

## Epic Mounts Countless Fields Surrounding Forests and the best Indigo Dyeing



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### Learning King Bhumibol Adulyadej's Work Principles







# Understanding, Accessibility, And Development

Are the principles of the King Bhumibol Adulyadej's work in his royal projects to provide his people a better welfare. His Majesty's understanding and being accessible to his people led to the successful development on land, water and natural resources, brought the abundance back, relieved his people from poverty so they can now live life with sustainable happiness from the way of sufficiency economy.



## King's Wisdom for Sustainable Tourism

In remembrance of His Majesty King Bhumibol Adulyadej, Tourism Authority of Thailand (TAT) together with United Nations Development Program (UNDP), one of the major organizations that has committed to His Majesty King Bhumibol Adulyadej's royal determination, adopt the concepts of human development, economic development and "Sufficiency Economy" by His Majesty King Bhumibol Adulyadej as major principles in developing the country.

The King's Wisdom for Sustainable Tourism project is implemented by creating model learning groups in the community tourism area that is related to the King's Philosophy in order to create a sustainable tourism model. It is important to use the King's Philosophy as the principle of management and operation.

### King's Wisdom for Sustainable Tourism

In the project, four model communities have been selected from each region of Thailand and each community has to apply the philosophy of His Majesty King Bhumibol Adulyadej to the community tourism route. The King's philosophy is beneficial to his people in terms of human development and was awarded the UNDP Human Development Lifetime Achievement Award.

### 4 communities consist of

- o Bang Pong Huai Lan, Chiang Mai Province
- o Chantaboon Waterfront, Chantaburi Province
- o Ban Nong San, Sakon Nakhon Province
- Community around Nongyai Area Development Project, Chumporn Province



### **Operations of the Agencies and Mission**

The goals of His Majesty the King's Wisdom Project for Sustainable Tourism are...

To extend His Majesty the King's Philosophy by integrating it with local wisdom to promote sustainable tourism 2

To encourage more domestic tourism

To add value in tourism area in order to increase revenue from money spent To promote human resource development and strengthen the community to be able to stand by themselves and achieve sustainable development Epic Mounts Countless Fields Surrounding Forests and the best Indigo Dyeing Northeast Region or Isan Region is the largest region of Thailand covering 33.1 percent of the country. In the past, the survey showed that most of Isan population were faced with 3 main problems. First problem was low-quality soil i.e. unable to hold water and also had high salinity. The second problem was insufficient amount of forest and water resources. The dried soil from highland terrain caused problem to agriculture. The deforestation of villagers to prepare a field caused damage to water source and ecology of the area. The last problem was agriculture technology. Aside from natural problems, Isan citizens also lacked agricultural knowledge especially proper knowledge on soil management, forest conservation, product processing and product marketing.

Therefore, His Majesty King Bhumibol Adulyadej personally founded Phu Phan Royal Development Study Center on November 25th 1982 to be a model of area development in Isan region. The purposes of this study center are to support citizens on academic technology knowledge and training, research and improve plant and animal species and improve citizens' occupational standard to be more suitable for the area so that the citizen can live sufficiently and sustainably.

Ban Nong San Tourism Community is one of the communities in Sakon Nakhon which has benefited from the Royal project. The villagers who are agriculturists could earn a living more efficiently. They now live sustainably as agriculturists by adopting sufficiency economy philosophy. Moreover the new theory of agriculture and mixed cropping agriculture also improve their quality of life.

When the area and community's lifestyle are rich, a group of new generation begins to think about sharing their beautiful lifestyle to outsiders. They change the community into tourist attraction by registering themselves as Ban Nong San Tourism Community Enterprise which consists of 11 members and includes 5 households. Together, they successfully make tourism their extra income without interfering their main agriculturist career. They can now earn income both directly and indirectly while tending their fields and orchards, something nature lovers always wanted to experience while traveling.





### Ban Nong San Tourism Community

Although Ban Nong San Tourism Community is newly founded, they are good at creating agriculture-based tourist activity as well as presenting lifestyles and folk wisdom. Under the operation by new generation, various tourist activities have been created conforming to seasons and nature tourists' tastes.

Ban Nong San Community and surrounding area are highpotential tourist areas which can host various tourist activities such as nature trails, cultural activities and learning activities including Phu Phan Development Study Center which prepares many activities for visitors.





### **Natural Tourism Activities**

- 1. Visit Pa Chiang Waterfall at Phu Phan Natural Park
- 2. Phu Phan Development Study Center and Tam Tao Nai Royal Community







### **Cultural Tourism Activities**

- Visit Phra That Choeng Chum (Choeng Chum Buddha's Relic), Sakon Nakhon's sacred site
- Attend Bai Si Su Khwan Ceremony i.e. Isan sacred ceremony
  Shop local souvenirs from Pha Kram Weekend Walking
  - Shop local souvenirs from Pha Kram Weekend Walking Street



### Learning activities

- 1. Dumna Activity...planting rice seedlings like locals
- **2.** Harvest fresh vegetables from mixed cropping fields and cook delicious Isan local menus
- **3.** Learn how to harvest indigo, how to make dye then try dyeing indigo of your own and take it home with you









### Cumulative Activities from King's Wisdom for Sustainable Tourism Project

- Increase communication channels...Tourists can reserve accommodation through Facebook which results in more visitors
- 2. Create interests that can easily attract younger crowd







### Accommodation

- **1.** There are 3 home-stays in the community.
- 2. Can accommodate up to 10-15 persons per trip





### **Address and Contact**

- 28 Village No.11 Kok Phu Sub-district, Phu Phan District, Sakon Nakhon 47180
- Mrs.Ponpimol Mingmitmi (Mew),
- Tel. 098-476-3184,
- Facebook Fan page: ชุมชนท่องเที่ยวบ้านหนองส่าน Instagram: Ban Nongsan

#### How to Get Here

#### **By Air**

Air Asia or Nok Air flight to Sakon Nakhon Airport (45 km to the community)

#### By Car

From Bangkok, drive along highway No.1 to Saraburi, turn right to Mittraphap Road (Highway No. 2)...After passing Nakhon Ratchasima, turn to Ban Phai District then turn right to Highway No. 23 through Maha Sarakham, Highway No.213 through Kalasin then cross Phu Phan Mountain Range to Sakon Nakhon. The distance is 647 km in total.

#### By Bus

There are buses of The Transport co,.Itd and other private companies to Sakon Nakhon every day from Bangkok Northeast Bus Terminal, Kamphaeng Phet Road 2. For more information call: (042) 936-1880, (042) 936-6057, (042) 936-6067, (042) 936-2852.

# Example of Tourist Route in Ban Nong San Tourism Community

### 1 Day Trip

- 06:00 Meet up at the Gate in the Don Mueang International Airport.
- 07:05 Depart from Don Mueang International Airport to Sakon Nakhon Airport by Air Asia Airline.
- 08:05 Arrive at Sakon Nakhon Airport, retrieve luggage before taking off on a van.
- 08:45 Have breakfast at "Lert Rot KaiKata", a famous breakfast restaurant that tourists should not miss when
- 10:15 Arrive at Phu Phan Royal Development Study Center at Sakon Nakhon.
- 11:45 Arrive at Ban Nong San Community, Kok Phu Sub-district, Phu Phan District. Drink cool herbal drink before hopping on "Itak", Isan local vehicle, to see the village.





- 12:15 Itak take us to meet with Aunt Aoi and her family at hut in the middle of the field in "Somanas Farm". It is an Integrated agriculture farm which grows various kinds of crops for both consume and sell.
- 14:30. At Ban Nong San Indigo Cloth Conservation Group, learn the process of making indigo cloth and try it yourself. You can take the cloth you made back as a souvenir.
- 16:00 Bai Si Su Khwan Ceremony, a welcome ceremony of Isan where the village elders will tie a visitor's wrist with thread as a symbol of their blessing.
- 16:30 Arrive at Nam Pung Dam, the dam that tremendously help villagers of Phu Phan District and the area around by generating electricity, preventing flood and providing water for agriculture in Sakon Nakhon and Nakhon Phanom.
- 17:30 Have dinner at Saban Nga Restaurant, Sakon Nakhon famous restaurant.



### 2 Days 1 Night Trip Day 1

- 08:05 Depart from Don Mueang International Airport to Sakon Nakhon Airport by Nok Air Airline.
- 09:45 Have breakfast at "Lert Rot KaiKata", a famous breakfast restaurant that tourists should not miss when they come to Sakon Nakhon.
- 11:45 Itak take us to meet with Aunt Aoi and her family at hut in the middle of the field in "Somanas Farm".



12:30 Have Isan menu for lunch in amidst of farm and paddy field atmosphere. Then enjoy dessert making activity which uses ingredients from Aunt Aoi's farm.



15:00

Conserve folk culture by learning how to make Khan Mak Peng from Granma Lom who is a Phan Bai Si and Khan Mak Peng expert. After finish making Khan Mak Peng, offer them to the Buddhist image at Wat Ban Nong San. Time to go back to homestay.

18:00 Bai Si Su Khwan Ceremony



16:30

### 2 Days 1 Night Trip Day 2

- 05:45 Wake up a little earlier to offer sticky rice to the monks and see community's morning way of life.
- 08:00 Have breakfast at homestay and rest freely.



09:30

Walk to Ban Nong San Indigo Cloth Group, learn the process of making indigo cloth and try it yourself. You can take the cloth you made back as a souvenir.

12:00

- Have delicious Somtam and roasted chickens made by villagers for lunch.
- 13:00 It is time to say good bye to Ban Nong San, take the luggage and set off to Nam Pung Dam.
- 13:30 Arrive at Nam Pung Dam, the dam that tremendously help villagers of Phu Phan District.





14:30	Arrive at Phu Phan Royal
	Development Study
	Center at Sakon Nakhon.
17:00	Arrive at Phra That
	Choeng Chum,
	a provincial religion place
	of Sakon Nakhon citizens
	which have 4 Buddha's
	Footprints.
18:00	Have dinner at Saban
	Nga Restaurant, Sakon
	Nakhon famous restaurant.
20.05	Return to Bangkok.

#### **Tourism Information Section**

#### www.localalike.com

- www.teata.or.th
- Visit.org
- www.backstreetacademy.com



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