

CREATIVE TOURISM


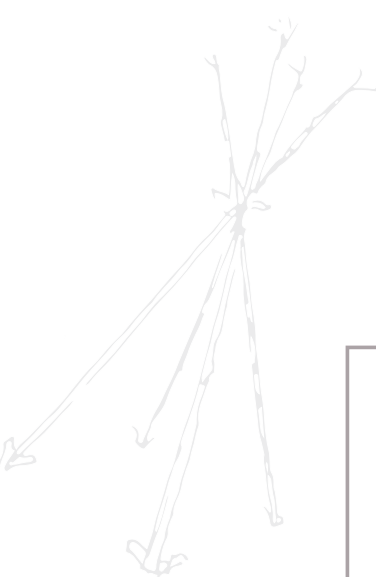
การท่องเที่ยวเชิงสร้างสรรค์

Chiang Rai



CREATIVE TOURISM

Creative tourism is a form of travelling that encourages travellers to get deeply involved in understanding the social values, cultures, and surroundings of the visited area through a hands-on experience and involvement with the locals.

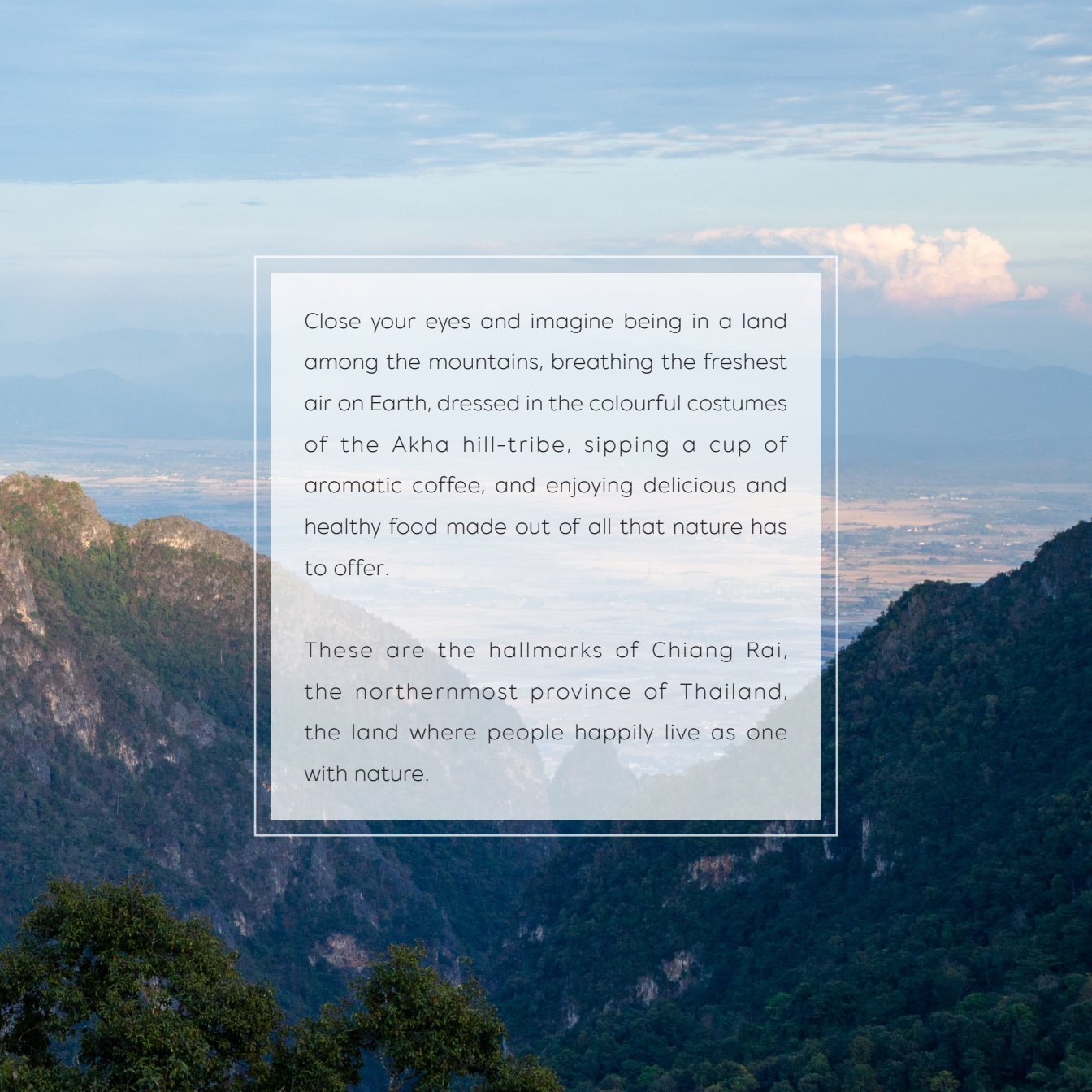


The Dreamland of Coffee and Colourful Lives on the Mountain

Chiang Rai





A scenic view of a mountain valley in Chiang Rai, Thailand. The foreground shows a steep, forested mountain slope. In the background, a wide valley stretches out, with distant mountains visible under a blue sky with scattered clouds. A semi-transparent white box with a thin black border is centered over the image, containing two paragraphs of text.

Close your eyes and imagine being in a land among the mountains, breathing the freshest air on Earth, dressed in the colourful costumes of the Akha hill-tribe, sipping a cup of aromatic coffee, and enjoying delicious and healthy food made out of all that nature has to offer.

These are the hallmarks of Chiang Rai, the northernmost province of Thailand, the land where people happily live as one with nature.



Tracking the memories
of thirteen lives at Tham Luang

Tham Luang – Khun Nam Nang Non Forest Park



The historical memory cherished in the hearts of people around the world will take our footsteps to the long path at ‘Tham Luang’, one of the natural sculptures at the Tham Luang – Khun Nam Nang Non Forest Park. The mountains are surrounded by the greenery of dense jungle, where the butterflies and dragonflies dance rhythmically

to the melody of the birds that sing endlessly from the tips of the trees. These were the witness of the 18-day search as the 13 lives of the Wild Boar Academy Football Team were imprisoned in the cave. Those days has changed this limestone cave into a destination a number of people from different parts of the world want to visit.



If we turn the clock back....

On 23 June, 2018, the youth football team called the 'Wild Boar Academy' with the coach visited Tham Luang (Luang Cave) and could not get out because the water level inside the cave suddenly increased as a result of heavy rain. A search and rescue operation began, with collaboration from sectors from different parts of the world, including the navy seals, divers, and geologists. For 18 days, everyone in the search team dedicated their lives in the operation until they could finally and safely rescue the 13 lives from the cave.



Time to welcome tourists



Today, the 10-kilometre-long limestone cave is full of memories of yesterday and is filled with various landmarks around Tham Luang that welcome tourists. One can enjoy taking photographs with the Forest Park billboards, visit the groundwater wells, explore the entrance of the cave where the boys' bikes were found, and pay homage for blessings at the Chaomae Nang Non (Nang Non Goddess) Shrine.

Afterwards, visitors can embed themselves with the summary of what happened. The model of the Doi Nang Non Range and the schedule of the search operation will be presented to the audience along the way to the Statue of Sergeant Sam (Lieutenant Commander Saman Kunan), a hero who unfortunately died during the search and rescue operation. The Statute is located in front of the exhibition building. Inside, visual presentations of the legend of Chaomae Nang Non are shown. The highlight is ‘The Heroes’, a 13-metre-long canvas created by 300 artists of Chiang Rai that narrates the historical event in sequential order, from the beginning of the adventure to the last day the 13 boys were rescued. The heroes of Tham Luang will be remembered, and their cooperation and friendship beyond the frontier will be cherished by the world.





Moreover, in the adjacent areas are other caves to visit; such as, Tham Phra, a small cave with a number of stalactites and stalagmites that look like curtains dancing with the wind and dazzling corals. Also, tourists can visit Sa Khun Nam Morakot, which is a crystal-clear emerald pond. Stop by at the Doi Nang Non Viewpoint along the way from Amphoe Mueang Chiang Rai to Amphoe Mae Sai, where hundreds of overlapping gigantic hills are compared to the shape of a lady lying down in bed but in an elegant manner.

Contact: Tel. +66 8 0792 5095

Address: Tambon Pong Pha,
Amphoe Mae Sai, Chiang Rai

Opening hours:

Every day 8.00 a.m.-5.00 p.m.

Exhibition building 8.30 a.m.-5.00 p.m.

Remark: A trip into the cave is not yet available.





ສະບູຮູ້ພື້ນຖານ

ພະຍາດິນສາດຂອງ



Sipping coffee and enjoying
the tale of local memories

Ban Pha Mi



A tiny village inhabited by the Thai-Akha hill-tribe is located in the hill that resembles the body of a bear lying on its back, where the villagers called 'Doi Pha Mi'. This village is situated amidst rich nature, greenery of the jungle and fresh air, and is embraced by the gigantic 360-degree mountains. Invaluable memories that are cherished in every square inch of the village are waiting for the exploration of world travellers.

Refresh our memories

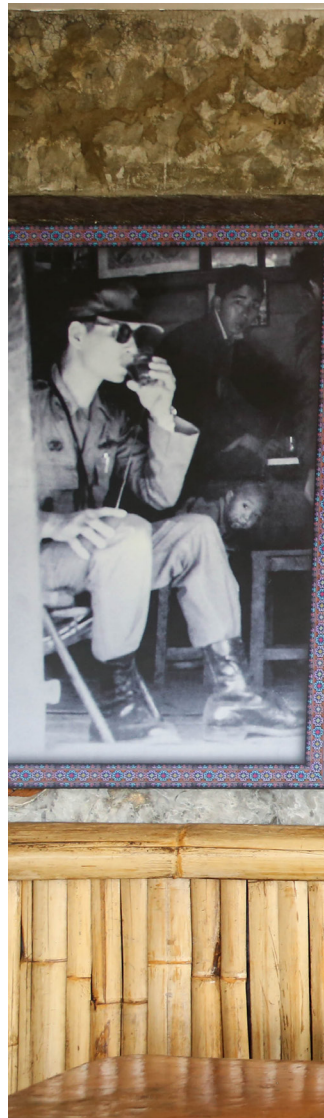
with Luangpho Sa Che

A long time ago, Ban Pha Mi was located in the red zone that bordered Myanmar with no roads. Villagers grew poppies and conducted their slash-and-burn agricultural activities. The problem of drug trafficking was everywhere. One day, however, new hope was brought into the village together with the arrival of the late King Bhumibol Adulyadej.

“The King came here in 1970. He asked whether we could stop growing poppies and that he would replace them with other kinds of plants. He also asked us to take care of the trees, the water source, and the streams”,



recalled Luangpho Sa Che Mo Po Ku, who is the former village headman that closely provided service to the King three times. Luangpho Sa Che could convey every detail very clearly as if the incident had just happened the day before.



ภาพช้างเผือก





A few days after the King returned to Bangkok, a number of trucks carrying vegetables; such as, peanuts, lychees, longan, macadamia, and coffee arrived for the villagers to try growing them. Growing coffee was the most successful, and therefore, poppies were replaced with coffee plantations and were continuously expanded. The villagers were keen to learn how to improve their product. Days after days, the villagers from upstream to downstream could grow coffee and make a stable income, and live their life sufficiently and happily





“If you look outside towards those big green trees, below are all coffee trees. We’ve tried our best to protect the forest and do as the King requested since that day until today without fail”,

Luangpho Sa Che explained while pointing towards the copious green mountains that surround the village. He also showed a small coin the King gave to hill-tribe villagers to indicate that they were His people. The coins greatly gave spiritual courage to the villagers, as they reminded them how much the King loved his people. The conversation between the host and the visitors ended with the feeling of joy.

Trip around Doi Pha Mi





- **Relish the sweet and smooth Pha Mi coffee**

Lining both sides of the road are more than 10 coffee shops owned by the locals. They are decorated harmoniously with nature; each offers different natural landscapes from different angles. At the balconies, visitors are allowed to be kissed by the cool breeze and sip a cup of smooth coffee while enjoying the rich natural view of Doi Pha Mi and the Doi Nang Non Range. Visitors can try activities; such as, roasting coffee in a clay pot, and dripping coffee in the bamboo tube. From October to January, the coffee plantations welcome visitors to explore the full process of coffee production, from growing to harvesting and processing.



- **Following the footsteps of King Rama IX**

Pay a visit to Phufa Zaje, a place where King Rama IX once visited for tea. On the second floor, there is a small corner full of cherished memories, ranging from tea sets and stools that resemble the ones used by the King during the royal visit. Inside the café, there are several black-and-white pictures that show the stories of the royal visit. Visitors can order Assam tea, which is Chiang Rai's signature tea that the villagers once served to the King, and enjoy the tea's mild fragrance while absorbing in the wonderful memories that are lingered inside this very small tea mug.





• Learning the Akha culture

Experience the simple way of life of the Akha by staying in homestay accommodation and participate in several activities, including watching an Akha performance, riding a wooden swing amongst the spectacular view, making Khao Puk (pounded and grilled sticky rice), and fruit picking from the orchards. One can try the local cuisine at the Phufa Zaje Restaurant; such as, deep-fried pork, pork rib braised with peas, stir-fried pork with pickled mustard greens, pea and tomato chili dip, and Sa Bae (steamed pork with herbs).

• Enjoy the panoramic view of Doi Pha Mi

Climb up to the Doi Pha Mi View-point, the same spot that the 13 members of the Wild Boar Academy football team took pictures before they were trapped in the cave. Enjoy the stunning 180-degree view of the mountains and the villagers' houses down the valley between the two mountains.

Contact:

Phakakan Rungpracharat
(Vice President of Doi Pha Mi
Tourism Group)

Tel. +66 8 9449 7942

Phufa Zaje Homestay and
Restaurant +66 9 5680 0094

Address: Tambon Wiang Phang
Kham, Amphoe Mae Sai,
Chiang Rai







Touches of nature and community culture

Ban Pang Ha



A community of innovation for the new generation that has been established by a group of people who love their hometown, who have gathered to combine the traditional way of life with new ideas. The tiny village in Amphoe Mae Sai has been uplifted to become a tourist attraction full of cultural charms, where local arts, culture, tradition, and the sufficiency economy way of life, are still maintained. The village always welcomes visitors to experience a slow-paced way of life by cycling or sitting in an I-tok or I-taen (a kind of farm tractor) along the route filled with greenery and fresh air. Stop by to learn the simple but warm way of life of the people in Ban Pang Ha through various spots around the village, including:



Kat Pang Ha (Pang Ha Market) is the morning market where you can find organic homegrown vegetables from the gardens of the people in the community. Later in the morning, there will be local restaurants serving local food to customers until dusk. The recommended menus are Khanom Chin Namya Man Kung (rice vermicelli topped with shrimp oil sauce), Khao Soi Kai (Northern Thai curry noodle soup), and Khanom Chin Nam Ngiao (Northern Thai rice vermicelli with spicy soup).

Mulberry Farm and Silkworm Rearing House is where visitors can explore the mulberry farm and silkworm rearing house, where the villagers earn their income. The 1-month-long cycle of life of the silkworms will be explained, from growing mulberry to rearing silkworms, their eating and sleeping patterns, and how the fibres are produced by the worms that later turn into golden and smooth silk.





Ancient Knife-making House is where visitors learn how a knife is made in an ancient kiln from an uncle who has over 40 years of experience of making knives, and he could make any types of knife; such as, small knife, chopping knife, and pocket knife.



The village of Ban Pang Ha has many other interesting spots; such as, Ban Khanom Lok Na (the house of local snacks), Ban Thian Sipsong Rasi (the house of 12-zodiac candles), Ban Chiaranai Yok (the house of jade cutting), and Ban Suan Farang Kimchu (the house of Kimju guava orchards). The tourist spot also includes the Ban Suan Ui Kham Homestay, which is ready to welcome tourists with a relaxing atmosphere right in the middle of the orchard. There are activities like Tai Lue luncheon in which the food is provided in Northern-style wooden utensils, and local performances; such as Tai Lue dance to entertain visitors.

Weluwan Phrachao San Park, Wat Hiranyawat is the temple which visitors will be stunned by the elegance of the Wihan (image hall) that is built with bamboo. The Buddha image named Phra Sing San Chana Man is the largest bamboo-woven Buddha image in the world that is made according to the style of the ancient Chiang Saen art.

Contact: Natsima Chummongkhon

Tel. +66 6 4679 7470

Facebook: ท่องเที่ยวชุมชนหมู่บ้านปาง

ห้าโฮมสเตย์ Pangha Homestay

Address: Tambon Ko Chang,
Amphoe Mae Sai, Chiang Rai

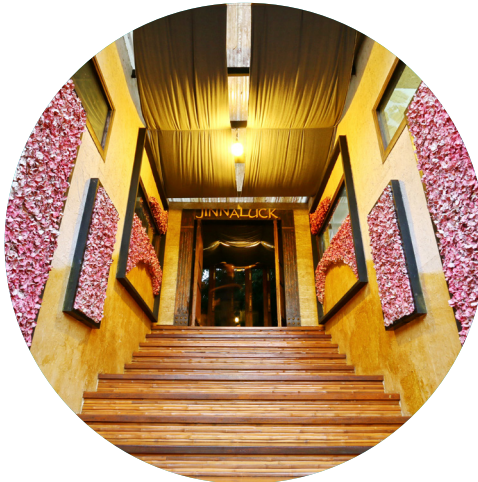
Opening hours: Kat Pang Ha
opens every day from 5.00 a.m.-
7.00 a.m. (The restaurant is open
from 9.00 a.m.-5.30 p.m.)





The wonder of natural products

Jinnaluck Miracle of Saa



The landmark of Ban Pang Ha that is ready to inspire all visitors, Jinnaluck Miracle of Saa is also the place where local wisdom and the environment of Chiang Rai are valued and promoted. Once, this place was a mulberry paper factory owned by Jinnaluck Chummongkhon, a local Chiang Rai resident who was very fond of local handicrafts produced from natural materials. This inspired her to recycle banana fibre, garlic skin, vetiver, and leftover paper from schools and

the government sector, and transformed them into souvenir cards, gift boxes, carrier bags, wallpaper, and even bridal gowns. This business has distributed work and generated income to the people in the Pang Ha community for over 20 years.

Thai products for the Thai people



Apart from buying natural fibre paper from the community, another activity that Jinnaluck Miracle of Saa is proud of is that they successfully convinced the villagers to grow mulberry and rear silkworms through an organic method. They were able to examine the worms' behaviour and get the worms to produce fibre. It has been found that silk is rich with protein (silk sericin), which benefits human skin significantly, and therefore it has been employed as organic cosmetic products. It is produced 100% through a natural process under the brand 'CEILK', truly the innovation from the wisdom of the Chiang Rai people.





Today, Jinnaluck Miracle of Saa allows visitors to come inside the factory and learn how golden silk and green paper are produced. There are also many activities available, including:

Golden silk sheet mask

Try masking your face with the golden silk sheet mask. It helps refine and naturally whiten the skin, as well as reduces melasma, wrinkles, and freckles. The mask also boosts the production of collagen, balances the skin, and tighten the pores. CEILK Cream can be used as the last step, so the beauty of your skin is enriched in all dimensions following the standards of a certified local spa.



Mulberry paper and decorative mobile workshop

You can make the only piece of mulberry paper in the world by picking pieces of fallen flowers and leaves, and other natural materials to decorate the paper upon your imagination. The same goes to making a decorative mobile, where you take recycled mulberry paper and cut them into shapes like stars and flowers and decorate the mobile. Once everything is done, you can take your handmade product home as a souvenir.





Herbal foot spa

Another activity that cannot be missed is to immerse your feet in the warm herbal water and get some massage with the stones from the Mekong River. The water is mixed with herbs; such as, turmeric that helps soften your skin, and kaffir lime that moisturises your skin while the fragrance from its skin helps you relieve from depression. Soaking your feet in the water helps boost the blood circulation and relieve the tired muscles of your legs. It also enhances the immune system of your body, allowing you to feel relaxed and get a good sleep.



Contact:

Natsima Chummongkhon

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Address: Tambon Ko Chang,
Amphoe Mae Sai, Chiang Rai

Opening hours: Every day
8.00 a.m. – 5.00 p.m.









The cliffs, Akha, and coffee:
The community of conservation and change

Ban Pha Hi



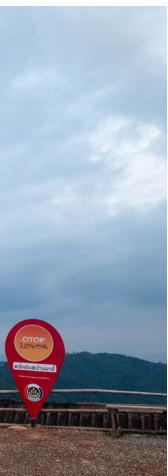
Embraced by the beautiful mountains, Ban Pha Hi is an Akha village in the era of Thailand 4.0. Various sizes of coffee trees are grown throughout the village indicating that this is the land of good coffee. The village is welcoming tourists to come and explore every nook and cranny about coffee, as well as the Akha culture, which is the pride of this community. Its charm lies in the harmonious combination of the ancient roots that meets the modern paths.

The story of Doi Pha Hi

Once upon a time, the Doi Pha Hi community used to live in poverty, where villagers grew rice and poppy, and practised slash-and-burn agriculture, but poverty remained unresolved. Until 1988, the Doi Tung Development Project reached the village and introduced the villagers to learn to live with the jungle. An integrated farming system was introduced and arabica coffee was grown instead of poppy. That was the turning point that uplifted the people's life condition. Growing coffee has since then become everyone's main occupation, in which villagers breed, cultivate, process, and operate a coffee shop. The strong yet smooth coffee with fragrance that is as sweet as fruits has made Doi Pha Hi coffee very famous and internationally accepted so that it becomes the major export product of the community.



Although Ban Pha Hi has been significantly developed, the nature is still preserved with love and care. The watershed forests are preserved simultaneously with the traditional Akha culture, ranging from rituals, cuisine, and clothing, which are the identity of the local people. Apart from the experience with coffee, the cultural charms of the Akha people will be presented in a number of spots around the village.



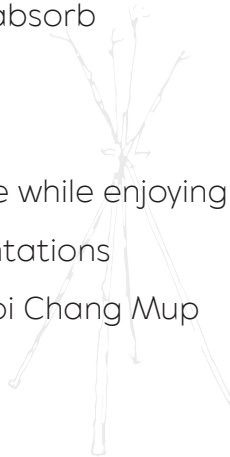


Take a tour around

Ban Pha Hi



- Dripping coffee while admiring the mountainous landscape
- Dress in local costumes and look like the Akha people
- Stroll around the village and absorb the Akha culture
- Enjoy Akha dishes
- Stroll over the bamboo bridge while enjoying the scenery of the coffee plantations
- Marvelling at the sunset at Doi Chang Mup









Dripping coffee

while admiring
the mountainous landscape

On top of Doi Pha Hi are a number of coffee shops that offer various angles of the scenic landscape for visitors to choose to immerse themselves. Sitting and letting their legs hang, visitors can brew coffee by dripping it themselves. Each coffee shop provides many kinds of brewing equipment; such as, hot and cold Vietnamese drip coffee, or strong AeroPress coffee. Smell the fragrance of the fresh coffee and enjoy the view of the village over the hills and the spectacular view of Doi Nang Non Range, which comprises three mountains dotting in the shape that resembles a lady lying down on her back, from Doi Chong (the face), Doi Phu Thao (the chest), and Doi Tung (stomach), respectively. In the rainy and winter seasons, it is particularly magical with the beauty of a dreamy sea of mist flowing over the green valleys.





Dress in local costumes and **look like the Akha people**

Most coffee shops at Ban Pha Hi provide Akha costumes for tourists, so that they can wear and take a picture free of charge. Apart from getting beautiful photos, travellers will get to understand the identity of the Akha people through their costumes. The outstanding metal headdress, combined with the cowrie shells, colourful beads, and embroidery patterns that resemble natural figures and environment; such as, stars, flowers, and the sun, symbolises the close relationship of the Akha people with nature.



Stroll around the village

and absorb the Akha culture

With a stroll over every corner in the village, visitors can observe the ways of life of the hill-tribes and how conversation takes place in the local language, and talk to the young ones who smile to say hello. Stop by at the cultural spots to learn about the Akha culture and rituals that the local villagers have still performed, ranging from the village sign that implies the seniority of the tribal ancestors, the giant swing, and the spirit gate or the victory gate that protects the village from evil spirits. Visitors can also find the village shaman's house, the herbal house, the sacred well, and the cultural space called 'Lan Sao Kot' or 'the open space to hug girls'. Lan Kot Sao is where teenagers will come to sing and dance, while the elders play 'Khaen' (free reed bamboo mouth organ), and is the place where the culture and traditions are passed on from generation to generation.



Enjoy Akha dishes



‘Rak Chu’ is the root of ‘Hom Chu’, a kind of spring onion. White with a faint pungent smell, Rak Chu is the main ingredient in Akha cuisine, and it can be found in the farms and backyards of most households.

Another activity that should not be missed is to try Akha food at the restaurants and homestay accommodation. There, various dishes are made from organic vegetables and are served in ‘khan tok’ (wooden pedestal tray); such as, Khao Klong Doi (steamed mountainous brown rice), Phat Thua Nao Akha (fermented soybean stir-fried in the Akha style), Lap Mu Sai Rak Chu (spicy pork salad mixed with the root of spring onion), Samchan Phat Kap Rak Chu (pork belly stir-fried with the root of spring onion), Namphrik Akha (Akha chili paste) and even fusion food like Pizza Mu Dam (black pork pizza). ‘Rak Chu’ is used as the main ingredient in most dishes indicating that these are the true Akha food



Stroll over the bamboo bridge while enjoying the scenery of the coffee plantations

Take a 4-wheel-drive vehicle to the bamboo bridge built by the community of Ban Pha Hi to explore the coffee plantations that are located along the mountain slope. There are spots where visitors can enjoy the scenic view of Doi Pha Hi. Visitors can also enjoy the ambience of the coffee trees, plum trees, and Assam tea trees very closely. The harvesting season is from October to February, and visitors can follow the villagers to observe the picking of the coffee beans. Moreover, very close to the plantations lie a number of coffee shops, where you can rent Akha costumes to wear and purchase souvenirs. Also, there is a space for camping.

Marvelling at the sunset at Doi Chang Mup

Not that far from Ban Pha Hi is the Doi Chang Mup Viewpoint, where the sea of mist, the picturesque sunset, and the vast scenery of Myanmar can be appreciated. Those who love flowers would want to see the Thousand-year Rose (Rhododendron) at the Mae Fah Luang Arboretum at Doi Chang Mup.





What is the contribution of your visit here?

- Enriching the experience with coffee in an innovative way; such as, dripping coffee, visiting coffee plantations, and learning many methods of coffee roasting.
- Experiencing everyday Akha life by staying at the homestay accommodation hosted by the villagers.
- Being a part of preserving the invaluable culture of Akha.
- Generating income and strengthening the community in terms of culture, tradition and environment preservation.
- Promoting respect in the identity, local wisdom, and different history of the community

Contact: Aran Phonchiraphaisan (village headman)

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Address: Tambon Pong Ngam, Amphoe Mae Sai, Chiang Rai









The Living University that teaches people to peacefully and happily co-exist with the forest

Doi Tung Development Project



The late Princess Srinagarindra or Somdet Ya, the role model of reforestation in the heart of the Thai people, transformed the land that people once grew narcotic plants and bald mountains on Doi Tung to be the gigantic forests filled with economic crops. Doi Tung then became the place that nurtured the lives of 6 groups of hill-tribes including the Akha, Lahu, Kuo Min Tang Chinese, Tai Yai, Tai Lue, and Tai Lua for over 30 years.

From the land of darkness to a new life full of hope

“I will reforest Doi Tung.”

This was what the late Princess Srinagarindra said on her visit to Doi Tung in 1987, after seeing a number of problems that Thai hill-tribe people had to face. The poverty, as well as the lack of basic infrastructure, nationality, and education, led the villagers to resort to slash-and-burn agriculture, growing poppies, drug trafficking, and human trafficking for the sake of survival.

With her sharp vision, the Princess established the Doi Tung Development Project, which covers the fieldwork area of over 160 square kilometres. The objectives are to develop people’s abilities in conjunction with the environment’s condition, and to promote consciousness towards co-existing with nature in a sustainable way. Villagers were encouraged to grow economic crops; such as, coffee and macadamia for themselves. The Project also established a business for society under the brand ‘Doi Tung’, which encompasses handicrafts, processed food, agriculture, tourism, and cafés in order to create stable jobs for everyone in the community, so they could stand on their feet with dignity.



The success of the Doi Tung Development Project not only has returned the richness to the forest, but also revived the people's everyday lives. Their livelihood has been improved and the Project thus is indeed 'a living university', the role model of how business for society should be operated. It is additionally the model of how the rural areas are developed and has been globally accepted. The area of the Project has become a famous tourist attraction in Thailand, in which every corner lies exciting stories, including:





Mae Fah Luang Garden

The kingdom of hundreds of winter flowers that bloom to paint the world together all year-long, Mae Fah Luang Garden consists of Maze Garden, Stone Garden, Bromeliad Garden, and Orchid Garden. Be amazed by the ‘Sculpture of Continuity’, which stands majestically among various colourful flowers and conveys the meaning “whatever the Princess did, she would do it continually and not giving up half-way”. There are also Doi Tung Cafés, a plant shop, and a handicraft shop that visitors can purchase souvenirs, from which all the income will help support gardeners, agriculturalists and people at Doi Tung.

Doi Tung Tree Top & Zipline

Experience the adventure along the paths at the height of 30 metres above the ground. Throughout the 295-metre-long treetop walkway, visitors will be brought back to yesteryear to encounter the richness of the forests at Doi Tung. The gigantic Burmese fishtail palm, different trees from different seasons, and coffee plantations will be presented along the way. Complete the adventure with a zipline ride that traverses over the vetiver fields.





Hall of Inspiration

The exhibition portrays the biography of Somdet Ya and the royal members of the Mahidol Family and illustrates the journey of Somdet Ya's time when she was still a girl called 'Sangwan' to when she became a 'mother' who raised two great kings. Up to 4,000 projects royally initiated by the late King Bhumibol Adulyadej are likewise presented, as they were designed to help solve the problems of all the Thai people. Somdet Ya adapted some of the projects for the Doi Tung Development Project, resulting in outstanding outcomes today. All the works have been a great inspiration to the people, both in terms of work and in terms of doing good deeds for society.



Khrua Tamnak

Khrua Tamnak is a great restaurant offering delicious food and relaxing atmosphere on the top of Doi Tung. A dish that should not be missed is Doi Tung Hors d'oeuvre that comprises Mu Yo (pork sausage), Sai Ua (spicy pork sausage), Naem (fermented pork), deep-fried mushroom, and chili and garlic decorated together in one set. Other dishes include Doi Tung fried rice, Kaeng Hang Le (Northern Thai curry), Miang Pla Doi Tung (grilled fish lettuce wrap), spare ribs baked in macadamia honey, and many other local dishes, all of which are served with organic brown rice. Finish the meal with vanilla ice cream served with avocado and topped with macadamia honey. Every dish here is made of fresh ingredients and does not use any chemical substances, making it safe for both the body and mind.

Contact: Mae Fah Luang Foundation under Royal Patronage

Doi Tung Office: Tel. +66 5376 7015-7

Bangkok Office: Tel. +66 2252 7114

Website: www.doitung.org

Facebook: DoiTungClub/Mae Fah Luang Foundation under Royal Patronage

Address: Tambon Mae Fa Luang, Amphoe Mae Fa Luang, Chiang Rai







The sweet and refreshing smell of
the tea plantation along the mountain slopes

Choui Fong Tea Plantation



The picturesque scenery of terraced tea plantations that paint the mountain slopes with a green colour becomes visible when one arrives at the Choui Fong Tea Plantation, and leads the mind to smell the sweet and refreshing fragrance of a cup of hot tea without even realising it.

For more than 40-years of curing, selecting young tips of tea leaves, and developing an organic approach to growing tea, today, the products from the Choui Fong Tea Company Limited have been exported to international markets. The tea plantation has also become a tourist attraction and offers an exotic experience at the Tea Café, which is famous for its modern and transparent building with a deck extending out for visitors to take pictures of the tea plantation and enjoy the cool breeze.





Afterwards, enjoy tasty food and beverages with tea leaves as ingredients; such as, green tea steamed bun, tips of tea leaves spring rolls, deep fried tea leaves, green tea latte, lychee oolong tea, and green tea mixed with red beans frappe. Some of the popular desserts include green tea roll, green tea crepes, and green tea banoffee. You will get to enjoy delicious refreshments while being immersed in the green of the tea plants everywhere.





In the souvenir shop, visitors can rent the Akha tribal clothes to wear and take pictures in the tea plantation. Also, tea tasting is offered free of charge, and visitors can also purchase a number of products; such as, Assam green tea (local tea of Chiang Rai), peppermint green tea, chrysanthemum green tea, green tea popcorn, and a tea maker set. There are also skincare and haircare products; such as, lotion, red tea soap and green tea shampoo available.





Contact: Tel. +66 5377 1563
Address: Tambon Mae Chan,
 Amphoe Mae Chan, Chiang Rai
Opening hours:
 Every day 8.30 a.m.-5.30 p.m.









The victory of development: Tea oil in Thailand

Tea Oil and Plant Oils Development Center, Chaipattana Foundation



Amidst the ambience of greenery and under the shades of a variety of trees together with a large pond, the Tea Oil and Plant Oils Development Center, Chaipattana Foundation is the first organisation that has grown, conducted research, and produced tea oil in Thailand. This is the learning centre that evokes the need for people to be more aware of choosing raw materials for cooking and to realise that good health is the important foundation of life.

What is tea oil tree?

Tea oil plant is a species of tea plant named *Camellia oleifera*, in which the oil in the seed can be extracted for many beneficial uses. Because the level of the unsaturated fat acid in the seed is not that high, the tea oil can benefit the human body; such as, helps with antioxidant activity, reduces cholesterol, as well as strengthens the heart and the body.





The research centre for everyone

With the sharp vision of Her Royal Highness Princess Maha Chakri Sirindhorn, she could see that a tea oil plant is very beneficial and then gave a royal command to the Chaipattana Foundation and the Mae Fah Luang Foundation to initiate the development project of growing tea oil plants and oil plants in Thailand. The tea oil plants have been brought from China and grown in the areas of over 4,800,000 square metres in Amphoe Mae Fa Luang. The Research and Development Centre has also been established to produce high quality tea oil that will be suitable for cooking different kinds of dishes without having to be worried about carcinogens that can cause cancer. The products of tea oil at last received the symbol of ‘Thai Food Good Heart’ from the Heart Foundation of Thailand under the Royal Patronage. The Centre also develops other products; such as, cosmetics and skincare and haircare products.

Tracking the routes of tea oil

Within the Center, there are several interesting activities that also encourage people to think about health and wellbeing. Start by watching the video and exhibition that tells the origin of tea oil and plant oil in Thailand. Move on to the exhibition on herbs that gives information on the fermented herbal plants, both domestically and internationally; such as, perilla, Niger, USA mint, stevia, Piper interruptum, and dried ginger. Then, explore the tea oil factory, which is operating under the environmentally-friendly production process, in which visitors can witness the advanced machinery technology created by the Thai people.

At the back of the building is the oil plant experimental plots; such as, pumpkin, perilla, holy basil, and safflower. Visitors can also explore the nurseries that are controlled by the Evaporative Air Cooling System (EVAP), which are filled with several oil plants and lavenders that give off a very fragrant and dreamy smell.





Dishes with lots of **benefits**

At the Center, there is a restaurant called ‘Maletcha’ that serves the menu designed by Her Royal Highness Princess Maha Chakri Sirindhorn, as well as dishes that use tea seed oil as ingredients; such as, tomato soup, deep-fried tofu with gravy sauce, spicy strawberry salad, bacon croquet, and lemon cheesecake. These dishes are cooked with love and care, using raw materials that are fresh and organic, so that the food is not only safe but also delicious.

Passing on love and care through natural products

Before leaving, visitors can drop by at the Maletcha Shop to choose and purchase products that are made from extracted tea oil and tea plants under the brand of 'PatPat'. Examples of products include camellia seed oil in capsule, perilla seed oil, and Niger seed oil. Cosmetic items that help moisturise the skin and help with wrinkles; such as, sun protection cream, soap, and lotion, as well as quality products from the Chaipattana Foundation are also available. Visitors can as well purchase handicrafts that are the work of the local villagers and show the identity of the community; such as, scarves, T-shirts, key rings, and wallets, to help boost the local business.



Contact: Tel. +66 5373 4140-2

Website: www.teaoilcenter.org

Facebook: Tea Oil Center

Address: Tambon Wiang Phang Kham, Amphoe Mae Sai, Chiang Rai

Opening hours:

Tea Oil and Plant Oils Development Center: Every day 8.00 a.m.-8.00 p.m.

Maletcha Restaurant: Every day 10.00 a.m.-8.00 p.m.

Maletcha Shop: Every day 9.00 a.m.-5.00 p.m.

Remark: For group visits or for those who would like to take a look inside the factory and the experimental plots, please contact the Center in advance. If the arrival takes place on Sunday, the groups will only be allowed to explore the outside of the factory because it is the employees' day off.









The origin of wonderful genetics
of local vegetables

Prince Chakraband Pensiri

Centre for Plant Development



“The most important elements for agriculture are not only about water and soil, but having good seeds for farmers to grow is also very important”, said Her Royal Highness Princess Maha Chakri Sirindhorn. That was the beginning of the establishment of the Prince Chakraband Pensiri Centre for Plant Development. The title was named as such to

commemorate the 100th anniversary of Prince Chakraphan Phensiri, as he was the person who promoted the transformation of traditional agriculture to a more sustainable one.



The main objective is to improve, develop, and try to grow vegetables with good genetics so that Thai agriculturalists have quality seeds that can withstand diseases and pests. Another objective is to encourage villagers in the area to participate in the project titled ‘Phuean Chuai Phuean” (Friends Help Friends) to assist in germinating the seeds to be royally given to the Thai people during the times of catastrophe, giving the villagers a chance to help other human beings and living a better quality of life for both the agriculturalists and consumers.



Harvesting happiness

and joy with sustainable agriculture

Numerous agricultural activities are organised throughout the total area of over 216,000 square metres at the Centre. The greenish gate is opened to welcome visitors to walk or cycle around to take in the fresh air and cool breeze, and experience the agricultural way of life. Enjoy exploring the vegetable nurseries where various kinds of seeds are grown as experiments; such as, asparagus and salad vegetables, which are grown as a crop rotation system throughout the year and under the standard of Good Agricultural Practices (GAP). Apart from admiring the panoramic view of the vegetable plots over the mountainous landscape, visitors can also learn about the vegetables from the agriculturalists here.



Creative dishes by Chan Ka Phak



Enjoy healthy food at the Chan Ka Phak Restaurant, where fresh vegetables are delivered directly from vegetable plots and are transformed into the most creative and delicious dishes; such as, Sangsan Chan Ka Phak (deep-fried 9 types of seasonal vegetables). Some interesting beverages include Nam Chan Ka Phak, a refreshingly sour juice, and Kafae Chan Ka Phak, a special cup of coffee mixed with caramel and butterfly pea juice in which the sweet and sour flavours harmoniously help balance the bitterness of coffee. A cannot-be-missed menu is various flavours of homemade ice cream ranging from butterfly pea, pumpkin, and banana cheese. Beside the restaurant is a shop that sells organic vegetables and a variety of plant seeds given by Her Royal Highness and are sealed in a mulberry envelop. Visitors can try being an agriculturalist under the sufficiency economy philosophy by purchasing and bringing these seeds to grow at home.



Contact: Prince

Chakraband Pensiri

Centre for Plant

Development

Tel. +66 5373 3222

Address: Tambon Pong

Pha, Amphoe Mae Sai,

Chiang Rai

Opening hours:

Every day 8.00 a.m.-

5.00 p.m. (Chan Ka Phak

Restaurant 7.30 a.m.-

9.00 p.m.)









Bridging arts and people

Khua Sinlapa (Art Bridge Chiang Rai)



Chiang Rai has been dubbed as ‘the city of arts’ and it is not an exaggeration. Visitors to Chiang Rai are able to witness dazzling arts at various famous attractions, from the heaven-like temple of Wat Rong Khun to the spectacular blue Ubosot (ordination hall) of Wat Rong Suea Ten, or the canvas named ‘The Heroes’ at Tham Luang – Khun Nam Nang Non Forest Park. Even tiny details around the important attractions in the city; such as, the post boxes

are painted with the local art patterns. These art pieces are all created from the imagination of famous Chiang Rai artists of all genres who use ‘arts’ as the tool to bring life to the city in all dimensions as well as continually create masterpieces for society under the ‘Khua Sinlapa’ project.



Welcoming everyone with arts

‘Khua’ in Northern Thai dialect means ‘bridge’; thus, the term ‘Khua Sinlapa’ then means the ‘bridge that connects arts with society’. From the first step into this classically beautiful brown building, visitors get to see the rotating art exhibition by artists from Chiang Rai, foreign artists, and Thai artists, who take turns to present their art pieces in different forms; such as, paintings, sculptures and handicrafts.



The exhibitions are designed to raise funds to support different public sectors; such as, hospitals and national sports authority. Creative activities are also continuously organised; such as, art camps and workshops that promote arts education to the youth. Visitors are also welcomed to sip coffee in the ambience that is full of arts, and shop the artists’ pieces of work that include painted T-shirts, cotton bags and postcards at the souvenir shops.



Enjoy Lanna fusion food at Khua Sinlapa

Situated in the area of the Khua Sinlapa is the ‘Ma Long Der’ Restaurant (translated to ‘come and try’). Here, visitors can find Lanna fusion food, which is beneficial to our health, and all the dishes are artistically decorated. The famous dishes are Kaeng Hang Le (Northern Thai curry) Aep Pla Samunphrai (steamed fish paste mixed with herbs), Kaeng Ho (Northern Thai mixed curry), and special omelette rolls. The dishes here are served with tri-colour steamed rice, in which the blue



colour comes from butterfly pea flower, dark purple is from rice berry, and yellow is from safflower. The ingredients used in preparing the dishes are organic materials from Rai Chern Tawan (a temple under the supervision of W. Vajiramedhi, a famous Buddhist monk); therefore, it is guaranteed that every bite is tasty and healthy.

Contact: Watchani Bunchen

Tel. +66 8 9123 9304, +66 8 8419 5431

Address: Tambon Ban Du, Amphoe
Mueang Chiang Rai, Chiang Rai

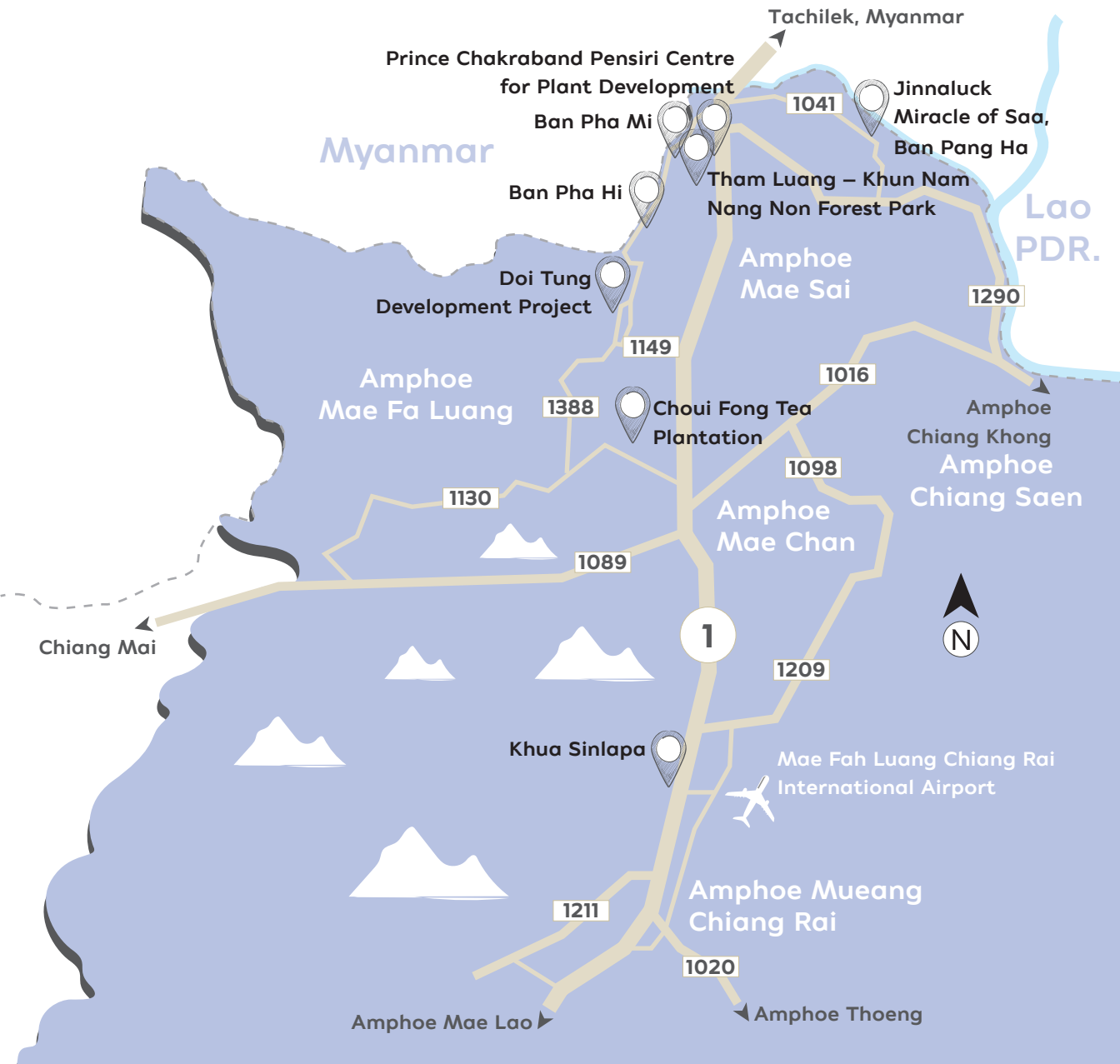
Opening hours: Khua Sinlapa

Every day 10.00 a.m.-7.00 p.m.

Ma Long Der Every day 10.00 a.m.-
8.00 p.m.

MAP

Chiang Rai



Myanmar

Lao
PDR.

Prince Chakraband Pensiri Centre
for Plant Development

Ban Pha Mi

1041

Jinnaluck
Miracle of Saa,
Ban Pang Ha

Ban Pha Hi

Tham Luang – Khun Nam
Nang Non Forest Park

Amphoe
Mae Sai

1290

Doi Tung
Development Project

1149

Amphoe
Mae Fa Luang

1388

Choui Fong Tea
Plantation

1016

Amphoe
Chiang Khong
Amphoe
Chiang Saen

1130

1089

Amphoe
Mae Chan

1098

Chiang Mai

1

1209



Khuas Sinlapa

Mae Fah Luang Chiang Rai
International Airport



Amphoe Muang
Chiang Rai

1211

1020

Amphoe Mae Lao

Amphoe Thoeng

Sample Itinerary

The Dreamland of Coffee and Colourful Lives on the Mountain, Chiang Rai

DAY 1

Morning:

Trace the path of the 13 lives of the 'Wild Boars Academy' at **Tham Luang – Khun Nam Nang Non Forest Park**.

Late Morning – Lunch:

Sip a cup of coffee while indulging in the view of **Doi Pha Mi** at Ban Pha Mi, and enjoy Akha food at **Phufa Zaje** while listening to stories about the time when the late King Bhumibol visited the area.



Afternoon:

Visit Ban Pang Ha and stop by at **Jinnaluck Miracle of Saa** and join the workshop on making 'Sa Paper' and 'Pang Ha Na Sai' activity (face masking with golden floss silk). Then go to 'Kat Pang Ha', a community market that sells organic vegetables and food.

DAY 2

Morning:

Visit **Ban Pha Hi**, an Akha cultural village that is known as a popular coffee cultivation place in Chiang Rai.

Lunch – Afternoon:

Visit the **Doi Tung Development Project**

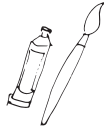
- Hall of Inspiration
- Doi Tung Treetop Walk
- Mae Fah Luang Garden
- Lunch at Khrua Tamnak, where every dish uses fresh and organic local ingredients.
- Before leaving, enjoy a cup of coffee and purchase Doi Tung products.



Afternoon – Evening:

Enjoy a cup of tea and dinner while indulging in the refreshing atmosphere of the highland tea plantation at the **Choui Fong Tea Plantation**.

DAY 3



Morning:

Visit the **Tea Oil and Plant Oils Development Center, Chaipattana Foundation**, the learning centre of tea oil and plant oil in Thailand.

Late Morning – Lunch:

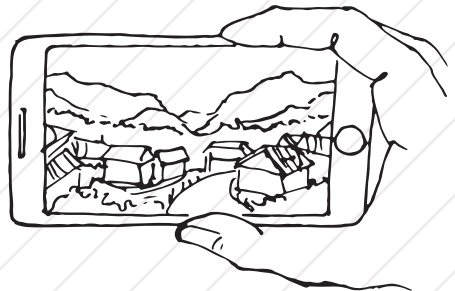
Visit the **Prince Chakraband Pensiri Centre for Plant Development** and get on a tram to tour over a 126,000-square-metre area of vegetable plots and enjoy a healthy and delicious lunch at Chan Ka Pak. Visit the Prince Chakraband Pensiri Centre for Plant Development and get on a tram to tour over a 126,000-square-metre area of vegetable plots and enjoy a healthy and delicious lunch at Chan Ka Pak.

Afternoon:

Visit the rotating art exhibition of a variety of artists at **Art Bridge Chiang Rai** and relax while enjoying drinks and fusion Lanna food at the **Ma Long Der Restaurant**.

Travel Checklist

- Thermos cup or bottle
- Wind protection items; such as, jacket, sweater, scarf, and knit cap
- Outdoor shoes or safety shoes with impact resistance which are comfortable to wear
- Towel and toiletry (for an overnight stay in homestay accommodation)
- Mobile phone, camera, and power bank



Accommodation



Amphoe Chiang Saen

Siam Triangle Hotel

0 5365 1115, 08 2790 1741

Facebook: Siam Triangle Hotel Chiang Saen

The Room @maesai

09 3243 8629

Facebook: The Room Maesai

Amphoe Mae Chan

Poonyamantra Resort

0 5376 3111

Facebook: Poonyamantra Resort Chiangrai

THE ONE Resort

0 5370 9358

Facebook: THE ONE Resort

Amphoe Mae Fa Luang

Doi Tung Lodge

0 5376 7015-17

Website: www.doitung.org

Ban Naam Resort

0 5370 9077, 08 6116 7950,

08 6192 1100

Amphoe Mae Sai

Doitung View Resort

0 5376 3619

Facebook: Doitung View Resort Chiangrai

Praifhan View Resort

08 6919 4810

Facebook: Praifhanview

Restaurant / Coffee House

Amphoe Mueang Chiang Rai

Ma Long Der

Operating Hours: 11:00-20:00 hrs.

open everyday

09 5229 5359

Hacienda Coffee House & Restaurant

Operating Hours: 08:00-20:00 hrs.

open everyday

08 9686 3354

Facebook: Hacienda Coffee House
& Restaurant

Amphoe Mae Fa Luang

Krua Tamnak Restaurant

Operating Hours:

Mon: 007:00-09:00 hrs., 11:00-14:00 hrs.

Tue : 06:00-09:00 hrs., 11:00-14:00 hrs.

Wed :06:00 -09:00 hrs., 11:00 -13:00 hrs.

Thu : 07:00-14:00 hrs., 16:00 -18:00 hrs.

Fri : 06:00-07:00 hrs., 11:00-14:00 hrs.

Sat : 05:00-08:00 hrs., 10:00-13:00 hrs.

Sun : 04:00 - 05:00 hrs., 07:00 - 14:00 hrs

0 5376 7015-17



Restaurant / Coffee House



Amphoe Mae Chan

Parabola

Operating Hours: 08:30-20:00 hrs.

(closed on Monday)

0 5377 2234, 08 1563 4884

Facebook: Parabola The fascinating
coffee & bakery house

Panor Coffee House

Operating Hours: 09.00-18.00 hrs.

open everyday

09 9964 9466, 09 2696 2942,

06 3654 9623, 09 8284 2365

Facebook: Panor Coffee House

Cafe Khiri

Operating Hours: 08.30-18.00 hrs.

open everyday

08 9700 9919

Facebook: Cafe Khiri

Chamchuree House

Operating Hours: 09.30-22:00 hrs.

open everyday

06 2924 6346

Facebook: Chamchuree's house
at Maechan



Amphoe Mae Sai

Phufa Zaje

Operating Hours: 08:30-20:00 hrs.

open everyday

09 5680 0094

Facebook: Phufa Zaje

Baan Suan Auy Kham

Operating Hours: 08:00-20:00 hrs.

open everyday

08 7303 6467, 06 1360 8686

Facebook: Baansuan Auy Kham

Jankrapak

Operating Hours: 07.30-21.00 hrs.

open everyday

0 5373 3222, 09 8564 2425

Ying Ping Restaurant

Operating Hours: 11:00-21:00 hrs.

open everyday

0 5364 0171, 08 1681 1771

Doi Pha Mee Coffee

Operating Hours: 08:00-18:00 hrs.

open everyday

08 9449 7942

Phuphahee Coffee

Operating Hours: 08:00-18:00 hrs.

open everyday

08 8267 8798, 09 0948 2784

Facebook: phuphahee coffee





Product Creation Division

Tourism Authority of Thailand

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