

## ABSTRACT

**Research Project Title :** The Management of Doi Pui as A Cultural and Ecotourism  
by Doi Pui Hmong Community, Muang District, Chiang Mai

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"The Management of Doi Pui as A Cultural and Ecotourism by Doi Pui Hmong Community, Muang District, Chiang Mai" research project is a qualitative research with 3 following purposes :

- 1) to study the capacity of Doi Pui as a cultural and ecotourism
- 2) to study the characteristics of tourism management at Baan Hmong, Doi Pui, by The Royal Project and,
- 3) to study the guideline of a cultural and ecotourism management by Doi Pui Hmong community.

The extent of this research covers specifically the tourism areas in Doi Pui Hmong community, Doi Suthep-Pui national park, Chiang Mai. Data collection is made through both questionnaire and non-questionnaire interviews with local people in Doi Pui Hmong villages, the owners of stores and booths, government officers, community leaders as well as Thai and foreigner tourists. The interview styles are various including personal, sub-group forum, participative and non-participative observations as well as workshops on cultural and ecotourism activities arrangement in Baan Doi Pui. The field data collected through all the above-mentioned methods will be both content and documents analyzed to base upon the concept and theories.

The Results of the research show that :

1. Doi Pui has the capacity to be the cultural and ecotourism destination. This is due to its nature of terrain which consists of many high mountains that are the sources of several creeks and waterfalls. The top area of Doi Pui is covered with jungles and fertile with variety of ecology system. Lower parts are mixed forests which are the habitats of various types of birds. The weather in general is cool and moist throughout the year. The majority of the population (80%) are Hmong hill tribes whose cultures and traditions are linked with the beliefs in ghosts and holy objects which are deeply implanted from generations to generations until they are interpreted through their way-of-living behaviors and several of their rituals. Nowadays, these traditions still exist. Although some cultures have been reformed to suit the age and some are almost extinct; they are acknowledged to their descendants for the importance of each culture and tradition.

2. The Baan Hmong, Doi Pui tourism management by the Royal Project has been supported and considered as a part of the major tourist destinations in Chiang Mai with 3 main tourists routes set as follows:

Tourist Route Number 1

- Back to the past - to Hmong cultural community

Tourist Route Number 2

- Enjoy the natures at north of Doi Pui villages

Tourist Route Number 3

- Organic agriculture and Hmong folk wisdoms

Most of Doi Pui Hmong tribes are acknowledged of and well follow the Royal Project policies. They are aware that every family of Doi Pui Hmong tribes who earns their living by tourism-related activities have high income through trading and giving services during high seasons only. Off-season, they will earn less. This is the reason some have to leave Doi Pui for labor works downtown or giving labor service to

produce hill tribe products for the employers who prepared them with all the materials required (wage received by piece). And because these Hmong tribes have received assistances from both government departments and the Royal Projects throughout the time past, they are lack of initiations for self-improvement causing them to lose an opportunity to improve the villages according to their own opinions.

3. To study the guideline of a cultural and ecotourism management by Doi Pui Hmong community. Due to the decreasing amount of tourists during off-season problem, the village leader and the current community committee wanted to stimulate the tourism businesses. When analyzing from the capacity of Baan Hmong, Doi Pui areas and Doi Suthep-Pui national park, they could set 3 different cultural and ecotourism routes which include:

- Cultural and Ecotourism Route Number 1 : Taking 2 – 4 hours
- Cultural and Ecotourism Route Number 2 : Taking 1 day
- Cultural and Ecotourism Route Number 3 : Taking 2 days and 1 night

**Suggestions :**

1. Resuscitation of Hmong tribal cultures and traditions is required. The relevant projects should include :

1) Resuscitation of Doi Pui Hmong Tribes Dressing Culture Project. The purpose is to implant their consciences in conserving and sustaining Hmong tribe dressing culture as well as to make the Hmong youths proud of their own tribe.

2) Hmong Tribal Handicrafts Restoration Project. The purpose is to transfer their folk wisdoms to the younger generations and those interested as well as to implant their consciences in inheriting Hmong tribal handicrafts production, cultures and traditions.

2. The guideline for sustaining cultural and ecotourism management in Baan Hmong, Doi Pui community needs the community to make plans for tourism management in the following aspects:

1) Forming a group of Hmong community for cultural and ecotourism, allowing them to have parts in all activities; having transparent management and administration; sharing the tourism-related benefits equally among all in the community; giving knowledge and making the people in the community understand

and acknowledged of problems as well as finding precautions to any potential problems that may have impacts on the community in the long run.

2) Making a survey on tourism routes in and outside Baan Hmong, Doi Pui village in the Doi Suthep-Pui natural park area making it secure for both the tourist attractions and the tourists themselves.

3) Forming a team of tourist guides who have knowledge on Hmong hilltribe's history, culture, tradition, way of life as well as the natural resources and background of the tourist attractions. Being able to guide the tourists to and give them knowledge on cultural and natural places, provide proper explanations while entertaining them at the same time. Passing on the tourism-related knowledge from one tourist guide generation to another which will be beneficial to community sustaining tourism.

4) Planning proper marketing strategies for the target groups who appreciate cultural and ecotourism, and study tour with no rush as well as finding marketing channels to approach them.

5) Making evaluation on the impacts of turning the village into cultural and ecotourism places in various aspects, i.e. natural resources and environment, society, tradition and culture as well as the community economy. An evaluation needs to be made continuously on a yearly base to timely manage with any potential problems without leaving them behind until it's hard to handle.