

## Executive summary

The study was the second phase. It conducted a market test for products which were developed in the first phase. One thousand four hundred and seventy three foreign tourists were asked whether they liked the products. The survey results were classified by markets; North America, Europe, Australia and East Asia. The European market was classified into sub-markets; Germany, France, United Kingdom and a group of tourists from Paris, London and Milan. The survey also studied the image of Chiang Mai seen by foreign tourists. Key questions included the inspiration of tourists for travelling to Chiang Mai, the impression of Chiang Mai, the imagination of Chiang Mai before coming and the reality found after touching the city.

For the academic discovery, the study compiled 4 chapters. First, principles and ideas of product design. Second, arts of Lanna (Northern Thailand) which included the history of art, the traditional art, the artistic products, and the contemporary art. Third, the contemporary design and the specific trend. Fourth, the combination of Lanna culture and the contemporary design.

Moreover, the project invited 5 professional designers to produce souvenirs which combined Lanna culture and contemporary design. The products were aimed to the European market. Necessary information from market tests were provided to the designers. Nine categories of products were produced; garments, scarves, pillow cases, lamps, note books, ornaments and accessories, wooden combs, small mirrors, and handbags. The products were displayed in an exhibition "Souvenir: Feeling of Lanna" on Tuesday, July 24th, 2007 at the main hall of Social Research Institute, Chiang Mai University. The audiences were around 250 persons.

Major findings of the study were that the rich of Lanna culture could be used to produce various of products. Foreign tourists felt that Chiang Mai was the city of handicrafts, the balanced city between modernity and the value from the past, and the city with natural richness. The market test indicated that pillow cases made of silk were among the most popular products, especially in UK market. The reasons were the foldability, the light weight, and the blinking in the light which made them valuable. The designs inspired by nature or decorated by natural parts were internationally accepted especially in German market. The inclusions of Lanna culture into products were positively accepted by Australian market. Tribal or local symbols or decorative ornaments were positively accepted in French market. Thin and silky scarves could be potential in markets with warmer temperature such as France and U.S.A. Tourists from Paris, London and Milan liked pillow cases made of silk. East Asian market preferred decorative ornaments which were based on Chinese culture but different by local originality.