai became a deserted city.<sup>43</sup>

During the period that Chiangmai was under Burmese ruling, Lampang ruler passed away without appointment of successor, Lamphun took advantage of the opportunity by sending military to attack Lampang. Chao Thipchang led a group of volunteers to fight and defeated Lamphun forces, and he was appointed Phaya Su Lawa Leuchai the new ruler of Lampang. After his death, his son Chao Chai Kaeo ascended the throne. This new ruler had seven sons (Chao Jet Ton) and three daughters, these seven sons played a vital role to liberate Chiangmai from Burmese ruling and started a new dynasty of Chiangmai. The oldest son, Chao Kawila was defeated by Burmese forces; he turned to Siam (old name of Thailand) for support. Burmese used Lanna as base for sources of supplies to attack Ayutthaya; after King Taksin relocated people and established Thonburi, he supported Chao Kawila and drove Burmese out of Lanna to establish Chiangmai as buffer state protecting further Burmese attack on Thonburi. Chiangmai was provided ammunitions and military support whenever it was under attack. In 1774, Thai forces under the command of Chao Kawila successfully drove the Burmese out of Chiangmai; since then Chiangmai became a dominion state of Siam. Chao Kawila was appointed Phaya Kawila and sent to rule over Lampang. In 1782 when King Rama I (Chakri Dynasty) ascended the throne of Rattanakosin with Bangkok as the new capital city, he appointed Phaya Kawila as the first ruler of Chiangmai under the new Kawila dynasty.

Phaya Kawila expanded Lanna in all directions and brought mixed races to repopulate Chiangmai; craftsmen were settled in different parts of Chiangmai, such as Tai Khoen settled down in Wuolai road which became well-known for its lacquerware and silverware (**Figure 16**). The mixed races included Tai Yai, Tai Leu, Tai Khoen and Tai Yong from Xi Shuang Banna and also Kha and Burmese. The races and cultures mixed over time, and they call themselves “Khon Muang” (local people of Lanna) and speak “Kam Muang” (Lanna dialect). Over two hundred years of blending of cultures, customs and traditions; nowadays several religious buildings show Burmese artistic influence (**Figure 17**); the custom of tattooing practiced among men and ear piercing among women; ordaining as a novice rather than a monk.

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<sup>43</sup> <http://www.yupparaj.ac.th/webpage/computer/student/topic10/cmeng06.html>

**Figure 16:** Wuolai Community Producing Silverware



Source: Photos taken during the author's field survey November 2007 - March 2008.

**Figure 17:** Wat Ku Tao and the Temple Name Written in Lanna Language



Source: Photos taken during the author's field survey November 2007 - March 2008.

Phaya Kawila restored and brought back Chiangmai prosperity. Moreover, rulers of smaller cities such as Lampang, Lamphun were related to Kawila dynasty, Lanna stability was strengthened. However, Lanna had to pay tribute and taxes to Siam regularly; Chiangmai, Phrae, Nan, Lampang and Lamphun had to pay in term of teakwood; in case of war in Bangkok, Lanna was required to provide military support. Phaya Kawila ruled Chiangmai for 31 years, after the death of Phaya Kawila in 1813; his younger brother Phaya Thammalangka ascended the throne as the second king of Lanna. He ruled Chiangmai for 8 years with little contributions on restoration of temples, Chiangmai walls and moat. He died in 1821, his younger brother Phaya Kham Fan ascended the throne, as the third king of Lanna, at the age of 67, ruled for only three years and died at the age of 69. Due to his old age and poor health he did not contribute much to Chiangmai. Out of his 20 sons and 24 daughters, none of them could become his successor. Phaya Kawila's nephew, Phaya Phutthawong, ascended the throne as the fourth king of Chiangmai. He played important role in repopulation of Chiangmai; suppression of Vientiane rebellion; capture of hilltribes and integration into

Chiangmai population. He ruled Chiangmai for 22 years and died at the age of 90. During his reign it was a peaceful period because Burma was engaged in the battle with the British, therefore, both domestic and international trade prospered. Phaya Mahawong, Phaya Thammalangka's son, ascended the throne as the fifth king of Chiangmai; he was entrusted by Chakri dynasty in Bangkok to rule over Lamphun and Lampang. He was the ruler for a little over 7 years and died at the age of 98; he had 10 sons and 9 daughters, but none of them ascended the throne. Chao Kawilorot Suriyawong, Phra Chao Kawila's son, ascended the throne as the sixth king and ruled Chiangmai for 14 years; he died at the age of 71. He improved many temples in Chiangmai including Doi Suthep Temple. During his reign Christianity started to disseminate in Lanna kingdom especially Protestant. Chao Inthravichayanon, Chao Kawilorot Suriyawong's son, ascended the throne as the seventh king of Chiangmai; he was a weak ruler and could not manage the public administration. His daughter Chao Dara Rasami became a consort of King Rama V (King Chulalongkorn) in Bangkok. During his reign, logging industry grew rapidly which led to many problems about regulations, concessions and taxes. The British government brought many complaints and lawsuits against Lanna rulers and officials. Bangkok government felt obliged to impose a more centralized administration. In order to establish national unity, after the death of Chao Inthravichayanon in 1897, the city states of Chiangmai, Lamphun, Lampang, Phrae, Nan, Thoen, Chiangrai and Mae Hong Son were grouped into an administrative unit called "Monthon Phayap" and later on became part of the central administration<sup>44</sup>. Chao Inthravichayanon was considered the last king of Chiangmai or Lanna; after that there were only two more rulers of Kawila dynasty. The central government in Bangkok sent officials to take over the entire administration of Chiangmai and other provinces. Local rulers received monthly stipend until their death. Upon their death there was no replacement. This procedure was a gradual end of the rule by local lords system. Under the new administrative system, no tribute would be made to Bangkok. Lanna schoolchildren were required to learn central Thai dialect to establish a feeling of nationalism through educational reform. There were internal disputes between local people, officials and central government officials; Chiangmai had no ruler for three years, in 1901 Chao Inthawarorot Suriyawong, Chao Inthravichayanon's son, was appointed the eighth ruler of Chiangmai under the influence of Chao Dara Rasami in Bangkok<sup>45</sup>. During his eight years ruling, it was a peaceful period under central administration in Bangkok. Arts, music, drama, zoo, religion, electrification and new American missionary educational system were developed. Chao Inthawarorot Suriyawong died in 1909 at the age of 51. His brother Chao Kaeo Naowarat, Chao Inthravichayanon's son, was appointed by King Rama VI as the ninth ruler which was the last ruler of Chiangmai under Kawila dynasty. He constructed Naowarat Bridge across Ping River, established Warorot Market and improved many temples. During his ruling, the construction of railway led to rapid economic growth of Chiangmai. After 30 years of ruling, he died in the year 1939 at the age of 77 and Chiangmai became another province of Thailand until the present day.<sup>46</sup>

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<sup>44</sup> <http://www.yupparaj.ac.th/webpage/computer/student/topic10/cmeng07.html>

<sup>45</sup> Lamchul Houbcharoen. *Legend of Lanna*. The Knowledge Center. March 2007. pp 217-322.

<sup>46</sup> <http://www.yupparaj.ac.th/webpage/computer/student/topic10/cmeng08.html>

## 6 Concluding Remarks

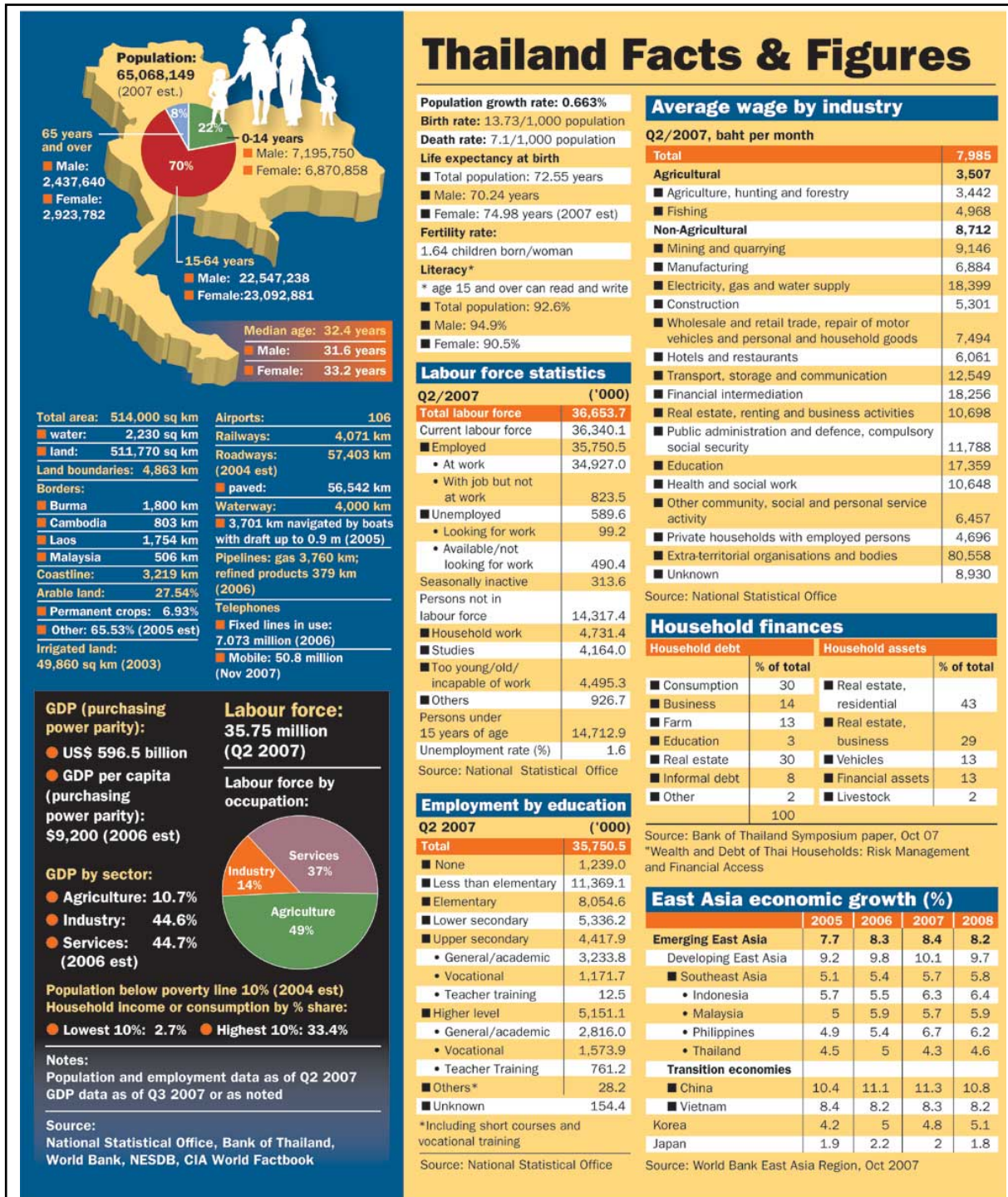
Chiangmai was established in the year 1296, through many periods of prosperity and hardship this ancient city is now 712 years old. Chiangmai is no longer an independent kingdom; it has become one of the most important provinces of Thailand, endowed with natural resources, beautiful scenery and attractive culture. The city has become a center of tourism as well as a center of regional importance in education, agriculture, industry, handicraft, communication, commerce and services. Chiangmai is famous for traditional handicrafts. Each locality has its own particular craft product, such as silk weaving, celadon, wood carving, silverware engraving, umbrella making, artificial flower making, lacquer ware and hilltribes products.

According to the new Thai Constitution, local governments will be allocated more power and budget; from education, morality and vision points of view, some local governments are not ready for such decentralization. Chiangmai city is urbanized with various economic activities, but rural areas are lack behind. Poor people from rural areas and other provinces migrate to Chiangmai for employment. Moreover, due to government policy, hilltribes are forced to move down and live in the lowland areas. The number of urban poor is increasing in Chiangmai city. At provincial level there are not enough coordination and cooperation among government offices as well as among private sector organizations. Chiangmai needs effective capacity buildings, land reforms, urban housing for poor people. Opportunities for education of all levels must be provided for the poor and disadvantage. Tourism industry is one of the highest income generating activities to Chiangmai, Lanna culture and tradition play vital role behind the tourism development. Rural-Urban communication networks should be improved to reduce the gap between rural and urban. Local resources should be fully utilized to create more value added to local products and services. Besides formal education, local culture, tradition and wisdom should be implanted to young generation to create sense of belonging and make them feel as part of Lanna Thai. The future of Lanna culture and Chiangmai development are in their hands.

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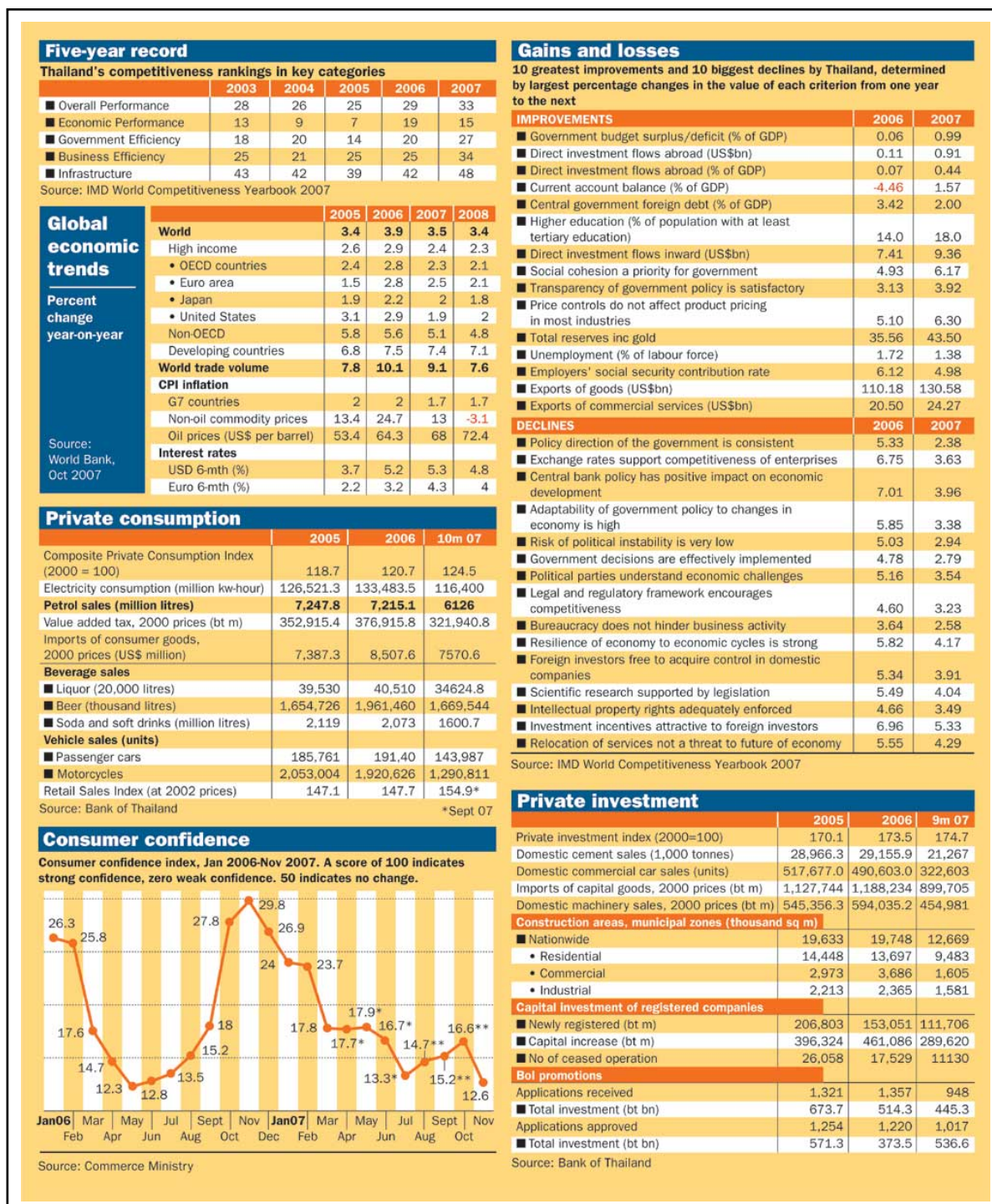
## **Appendices**

## Appendix 1: Thailand Facts & Figures



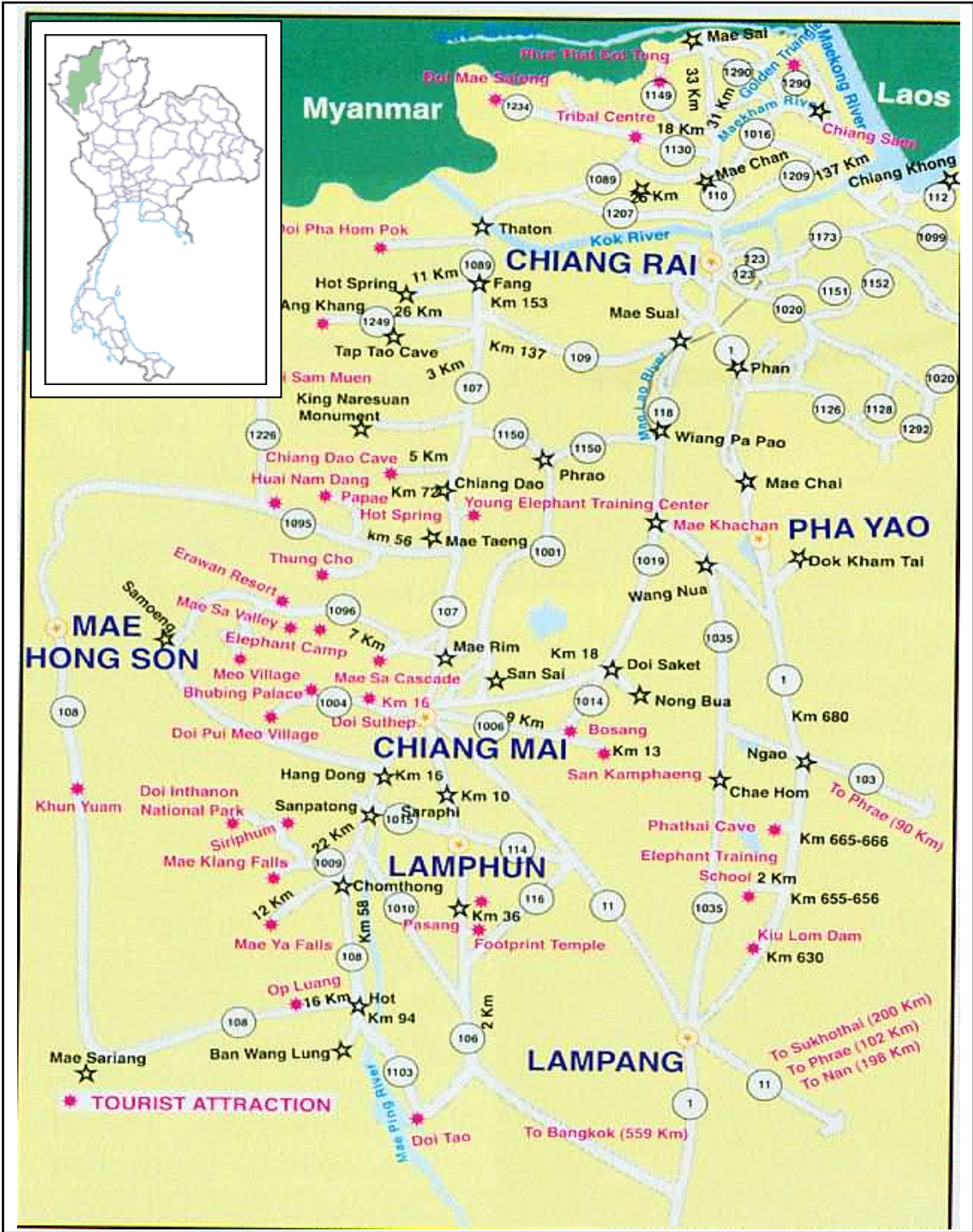
Source: <http://www.bangkokpost.com/economicyearend2007/factsandfigures.html>

## Appendix 2: Thailand Facts & Figures



Source: <http://www.bangkokpost.com/economicyearend2007/factsandfigures.html>

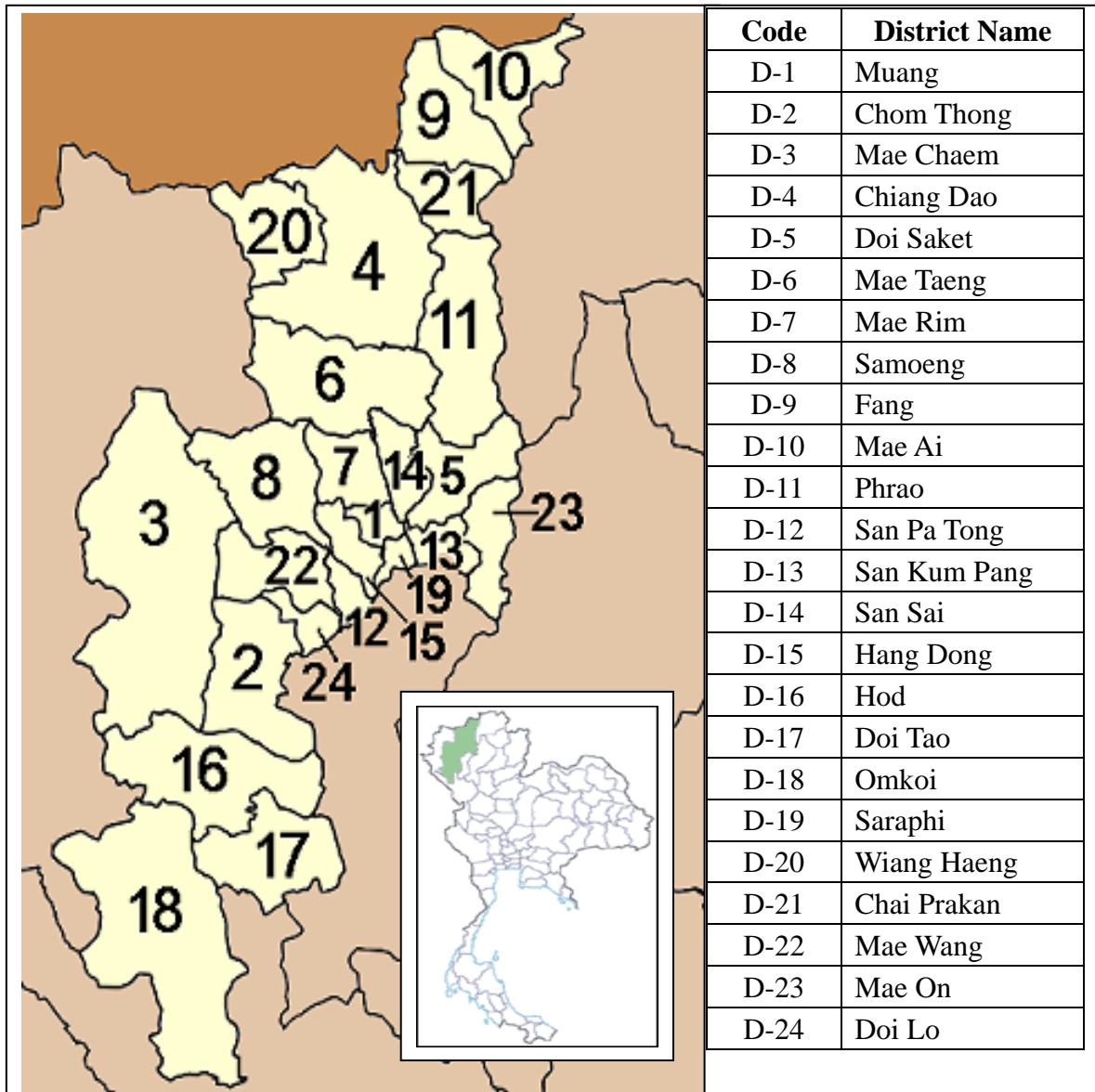
Appendix 3: Chiangmai Location and Map



Source: <http://www.chiangmai.go.th>



Appendix 4: Chiangmai Classified by District Code (2008)



Source: [http://upload.wikimedia.org/wikipedia/commons/3/31/Amphoe\\_Chiang\\_Mai.png](http://upload.wikimedia.org/wikipedia/commons/3/31/Amphoe_Chiang_Mai.png)

**Appendix 5: Chiangmai Classified by Districts (2006)**

District Code	Land Area Km <sup>2</sup>	Distance From City Km	Number of		Population		
			Tambon (Sub-district)	Village	Male	Female	TOTAL
D-1	152.359	8	16	78	114,226	128,839	243,065
D-2	712.297	58	6	102	32,587	32,976	65,563
D-3	3,361.151	156	10	125	34,321	32,734	67,055
D-4	1,882.082	68	7	83	44,500	42,571	87,071
D-5	671.276	18	14	112	31,528	33,319	64,847
D-6	1,362.784	40	13	120	37,792	37,992	75,784
D-7	443.634	8	11	93	41,501	42,215	83,716
D-8	898.022	54	5	45	11,946	11,355	23,301
D-9	888.164	154	8	119	61,673	59,701	121,374
D-10	736.701	174	7	93	39,500	37,990	77,490
D-11	1,148.186	103	11	109	25,826	26,018	51,844
D-12	178.188	22	11	120	36,767	39,845	76,612
D-13	197.833	13	10	100	35,672	38,816	74,488
D-14	285.019	12	12	125	51,147	57,205	108,352
D-15	277.136	15	11	109	35,513	38,025	73,538
D-16	1,430.383	88	6	61	21,687	22,156	43,843
D-17	803.918	121	6	43	13,717	13,469	27,186
D-18	2,093.831	179	6	95	30,419	30,318	60,737
D-19	97.457	10	12	106	35,851	39,345	75,196
D-20	672.172	150	3	23	15,208	14,071	29,279
D-21	510.851	131	4	44	24,241	23,685	47,926
D-22	601.218	35	5	58	15,304	15,555	30,859
D-23	442.263	29	6	49	11,028	10,698	21,726
D-24	260.132	42	4	54	13,575	13,871	27,446
<b>TOTAL</b>	<b>20,107.057</b>		<b>204</b>	<b>2,066</b>	<b>815,529</b>	<b>842,769</b>	<b>1,658,298</b>

Source: [http://www.dopa.go.th/padmic/jungwad76/chiang\\_mai.htm](http://www.dopa.go.th/padmic/jungwad76/chiang_mai.htm)

## Appendix 6: Research Sites' Brief Information and Contact Persons

(Field Surveys Conducted during November 2007 – March 2008)

### **Site 1: Chak Kham Kanathorn School.**

426 Charoenraj Road, Tambon Nai Muang,  
Muang District, Lamphun Province 51000

Tel: 053-511 -011

Director: Mr. Amnuay Uttarapayorm

Contact Person: Lecturer Mr. Sakorn Intanon

Tel: 08-1884-7881; 08-6728-5742; 053-511-011 Ext.117; Fax 053-511-822

ร.ร. จักรคำคณาทร

426 ถนนเจริญราษฎร์ ต. ในเมือง

อ. เมือง จ. ลำพูน 51000

ผอ. อำนวย อุตตระพยอม

อ. สกศ อินทนนท์

- Established in 1941.
- Located in the city of Lamphun.
- One of the best school in northern region.
- 3,278 students; 2,209 male; 1069 female; 147 teaching staffs.
- IT; CAI; E-Learning; Lesson on line; Exam on line;
- Foreign teachers for English language teaching.
- 2 Japanese teachers for Japanese language teaching, having 44 students.

### **Site 2: Wat Nong Lom Primary School.**

Baan Nong Lom, Tambon Sribuaban,  
Muang District, Lamphun Province.

Director: Mr. Suvat Yanado ; Tel: 053-553-745

Contact Person: Ms Orapin Laysak: 08-9759-7439

ร.ร. วัดหนองหล่ม

บ้านหนองหล่ม ต. ศรีบัวบาน

อ. เมือง จ. ลำพูน

ผอ. สุวัฒน์ ญาณะโด

อ. อรพิน เลศักดิ์

- Located in rural and poor area.
- 109 students; out of which 60 are hill tribe students; 7 teachers.
- Hill tribe students stay with the Baptist Church 1 km away. (Mr. Richard)
- Developed “Practical Local Curriculum” 10 years ago.
- Successful villagers act as community teachers.
- Participation of Home-Temple-School is the key to success.
- Forest and villagers can live together.
- After high school, about 80% of the students join the workforce and only 20% go for higher study.
- Students learn from the real situations, those who cannot go for higher study still manage to survive in farming career.

### **Site 3: Wat Don Chan School**

225/85 Moo 4, Tambon Thasala.

Muang District, Chiangmai Province

Director: Mr. Boonleay Hinsrisuvan

Contact Person: Ms Patthama Maripunnaphop: 08-1681-5226

ร.ร. วัดดอนจั่น

225/85 หมู่ 4 ต. ท่าศาลา

อ. เมือง จ. เชียงใหม่ 50000

ผอ. ว่าที่ร้อยตรี บุญเลียว หินสุวรรณ

อ. ปัทมา มาริพูนภพ

- Under Basic Education Office (12 years)

- Offer education service from Grade 1 to Grade 9 or lower secondary level.
- There are 520 students, Don Chan Temple provides food and accommodation for 450 students, most of them are from various hill tribes, poor lowland children, orphans.
- 19 teachers, 8 supporting staffs.
- The Abbot has to raise fund to support the poor children.
- The Technical School provides training, job training, short courses, Computer course, Hair cutting, engine repairs.
- Japanese Foundation provides Bakery producing course.
- JICA provides Computers for Non-Formal education.
- The school follows up and report to the Regional Office about the drop out rate, so far 100% continue their study in the upper secondary level at Kavira High School.
- Hill tribe children have good behavior but do not keep themselves clean.

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**Site 4: School for the blind: Northern Region**

Muang District, Chiangmai Province, 50200.

Director: Mr. Pramuan Ploykamonchun Tel: 053-278-009

Contact Person: Ms Sureeluck Napikul Fax: 053-815-137

ร.ร. สอนคนตาบอดภาคเหนือ  
 อ. เมือง จ. เชียงใหม่ (เขื่อง วัดโนทัย)  
 ผอ. ประมวล พลอยกมลชุนท์  
 น.ส. สุรีย์ลักษณ์ ณ พิกุล

- Train blind children to take care of themselves at home.
- Providing educational services for all levels, kindergarten, primary, lower secondary and upper secondary
- Being a boarding school for blind students of any age group.
- Students continue their higher study, tutors will be provided.
- Occupational training is provided (livestock; vegetable, flower, basket production and traditional massage.

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**Site 5: School for the deaf : Anusarn Sunthorn**

6 Soard Suksa Road, Tambon Chang Puek

Muang District, Chiangmai Province, 50300

Director: Ms Pikul Leaysiripong 08-6181-5904

Contact Person: Ms Yaowanit Pantien 053-222-475

Ms. Urai Kuson

ร.ร. โสตศึกษาอนุสารสุนทร  
 6 ถนนโสตศึกษา ต. ช้างเผือก  
 อ. เมือง จ. เชียงใหม่ 50300  
 ผอ. พิกุล เลี้ยวศิริพงษ์  
 คุณ เขาวนิจ ปั้นเทียน

- Providing educational services for all levels, kindergarten, primary, lower and upper secondary.
- Being boarding school as well as daily commuting deaf students.
- 400 students.
- Train deaf children to produce oral sound, if hearing system improved they can speak.
- Providing “Total Communication System”: Auditory Training; Speech Training; Lip Reading; Sign Language; Reading and Writing.  
 (Normal hearing 0-25 decibel; hard of hearing 26-90 decibel; deaf 91 & over decibel)

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**Site 6: Kavira Anukul School for Retarded Children**

2/2 Sannaloon, Tambon Watgate

ร.ร. กาวิละอนุกุล  
 2/2 ถนนสันนาลูน ต. วัดเกต

Muang District, Chiangmai Province 50000

อ. เมือง จ. เชียงใหม่ 50000

Deputy Director: Malinee Wannawong 08-6197-9236 รอง ผอ. มาลินี วรรณวงศ์ 053-244-770

(Studied Japanese in Osaka, then continue at Shigoku Island)

- 400 students
- Educate retarded children according to their mental ability..
- Providing occupational training, handicrafts.

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### **Site 7: Educational Welfare School**

154 Moo 4, Tambon Don Kaew

ร.ร.ศึกษาสงเคราะห์เชียงใหม่

154 หมู่ 4 ต. ดอนแก้ว

Mae Rim District, Chiangmai Province 50180

อ. แม่ริม จ. เชียงใหม่ 50180

Deputy Director: Ms Sangthong Huttirangkul

รอง ผอ. แสงทอง หัตถิราษฎร์

Tel: 053-121-131; 08-1595-0846

Deputy Director for Academic Affairs:

รองวิชาการ สุทธิรักษ์ ปิณฑกานนท์

Mr. Suthirak Pintakanon 08-1784-6897; Fax: 053-121-133

- Disadvantaged children are classified under 2 groups:
  - Physically normal children, but very poor.
  - Handicapped children.
- Providing boarding school for primary, lower and upper secondary levels.
- 978 students, 80% are from various hill tribes.
- This school report directly to Basic Education Office in Bangkok.
- During semester students all stay at the school, during semester break they all go back home.
- After attending school, hill tribe children improve their behavior, but their intellectual, vision are not comparable to the lowland children, however, they are more enthusiastic and prefer staying at the school because of better food and better shelter.
- Parents of hill tribe children would like their kids to study.
- Hill tribe children can tolerate hard work because of their experience at home.

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### **Site 8: Special Education Center Region 8**

353 Moo 5, Tambon Don Kaew

ศูนย์การศึกษาพิเศษ เขตการศึกษา 8

353 หมู่ 5 ต. ดอนแก้ว (สนาม 700 ปี)

Mae Rim District, Chiangmai Province 50180

อ. แม่ริม จ. เชียงใหม่ 50180

Director: Mr. Prayart Songkham 053-112-234-5

ผอ. ประหยัด ทรงคำ

- The Center takes care of abnormal children from birth until school age.
- The Center diagnoses and classifies the abnormal children into different categories, preliminary tests are conducted before sending them to appropriate 124 schools. However, according to the New Constitution, abnormal children have the right to choose to attend special schools or study with normal children in a normal school.
- The Center also provides training for the parents to take care of their children at the Center or train the parents how to take care of their children at home.
- The Center provides regular treatment for abnormal children to improve their health condition.

## **Site 9: Child and Youth Training Center:Region 7**

### **(Juvenile Observation and Protection)**

ศูนย์ฝึกและอบรมเด็กและเยาวชน เขต ๗

158 Moo 3, Chiangmai – Fang Road, Tambon Mae Sa  
Mae Rim District, Chiangmai Province 50180

๑๕๘ หมู่ ๓ ถนนเชียงใหม่-ฝาง ต. แม่สา

อ. แม่ริม จ. เชียงใหม่ ๕๐๑๘๐

Director: Mr. Prechapol Patarakomol

ผอ. นายปรัชชาพล ภัทรโกมล

Tel: 053-297-043.

Contact Person: Kornkanok Uttayotha

นักสังคมสงเคราะห์ 7 นางกรรณก อุทธโยธา

Tel: 053-297-612, 08-6658-5715, Fax: 053-297-612.

- Thailand joined UN in 1924 and accepted the protocol on Child Rights.
- In 1951 the Juvenile Court and Department of Juvenile Observation and Protection were established under the Ministry of Justice.
- The Visions: “To be the leader of youth protection and return good children to the society”
- Child and Youth Training Center: Region 7 treats children according to the 4 minimum requirements of UN: # Food and accommodation # Education # Environment # No violation of human right during transfer.
- The Center covers the area of 19.2 hectares (120 rai) equipped with occupational training areas supported by JICA.
- There are 480 children under observation and protection, 40 girls and 440 boys most cases involved narcotic. Hill tribe children are also included.
- There are another 130 children waiting for the Juvenile Court verdict.

## **Site 10: Wat Sri Suphan**

วัดศรีสุพรรณ

100 Tanon Wuolai, Tambon Haiya  
Muang District, Chiangmai Province 50100

100 ถนนวัวลาย ต. หายยา

อ. เมือง จ. เชียงใหม่ 50100

Tel: 08-6117-0748; 08-1764-1585;

[WWW.watsrisuphan.org](http://WWW.watsrisuphan.org)

- Within the Temple’s compound:
  - one municipal school (offer silver engraving course to small students)
  - Non-Formal Education
  - Continuing Education
  - Life Long Education
  - Provide Short Courses Training: Painting; Metal Engraving; etc.
  - Design and produce metal engraving for hotel hall decoration.
- A Handicraft Group was set up with the following objectives:
  - To preserve, disseminate and develop local Arts and culture, especially silver engraving.
  - To train new generation about ancient knowledge, wisdom and Lanna Arts.
  - To generate additional income to Group’s members.
  - To support Sri Suphan Temple activities: repair Silver Temple; cultural tourism; donation earning.

- A made to order hotel wall decoration cost Baht 150,000 to be completed with in 2 months. One young designer, 4 metal engraving workers, metal sheet provided by the hotel. Each worker can earn about Baht 10,000 per month. Terms of payment: 35% down payment, the remaining 3 installments as the work in progress, 15% of the total amount will be donated to the Temple as parts of rent and utilities cost.
- Group members may produce the products at home and ask the Group Center to sell the products by “consignment”, which the Center charges 15% on sales, 5% go to Temple, 5% to the Center and the remaining 5% for packing material and selling costs.
- Foreigners come for training in silver engraving, massage, meditation and other Lanna Arts.

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### **Site 11: Baan Tawai Handicraft Center**

Hang Dong District, Chiangmai Province 50230

Contact Persons:

Mr. Pitak Toom-in-thorn Lert Silpa

Chairman of Tambon Administrative Organization (TAO)นายก องค์การบริหารส่วนตำบล (อบต)

99 Moo 2, Baan Tawai, Tambon Khun Kong

Hang Dong District, Chiangmai Province 50230

Tel: 08-1885-4832; 053-441-657.

Mr. Vichien Yartchom-in

Village Headman

Baan Tawai, Tambon Khun Kong

Hang Dong District, Chiangmai Province 50230

Tel: 08-1023-6747; 053-441-653.

ศูนย์หัตถกรรมบ้านถวายเป็นหมู่บ้าน OTOP

อ. หางดง จ. เชียงใหม่ 50230

นาย พิทักษ์ ตุ่มอินทรเลิศศิลป์

นายก องค์การบริหารส่วนตำบล (อบต)

99 หมู่ 2 บ้านถวายเป็น ต. ขุนคอง

อ. หางดง จ. เชียงใหม่ 50230

นาย วิเชียร ญาติจอมอิน

ผู้ใหญ่บ้าน

บ้านถวายเป็น ต. ขุนคอง

อ. หางดง จ. เชียงใหม่ 50230

- Baan Tawai is known as OTOP Village producing:
  - Wood carving – Wooden furniture – Basketry – Earthenware – Mango wood – Hand-woven textile – Antique & Arts – Souvenir items – Made to order – Teak wood furniture – Dining set – Decorative items – Old root furniture – Door – Lacquer ware – Rattan Furniture.
- Baan Tawai also provides supporting services such as:
  - Import & export – Customs clearance – Shipping documentations – Sea & air freight forwarders – Transportation – Packing & crating service – Marine insurance – Door to door service – Warehousing – Consolidation.

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### **Site 12: Lanna Wisdom School**

35 Rattanakosin Road, Tambon Wat Gate

Muang District, Chiangmai Province 50000

Contact Person: Ms Yo

Tel: 053-244-231; 08-9835-0743. Fax: 053-306-612

โรงเรียนสืบสานภูมิปัญญาล้านนา

35 ถนน รัตนโกสินทร์ ต. วัดเกต

อ. เมือง จ. เชียงใหม่ (หลัง ร.ร. ปรินส)

คุณ โย

- School gathers experts on various fields of Lanna wisdom to succeed the knowledge.
- School disseminates Lanna wisdom at various educational institutions. Young generations and youth network are expected to preserve Lanna culture.

- School observes holiday every Monday.
- Classes and Training are on Saturday and Sunday 10.00 – 17.00.
- School offers 4 and 8 week courses:
  - Playing various Lanna musical instruments: guitars, flutes, drums.
  - Performing various Lanna dances.
  - Lanna fencing.
  - Lanna songs and folk songs.
  - Lanna dances
  - Lanna language.
  - Lanna painting.
  - Flowerpot making to offer for worship.
  - Wood craving.
  - Lanna lacquer ware.
  - Lanna pottery.
  - Lanna flag and lantern.
  - Toy animals made from bamboo wood.
  - Handloom textile.
  - Silver engraving.
  - Apprenticeship and craftsmanship training

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### **Site 13: Ceramic by Meng Rai Kiln**

Production site: Sankumpang District

Sale Office: Near Buag Haad City Park

79/2 Arak Road, Tambon Phrasingh, Muang District, ๗๙/๒ ถนนอาร์กษั ต.พระสิงห์ อ.เมือง Chiangmai Province 50200

Tel: 053-272-063; 053-814-080; Fax: 053-815-017; 053-278-676

Managing Director: Ms. Srisurang Srisukri, E-mail: [srisu@mengraikilns.com](mailto:srisu@mengraikilns.com) (คุณ ต้อย)

Assistant Production Manager: Ms. Nattanon Phaoluangthong, 08-1884-4983 (คุณ ตีก)

- Meng Rai Kiln manufactures, sells and exports ceramic.
- Manufacturing plant in rural area (Sankumpang), sale office in Chiangmai city.
- Conducts its own R & D basing on Lanna arts
- Traditional materials and methods, signed by the artist craftsman creators.

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### **Site 14: Borsang Umbrella Production**

Sankumpang District, Chiangmai Province

- Borsang Handicraft Center: the production process is based on ancient Lanna wisdom.
- Varieties of souvenir items and made to order umbrella.
- Tourist attraction: showing the production process, using local resources: soft-wood, bamboo, paper made from mulberry tree.
- Packing, shipping, transporting services.

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### **Site 15: Baan Benjawan: Scented Candle**

บ้านเบญจวรรณ เทียนหอม



70/8 Soi 1 Moo 4, Sankumpang District,  
Chiangmai Province 50130  
Tel: 053-331-546; 053-392-138 Fax: 053-331-937

๓๐/๘ ซอย ๑ หมู่ ๔ อ.สันกำแพง  
จ. เชียงใหม่ ๕๐๑๓๐

E-mail: [jirapantawee@hotmail.com](mailto:jirapantawee@hotmail.com) ; [www.benjawancandle.com](http://www.benjawancandle.com) Ms. Sirintip Jirapantawee

- Baan Benjawan manufactures, sells and export scented candle.
- Conducts its own R & D.
- Hand made scented candle, translucent candle, fantasy candle, floating candle, aromatic candle, aroma gift set, dry flower surface candle.

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### **Site 16: By Hand: Artificial Flowers**

ดอกไม้ประดิษฐ์

By Hands International Co., Ltd.

111 Moo 8, Tambon Tonpao, Sankumpang District, ๑๑๑ หมู่ ๘ ต. ตันเปา อ.สันกำแพง  
Chiangmai Province 50130 จ. เชียงใหม่ ๕๐๑๓๐  
Tel: 053-101-161; Fax: 053-391-193; Mobile: 08-6912-7876;

E-mail: [byhands@loxinfo.co.th](mailto:byhands@loxinfo.co.th) ; [www.byhands.co.th](http://www.byhands.co.th) Ms. Sewita Ojarasporn

- By Hand manufactures and export artificial flowers.
- Conducts its own R & D.
- Made to order artificial flowers for movie “Alexander the Great”
- Villagers near by commute to work at the factory, or bring the materials and work at home.

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### **17. Jolie Femme: Silk Production & Value Added Creation** ผ้าไหม และ สินค้าจากผ้าไหม

8/3 Chiangmai-Sankumpang Road,  
Sankumpang District,  
Chiangmai Province 50000

๘/๓ ถนนเชียงใหม่-สันกำแพง  
อ.สันกำแพง  
เชียงใหม่ ๕๐๐๐๐ (คุ้ม อี๊ด)

Tel: 053-116-777; 053-116-778; Fax: 053-116-779.

E-mail: [info@joliefemme.com](mailto:info@joliefemme.com) ; [www.joliefemme.com](http://www.joliefemme.com)

Executive Marketing Director: Mr. Prayoon Rapipong 08-1883-2049

- \* Lanna silk weaver, using traditional techniques, blends the brilliant color to produce highest quality handloomed fabric.
- Silk Production, Diversification of silk products, garments and export.
- Tourist attraction: showing silk worm life cycle.
- Production process of silk yarn – hand woven silk – dress making.
- Converting silk into various kinds of products will increase the value added with rich texture, tone and design.
- Dress Design, Made to order, Delivery.

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### **Site 18: Hmong Hill Tribe Village**

Doi Pui, Moo 11, Tambon Suthep  
Muang District, Chiangmai Province 50200

หมู่บ้านม้ง  
ดอยปุย หมู่ 11 ต. สุเทพ  
อ. เมือง จ. เชียงใหม่ 50200

Contact Person: Village Headman:

Mr. Tripop Sae Yang: Tel: 08-1179-4337

ผู้ใหญ่บ้าน ไตรภพ แซ่ย่าง

Successful Hmong Student: Miss Siriporn (Yee) Tel: 08-7174-1698 น.ส. ศิริพร

- Hmong village network consists of 12 villages.
- The village is over 80 years old.
- Total population 1,283; Number. of pick-up truck 180; Number. of motor cycle 300.
- Most of the population earn their living by doing business; buying & selling farm products; producing and selling hill tribe products; unskilled wage earning in low land areas.
- The term for village headman is 5 years. Mr. Tripop graduated from public school in the village and was elected headman since he was 27 until he is now 37 years old.
- Most Hmong people get married at the age of 16.
- The major tribes are: Hmong, Karen, Akha, Yao, Lisu, Lahu, Lua, Khamu. Most of the hill tribes in Thailand migrated from China.
- Hmong do not like lowland people to call them “Meo”, it is an insult to them.
- Ambassadors from many countries visited Hmong village to see how Hmong people managed to terminate opium growing and substitute by other crops and doing business.
- Water supply for the whole village by “mountain water supply system” which is free of charge for 24 hours a day.
- Unlike other hill tribes, this Hmong village is granted Thai citizenship 100%, everybody gets Thai Identification Card.
- Hmong people here are not strict to Hmong culture or tradition, they do not observe the tradition of “closing the door for 3 days” or “worship of the ghost door” or “watching the process of pig killing”, the reason behind it is that when people doing business or going to school, there is no time to observe such tradition.
- At present Hmong people believe in many religions. Buddhist 20%, Christian 20%, Muslim 1% and the remaining still respect forefather.

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### **Site 19: Kingkaew Orphanage Foundation**

75 Wuolai Road, Tambon Hine Ya,  
Muang District, Chiangmai Province 50100  
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มูลนิธิเด็กกำพร้าบ้านกิ่งแก้ว

75 ถนนวัวลาย ต. หายยา  
อ. เมือง จ. เชียงใหม่

Contact Person: Ms Praneat ; Tel: 053-275-650; Fax: 053-274-963 อาจารย์ ประณีต

- Miss Kingkaew Wiboolsanti donated her home, land and financial endowment to the foundation, Baan Kingkaew was named in her honor.
- The objectives of the foundation are:
  - To shelter orphaned babies with love and care.
  - To raise and educate orphaned babies to become good citizens.
  - To assist the Thai government in relieving the social welfare problems.
  - To solicit funds from various sources to support the Orphanage Foundation.

- At present there are 48 children, age 3 months to 6 years, they are from 17 provinces of northern region. At the age of 6 years old, children will be handed over to Social Development Department including children without nationality.
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### **Site 20: Night Bazaar:**

ไนท์บาซาร์ ถนนช้างคลาน

- Night Bazaar location: Chang Klan Road and Loi Kroh Road; along a three block stretch of Chang Klan Road.
  - Chiangmai Night Bazaar first appeared several centuries ago as meeting point for traders when Lanna Kingdom's capital was a major stop on the caravan route between southern China and Burmese seaports.
  - Every evening Night Bazaar comes alive, boots are squeezed on to the pavement.
  - Night Bazaar is considered legendary and certainly one the cheapest places for tourists to shop in Thailand.
  - Bargaining is a part of market life for most Thais. Bargaining should be fun and the best deals happen when both sides are happy.
  - Many hill tribes journey from the mountains to convert their wares into cash.
  - Products include: antiques, fake watches, DVDs, handicrafts, souvenirs, colorful silk, Thai fabric, t-shirts, fake name brand products, sunglasses, luggage, shoes, silverware, interior décor, wood carved products, gems, toys, camera, accessories and travel convenience goods.
  - A suit measured up, ready for your collection the following evening.
  - International selection of food to be enjoyed in an open-seated area with entertainment provided by the dancers and music.
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### **Site 21: Saturday Evening Walking Street:**

วิเวลายถนนคนเดินเย็นวันเสาร์

- Wuolai street is known as silver street for good quality of silver and lacquer wares.
  - Every Saturday evening from 4.00 p.m. to 10.00 p.m., the open-air market will be set for the famous handicraft area organized by Chamber of Commerce.
  - Hill tribes' products are offered for sale.
  - Local food and Thai traditional performances
  - Thai families and young college students participate by presenting their innovative products.
  - Thai massage and foot massage in the open.
  - Handmade, local and native products are on display.
- 

### **Site 22: Sunday Evening Walking Street:**

ท่าแพถนนคนเดินเย็นวันอาทิตย์

- Start from Tha Pae Gate through Ratchadamnoen road every Sunday from 7.00 p.m. until midnight.

- Varieties of local products are offered for sale at reasonable price along both side of the street where Thai and foreign tourists are enjoy walking without exhaustion.
- Sunday Walking Street is organized by Chiangmai Municipality
- Varieties of 4,000 handicrafts are presented every Sunday evening.
- It generates at least 30-40 million baht income to sellers in a week.
- Only Chiangmai people are allowed to sell their products.
- No counterfeit products are allowed at this street.
- Local vision had the aim of presenting good Lanna culture, energy saving, pollution reduction and tourism promotion..
- After 4 years of Walking Street operation, it has increased in popularity and its continuation is assured.
- One unusual trend is observed that young generations like to use local products instead of imported fashion products.

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**Site 23: Waterfall:** (Mae Klang Waterfall, Chom Thong District) น้ำตกแม่กลาง อ.จอมทอง

- Chiangmai is surrounded by mountains and covered by forest, naturally there are many waterfalls.
- Mae Klang waterfall in Chom Thong district is the most popular one. It is located about 70 km from Chiangmai city.

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**Site 24: Hot Springs:** (Nam Pu Ron, Sankumpang District) น้ำพุร้อน อ.สันกำแพง

- Sankumpang Hot Springs is located in Sankumpang district about 34 km. from Chiangmai city.
- The second hot spring, a smaller one and lower temperature, is located in Fang district about 130 km from Chiangmai city.
- Sankumpang Hot Springs can boil eggs within 3 minutes.
- The water from hot springs has high sulphur content and possesses curative and restorative properties.
- Accommodation, swimming pool, dining facilities and mineral bathing rooms are available.

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**Site 25: Caves:** (Chiang Dao Cave, Chiang Dao District) ถ้ำเชียงดาว อ.เชียงดาว

- Being surrounded by mountains, Chiangmai has many caves. The most popular one is Chiang Dao Cave, it is a charming cave located about 72 km to the north of Chiangmai city.
- The lovely cave greets visitors with various kinds of fish swimming in a stream in front of the cave.
- Touring in and around the cave with a local guide is possible by contacting local guides in front of the cave which is organized by local government at village level TAO or Tambon Administrative Organization.

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### **Site 26: Tourism Authority of Thailand:** (Chiangmai Office)

TAT Northern Office: Region 1 สำนักงานท่องเที่ยวแห่งประเทศไทย สำนักงานภาคเหนือ เขต ๑  
105/1 Chiangmai-Lamphun Road, ๑๐๕/๑ ถนนเชียงใหม่-ลำพูน ต. วัดเกต  
Muang District, Chiangmai 50000 อ. เมือง จ. เชียงใหม่ ๕๐๐๐๐  
Tel: 053-248-604; 053-248-607; 053-302-500; Fax: 053-248-605; 053-302-501;  
E-mail: [tatchmai@tat.or.th](mailto:tatchmai@tat.or.th)

- <http://www.tatchiangmai.org/index-chiangmai-eng.php>
- Promote tourism in Chiangmai.
- Provide Calendar Activities of Chiangmai.
- Provide Festival, Tradition, Travel, Handicraft and Tourist Sites information.

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### **Site 27: FDI Firms in the Northern Region Industrial Estate:**

นิคมอุตสาหกรรม ภาคเหนือ

- [www.northnikom.go.th](http://www.northnikom.go.th) Tel: 0-5358-1061; 0-5358-1070-1. Fax: 0-5358-1060.
- The Northern Region Industrial Estate is located in Lamphun Province about 30 km from Chiangmai city.
- The Industrial Estate is divided into 4 zones:
  - General Industrial Zone.
  - Commercial Zone.
  - Residential Zone.
  - Infrastructure Zone.
- FDI firms are from: Japan, Thailand, Belgium, Hong Kong, Israel, Taiwan, U.S.A, Malaysia, Singapore, Holland, Swiss, France, China, Korea and India.
- Products manufactured by FDI firms in the Industrial Estate are: Nitrogen Gas, Cosmetics, Feed-mills, Diamond Cutting, Agricultural Products, Water Purification Machinery, Motorcycle Carburetor, Green Mustard & Essential Oil, Electronic Components, Hydraulic Parts, P.V.C. Pipe, Food Storage Service, Wooden Products, Milk Products, Motorcycle Spare-parts, Rice Crackers, Concrete Products, Accessories of Inner Wear Parts, Stainless Steel Watch Band, Sewing Machine, Aircraft Interior Products, Radio Frequency Identification (RFID), Alumina Ceramic, Fishing Net, Curtain, Artist Brushes, Jewelry, Hard Disk Drive, Optical Lens, Photo Album, Wooden Decoration, Packing & Delivery Services, Leather Furniture, Leather Wear, Wire Netting, Aluminum Golf Club Heads, Lighter & Filter, Electric Bulb, Fruit Juice and Leather Golf Gloves.
- **The 3 FDI firms to be visited are:**

(1) **LTEC LTD.** บจก. แอลทีอีซี ๖๘/๑ หมู่ ๔ นิคมอุตสาหกรรมภาคเหนือ  
68/1 Moo 4, Northern Region Industrial Estate, ต. บ้านกลาง  
Tambon Ban Klang, Muang District, Lumphun 51000 อ. เมือง จ. ลำพูน ๕๑๐๐๐

Tel: 0-5358-1002-8, Fax: 0-5358-1010-11, E-mail: [ltec@ltec.fujilura.co.th](mailto:ltec@ltec.fujilura.co.th)

Production and Assembly of Electronic Components.

Total Number of Employees: 7,000

Total Land Area: 7.84 hectare (49 rai)

**Requirements for visit:**

- Official letter to the President (in Japanese)
- Objectives of the visit.
- Date & time of visit.
- Contents of the interview.
- Total number of people visiting the company and name list.
- Contact Person: Mr. Suree Chucherd. Tel: 0-5358-1002-8.(Official letter in Thai)

คุณ สุรีย์ ชูเชิด

**(2) LUMPHUN SHINDENGEN CO., LTD.** บจก. ลำพูนชิงเคนเก็น

105 Moo 4, Northern Region Industrial Estate, ๑๐๕ หมู่ ๔ นิคมอุตสาหกรรมภาคเหนือ

Tambon Ban Klang, Muang District, Lumphun 51000 ต. บ้านกลาง อ. เมือง จ. ลำพูน

Tel: 0-5358-1406-11, 0-5358-1510-11, Fax: 0-5358-1405,

E-mail: [lsd@lamphun.shindengen.co.jp](mailto:lsd@lamphun.shindengen.co.jp)

Production and Assembly of Electronic Components.

Total Number of Employees: 1,000

Total Land Area: 3.68 hectare (23 rai)

**Requirements for visit:**

- Official letter to the President (in Japanese)
- Objectives of the visit.
- Date & time of visit.
- Contents of the interview.
- Total number of people visiting the company and name list.
- Contact Person: Mr. Chakkapun Trisarnsri. Tel: 0-5358-1406-11.(Official letter in Thai)

คุณ จักรพันธ์ ตรีสารศรี

**(3) NAMIKI PRECISION (THAILAND) CO., LTD.** บจก. นามิกิ ปริซิชั่น

60/29 Moo 4, Northern Region Industrial Estate, ๖๐/๒๙ หมู่ ๔ นิคมอุตสาหกรรม

Tambon Ban Klang, Muang District, Lumphun 51000 ภาคเหนือ

Tel: 0-5358-1386-9, Fax: 0-5358-1385, ต. บ้านกลาง อ. เมือง จ. ลำพูน ๕๑๐๐๐

E-mail: [aronrat@namiki.co.jp](mailto:aronrat@namiki.co.jp)

Assembly of Electronic Products, Vibrator in mobile phone, Medical equipments..

Total Number of Employees: 580.

Total Land Area: 3.84 hectare (24 rai)

**Requirements for visit:**

- Official letter to the President (in Japanese)
- Objectives of the visit.
- Date & time of visit.
- Contents of the interview.
- Total number of people visiting the company and name list.
- Contact Person: Ms Aroonrat Limtrakul Tel: 0-5358-1386-9.(Official letter in Thai)

คุณ อรุณรัตน์ ลิ้มตระกูล

Advisor: Mr. Chote Suvipakit. Tel: 0-5358-1386-9;

คุณ โชติ สุวิปักกิจ

E-mail: [suvipakit@hotmail.com](mailto:suvipakit@hotmail.com)

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**Site 28: Mountain Top Temple:** (Doi Suthep)

ดอยสุเทพ อ.

เมือง

- The official name is “Wat Prathat Doi Suthep” (Wat = Temple; Prathat = Buddha relic; Doi = Mountain; Suthep = Angels) which means the temple with Buddha relic located on the top of the mountain where the angels live.
- This is the most important temple in Chiangmai, about 18 km. from the city.
- The original pagoda (chedi) on Doi Suthep was constructed at the end of 14<sup>th</sup> century. The relic was placed on the back of a white elephant which was allowed to roam wherever it wanted. It climbed to the top of Suthep Mountain, knelt down and died. This was taken as a sign that was the spot where the relic wanted to be.
- The chedi is located at the peak of the mountain where all of Chiangmai and the surrounding plain can be seen.
- To reach the temple requires a climb up a staircase of 309 steps or by cable-car.
- Appropriate dress and shoes removal are required before entering the temple.
- There is a saying that “If you miss Doi Suthep, you never come to Chiangmai”.

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