

SI SATCHANALAI

S U K H O T H A I , T H A I L A N D



สารจิตร
SARACHIT



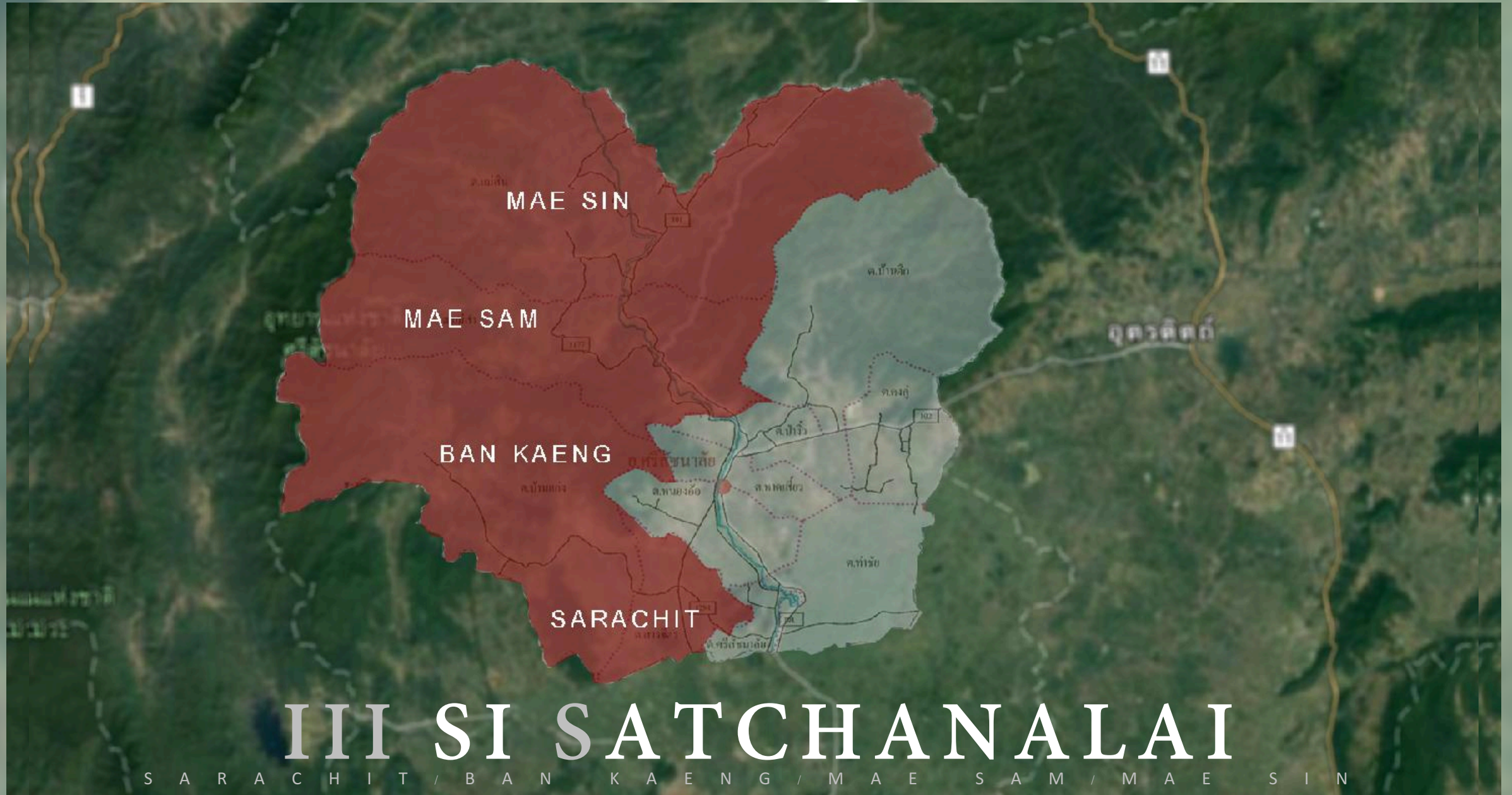
บ้านแก่ง
BANKAENG



แม่สาม
MAE SAM



แม่สิน
MAE SIN



III SI SATCHANALAI

SARACHIT / BAN KAENG / MAE SAM / MAE SIN



SANRA CHIT



สารจิต
SARACHIT



BAN KAENG



TAD DAO WATERFALL



MAE TAPEA RESERVOIR



บ้านแก่ง
BANKAENG



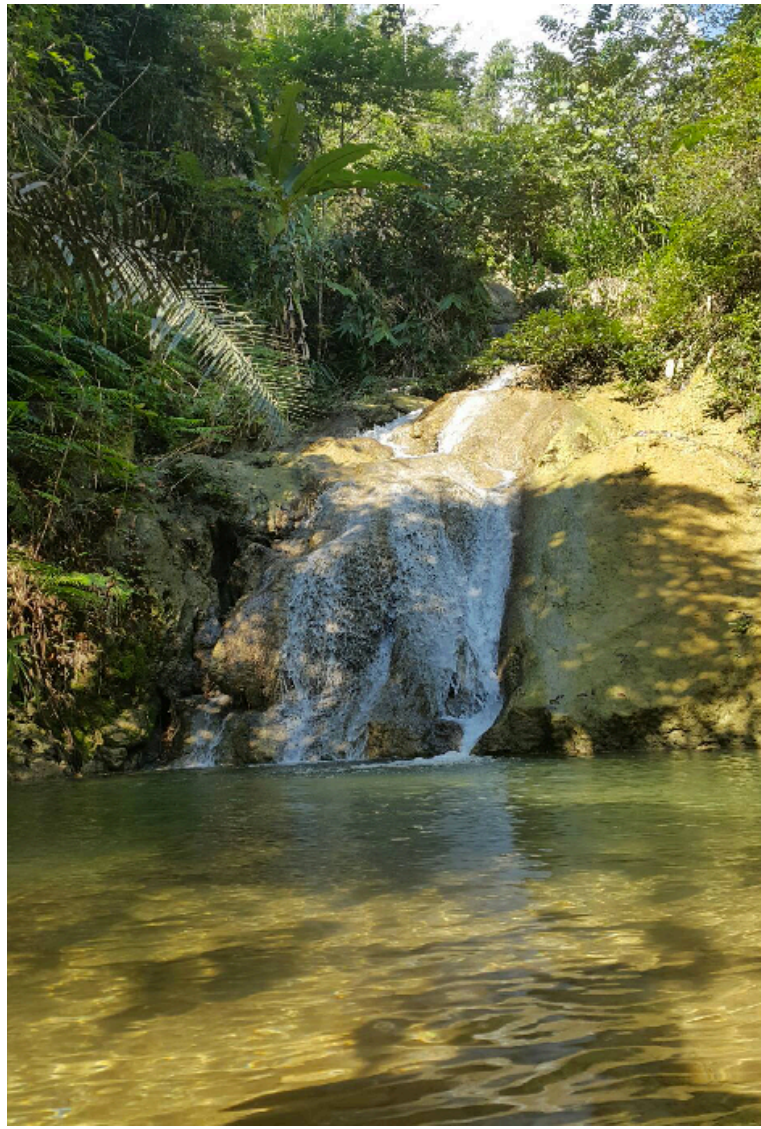
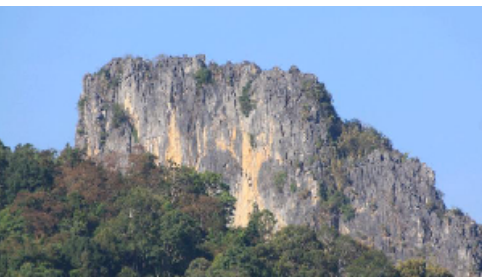
อุทยานแห่งชาติ
ศรีสัชนาลัย

ลำปาง

สุโขทัย

สุโขทัย

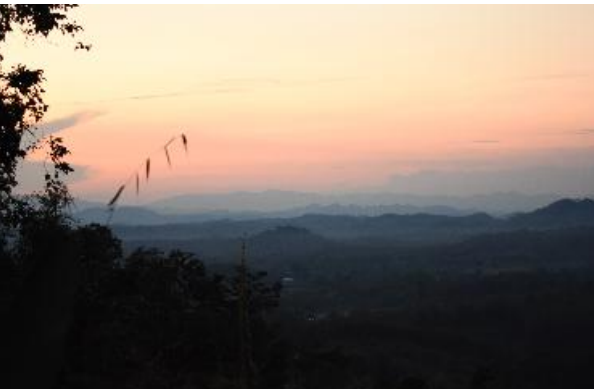
M A E S A M



แม่สาม
MAE SAM



MAE SIN



แม่สิน
MAE SIN

COOPERATION





▶ In the Orange Fields

- Various Orange farms in the Mae Sin area worked together to establish an agricultural co-op
- Resources and facilities are shared, reducing costs



▶ At the Learning Center

- Community members and individuals contributed money towards the construction of a culture-oriented learning center
- Local initiative led to a facility that helps preserve and promote local culture
- Helps draw tourists and income to the area



Receiving Awards

- Individuals and families in Ban Kaeng's Moo 10 closely followed guidelines suggested by the Royal Government, and consequently received government grants
- Consistent use of the suggested guidelines has resulted in a stronger local economy and standard of living in this Moo

Questions Raised

- How do locals collaborate in their daily life?
- Can cooperation and collaboration in daily life help people understand and implement collaboration on bigger projects?
- If so, how can we facilitate such learning?

Possible Answers

- Educate people about instances where collaboration and cooperation has worked, Thailand and elsewhere
- Research other agricultural co-ops in Thailand



DEVELOPMENT



“Local people are hard to accept something new.”




“I won't join them until I make sure I can earn money from it.”





NEW THINGS
NECESSARY



When we have something
can attract tourist already...



Hot Springs



Raft



Local style



Tree walk

What does tourist really want?

Your life is much more interesting than you think.
Don't be afraid to show it.

When we have nothing
special to attract tourist...





WHAT IS TOURIST



charity



+



sightseeing



- It is easier to develop with what you already have.
- What you have is much more better than you think.
 - Treasure it and use it.





“I don't make kites for selling”



TRADITIONAL HANDICRAFT

status quo of traditional handicraft

some products which are
special enough or have good
quality become OTOP



status quo of traditional handicraft



but some
products.....

- input $>$ income
- lack characteristic, uncompetitive
- young people aren't interested in these things

POSSIBLE

SUGGESTION

MORE VALUE

- create diverse products
- combine traditions with contemporary art.
Get more value through innovative design
- network teaching

Readiness

	Sarac hit	Ban kaung	Mea sam	Mea sin
grouping	◆	◆		◆
Natural attractions	◆	◆	◆	◆
Cultural attractions	◆	◆	◆	◆
sufficient life	◆	◆	◆	◆
homestay	◆			◆
Camping area		◆	◆	
Local life style	◆	◆	◆	◆
Mountain area		◆	◆	◆
Water supply		◆	◆	◆
transportation	◆	◆		◆
Accept the tourism	◆	◆		◆
OTOP product 50%				
Local product	◆	◆	◆	

CONCEPT

NOT UNDERSTANDING :

MEA SAM

If the tour will affect the natural environment especially water. Potential changes to the law are clear. As a result, Residents. Have evacuated from their home town. Forest park is changing to be a forest reserve and do not be intruded into edible.

MEA SIN

Homestay that is remote and there is a misunderstanding about standard of homestay

BAN KAUNG

Some people think that the integration is tractable uneducated not much Different from the others. Have a problem about career, time and the majority Of people are different. That reason why they not ready to starting.

SARACHIT

The homestay could not be established. As something distant

CONCEPT

FEAR OF DEFAULT:

Mea sin

The local people don't dare to start a new things cause they
Continue to do the same of predecessor. Do Orange update to be the member need a long time
And they will the lack of income . The Risk costs

Mea sam

Fear turned into a tourist attraction.



ต่างคนต่างอยู่

LIVING
SEPARATELY



มีความกลัวต่อสิ่งใหม่

THERE IS FEAR
OF SOMETHING NEW



ไม่ให้ความสนใจ

NOT PAYING
ATTENTION



ใช้ชีวิตพอเพียง
พอมีพอกิน เท่าที่มี

SUFFICIENCY
ECONOMY LIFE

WHAT'S

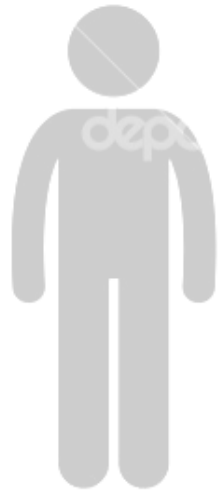
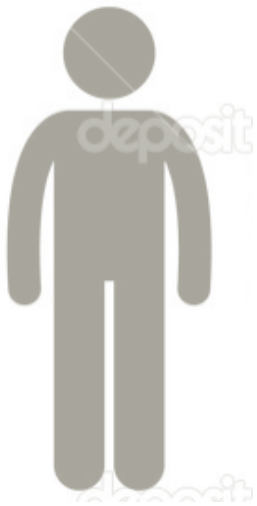
อะไร... ที่ทำให้เกิดจุดเปลี่ยน

CAUSED TO CHANGE





THE SURVEY FOUND THAT...



ยังคงมีวิถีชีวิตแบบพอมือพอกัน
แต่ในขณะเดียวกันนั้นผู้คนยัง
กลัวการเริ่มต้นกับสิ่งใหม่

A LIFESTYLE THAT STILL ENOUGH
BUT AT THE SAME TIME
PEOPLE ARE AFRAID OF CHANGE,
AFRAID TO START SOMETHING NEW

MODEL



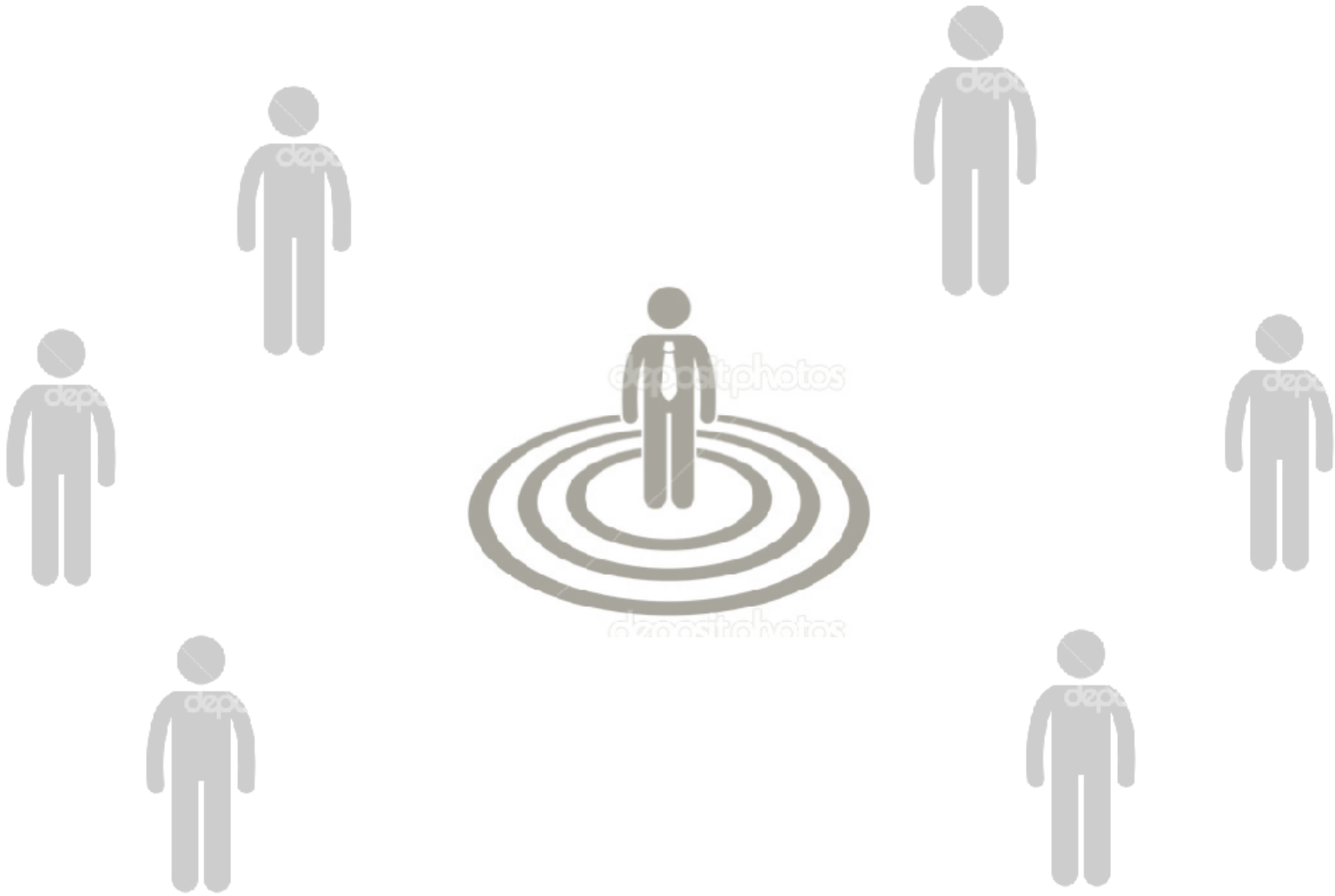
แบบอย่างความก้าวหน้าของผู้นำ

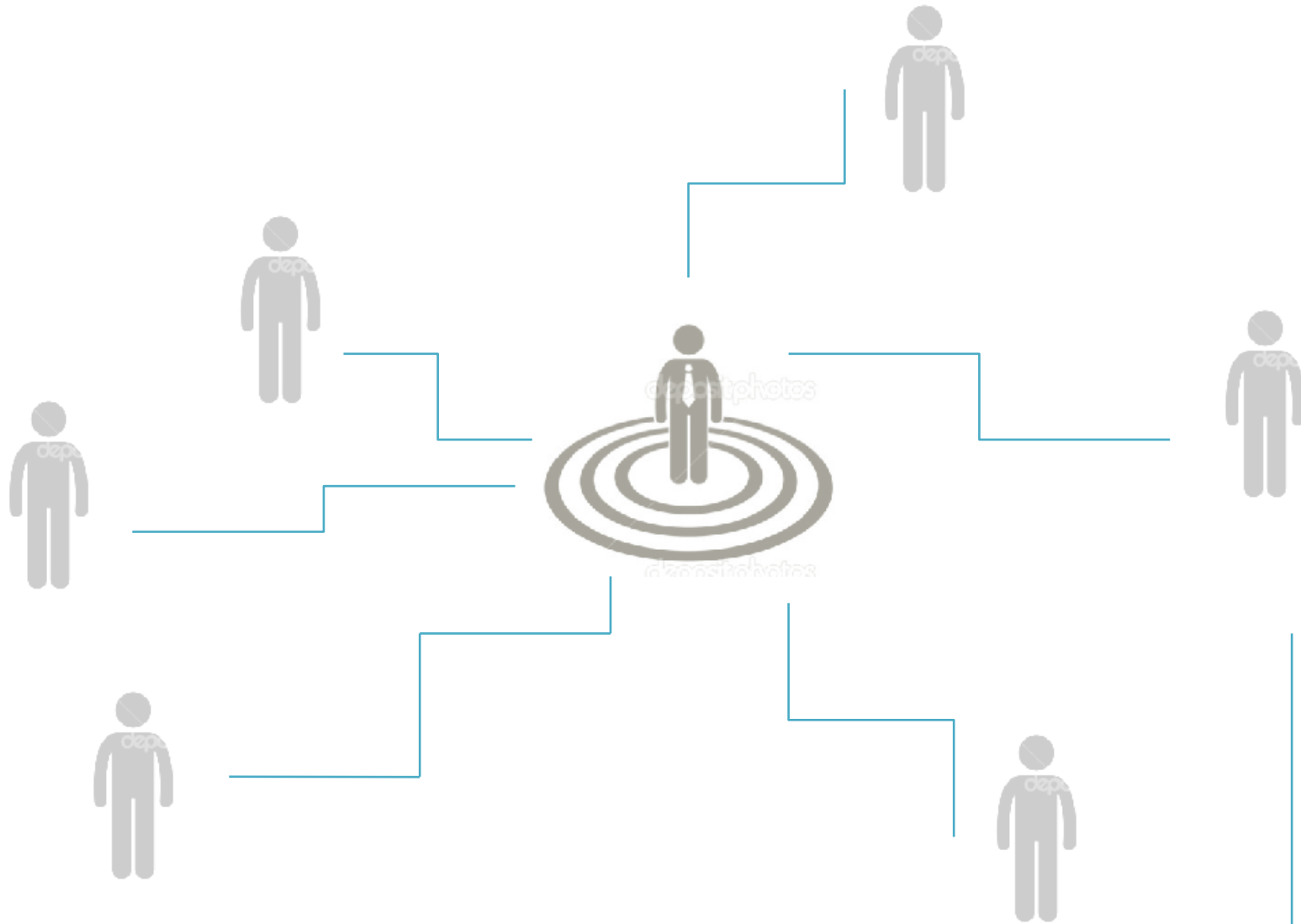
TO SEE THE PROGRESS OF SUCCESS AND GOOD LEADERSHIP.



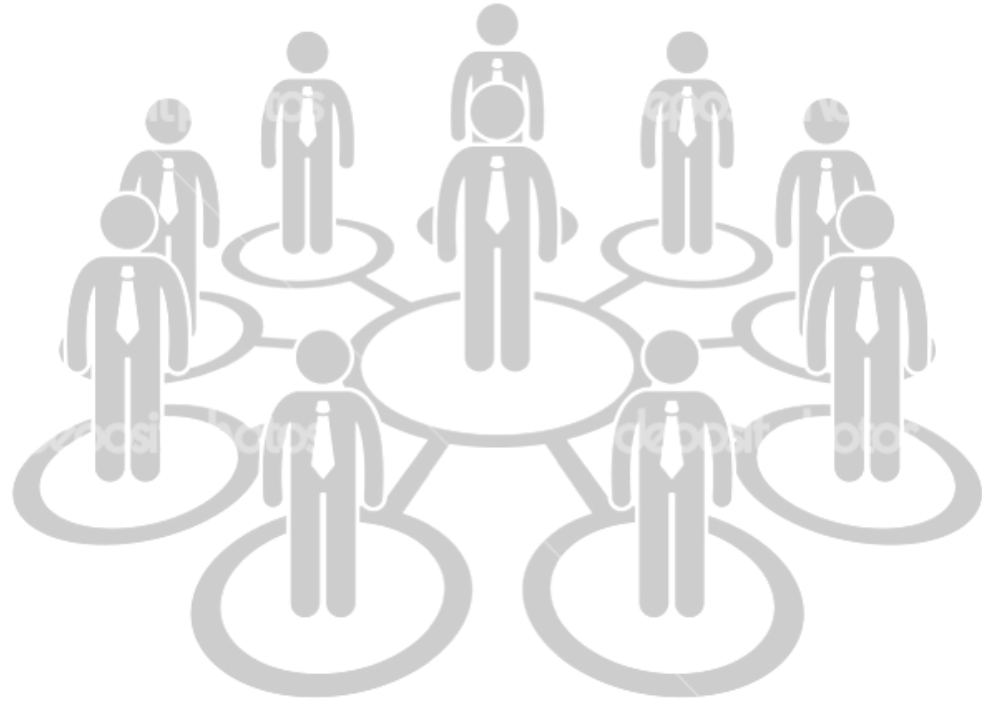
จนกระทั่งผู้นำประสบความสำเร็จ
และชาวบ้านเกิดความมั่นใจและเริ่มที่จะทำตาม

Until a leader or role model of success.
And the villagers feel confident and began to follow.





เกิดเครือข่ายขึ้นในชุมชนและกลุ่ม
BORN NETWORK WITHIN
THE COMMUNITY
AND NETWORK WITHIN
THEIR GROUP

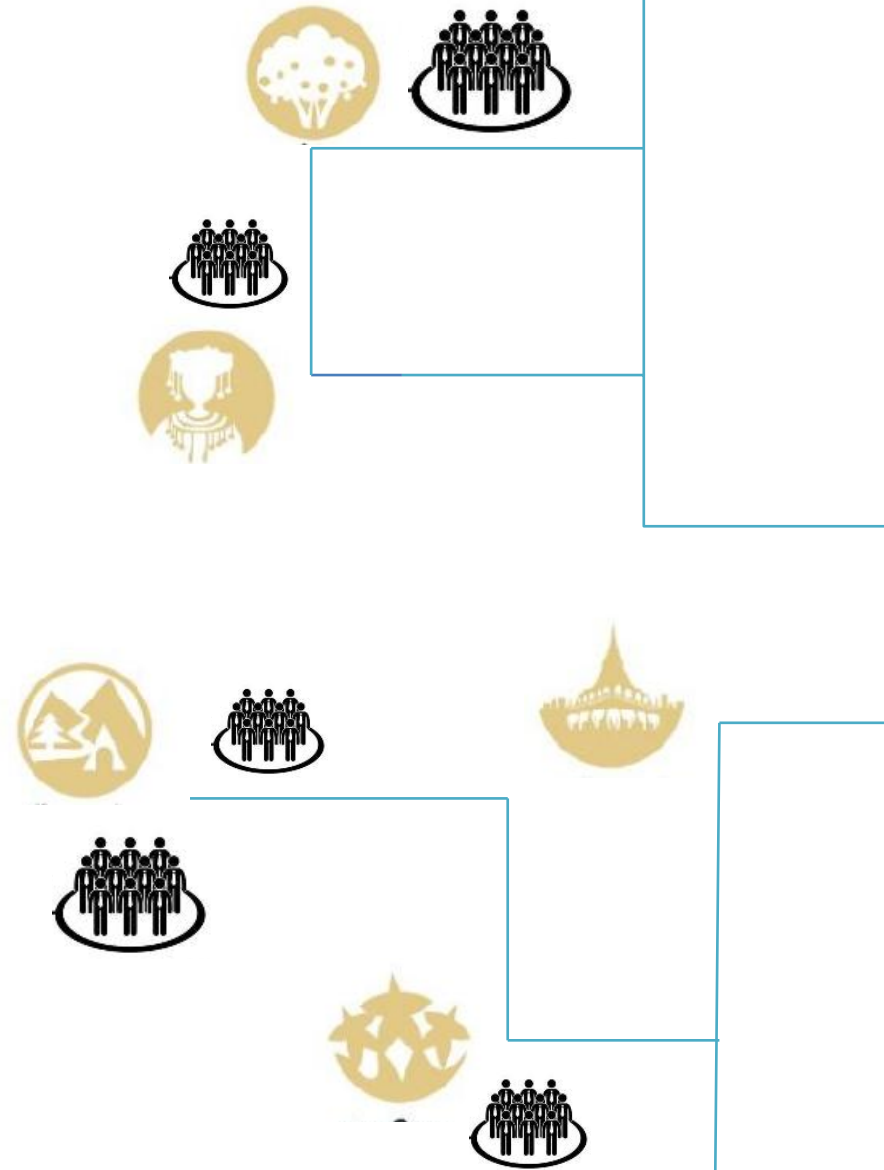


การบูรณาการและการจัดการภายในแต่ละกลุ่ม

THE INTEGRATION AND MANAGEMENT WITHIN EACH GROUP

BEGIN

THE GROUPING



HOW TO CONNECT ?

จะเชื่อมโยงเครือข่ายได้อย่างไร ?

แต่ด้วยลักษณะภูมิประเทศ
ตำแหน่งที่ตั้งและวิถีชีวิตที่หลากหลาย
แตกต่างกันออกไป

BECAUSE OF LANDSCAPE AND
LOCATION ARE DIFFERENT AND
FAR FROM EACH OTHERS.



HOW TOURISM can they know?

all the wonderful things, That area have





HOW

ทำอย่างไรเราจึงจะสามารถตอบสนองความต้องการของผู้มาเยือนได้

TO MEET THE NEEDS OF VISITORS



จะดีกว่าไหมถ้ามีที่ที่รวมทุกอย่างไว้ด้วยกัน
IS IT BETTER IF THE ALL-TOGETHER.



MODEL

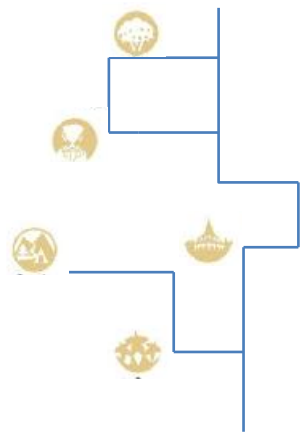
THE PROGRESS OF SUCCESS

แบบอย่างความก้าวหน้า

ที่รวบรวมทุกอย่างที่มีในชุมชนเข้าด้วยกัน
ด้วยเครือข่ายที่จะสามารถส่งเสริม
ความเข้าใจของบริบท รายได้ชุมชน
และการท่องเที่ยว

MODEL THINGS

เป็นแหล่งจำลองสิ่งที่มีในชุมชน



Map
Information
Traditional
History
Community life
Special place
Accommodation
Places for Eat



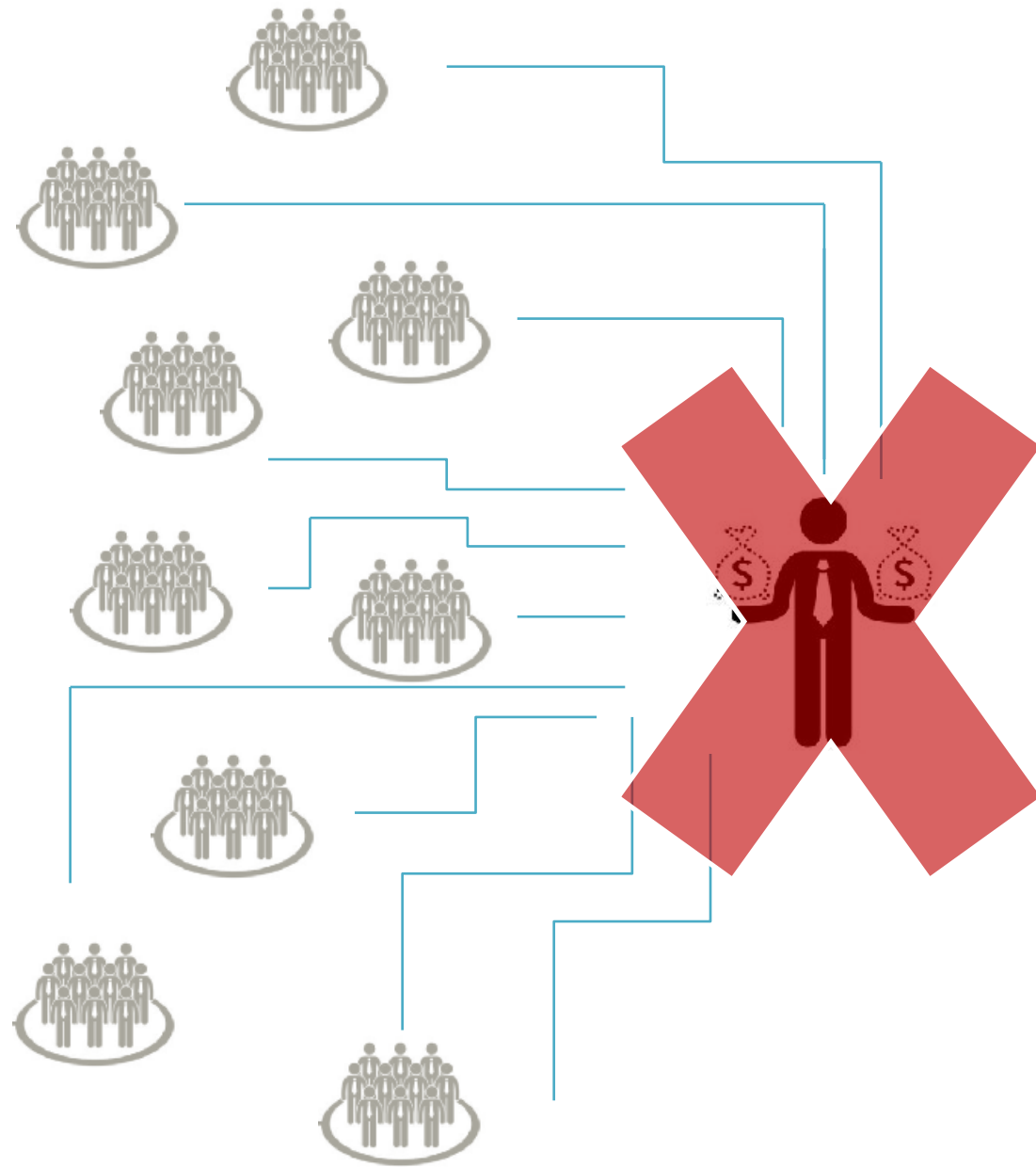
Orange group
Farmer group
Ethnic (mong yao papakayoa)group
OTOP group
Sufficiency economy group
Homestay group
National park group
...

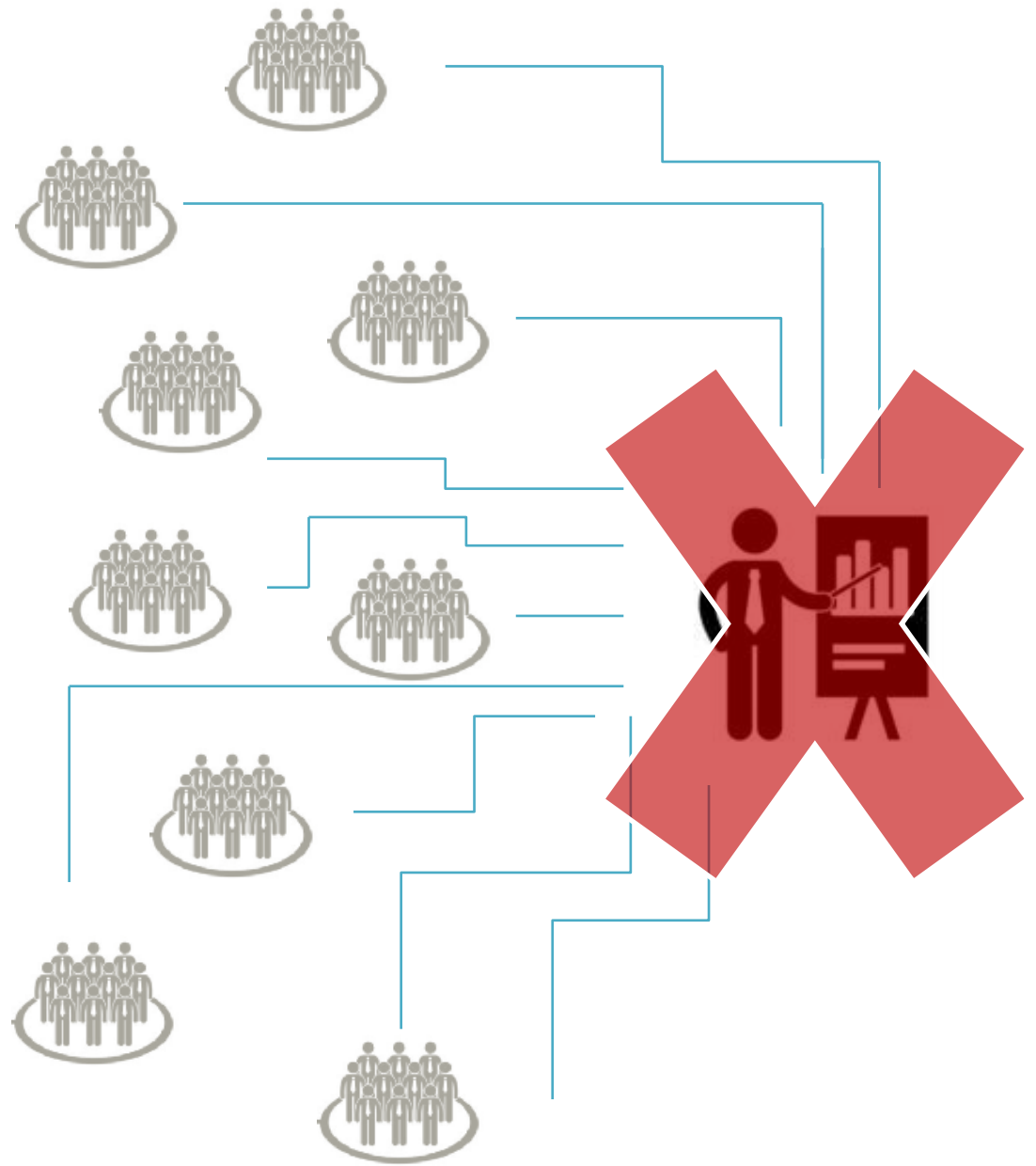


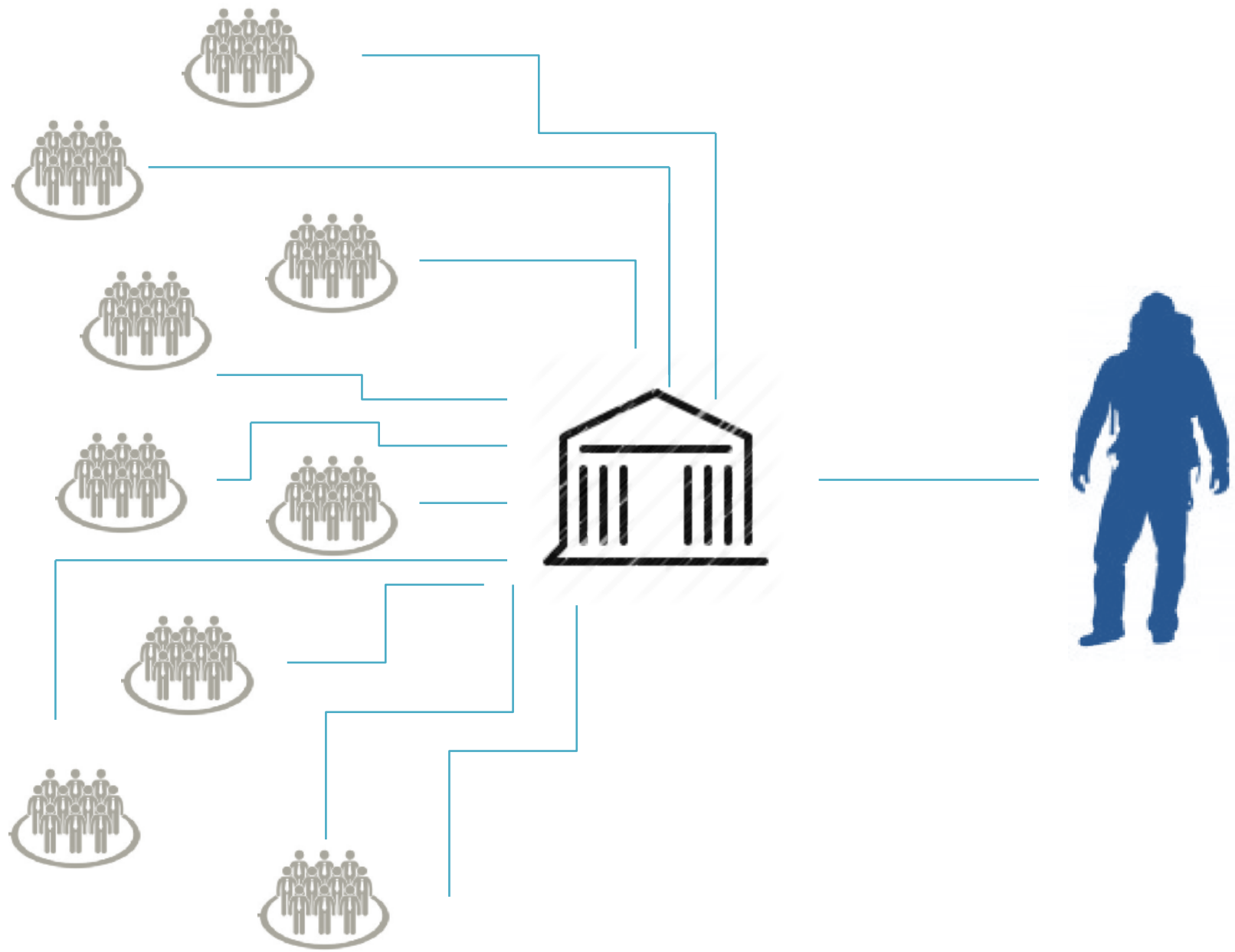
product center
buy from local group
And sell direct to tourist

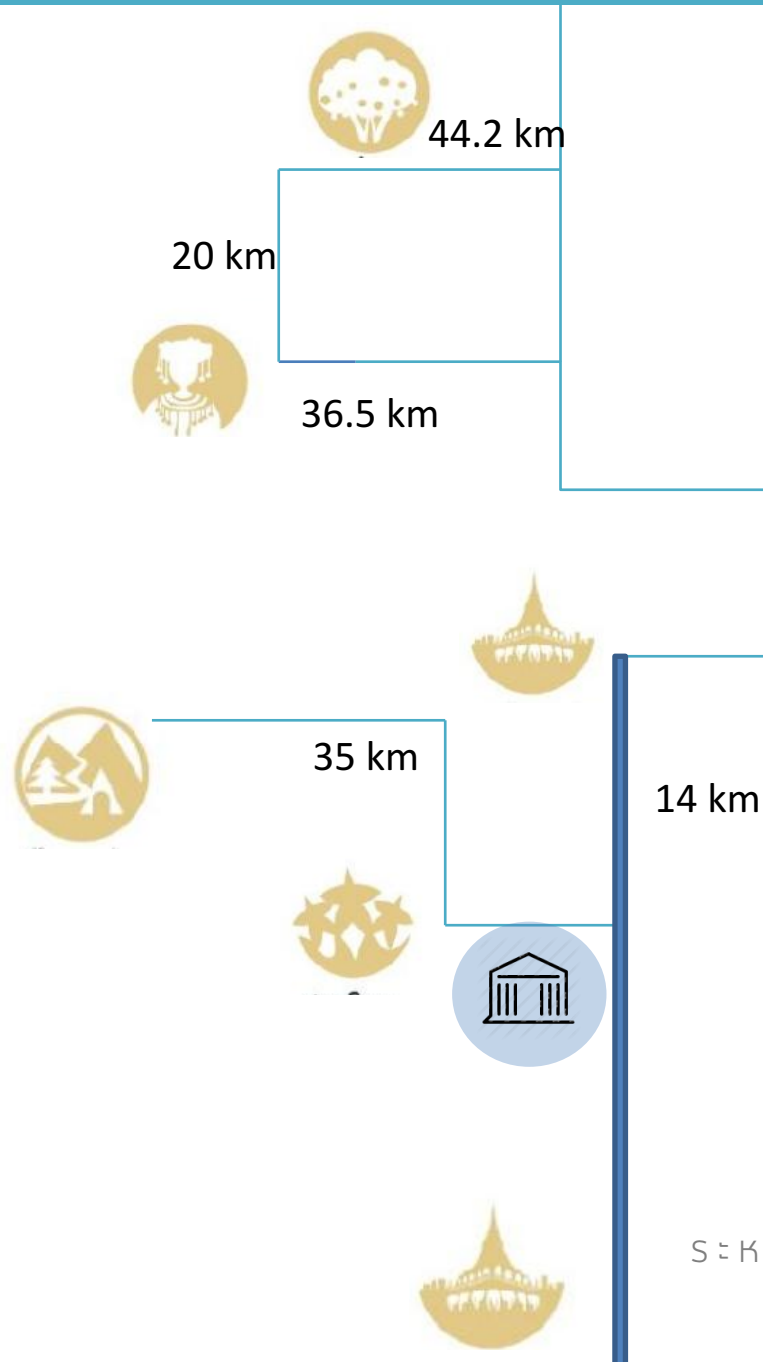


TRANSPORTATION SERVICE









SI SATCHANALAI

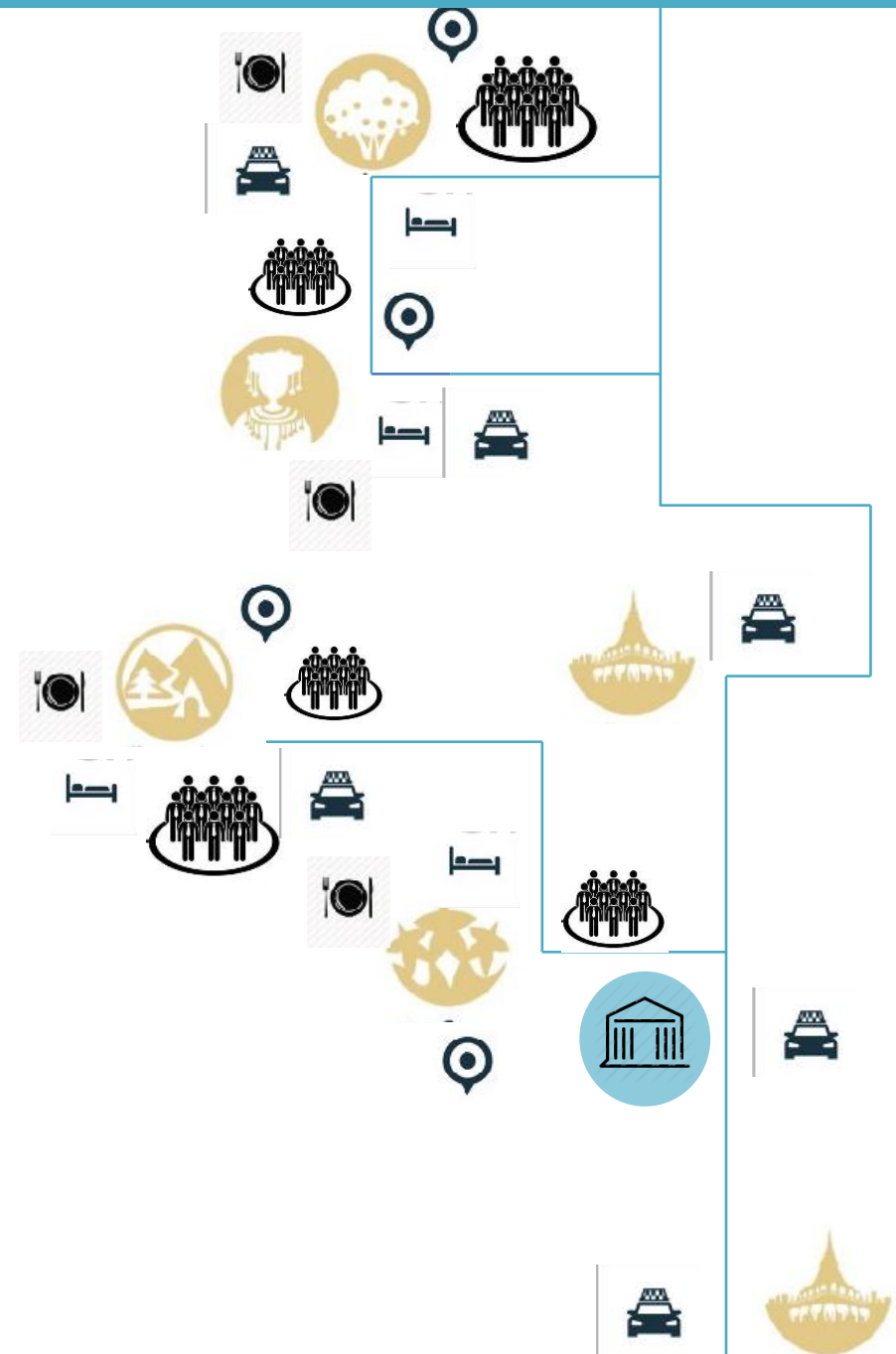
SUKHOTHAI

LOCATION

ระหว่างอุทยานประวัติศาสตร์สุโขทัยและอุทยานประวัติศาสตร์ศรีสัชนาลัย
 Between the national park pass way of tourist.

กลุ่มต่างๆ เกิดการเชื่อมต่อ
เครือข่ายเข้าด้วยกัน

ALL THE GROUPS HAVE
CONNECTION AND GROWING UP
TOGETHER



In the last

What model will help the local people

To show the things what they have

To have the market for local people

To be know from other people other visitors

Other tourism

And after that

This things

will grow up by itselfs

And grow up by its programing