

From cultural tourism to creative tourism: the changing context of cultural tourism in Thailand

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The promotion of the development of local knowledge is part of the Thai government's national development agenda. Valuable cultural assets – such as culture, art, religion, tradition, and literature – inherited from former times do still exist in Chiang Mai province. This study intends to analyse certain creative ideas pertaining to former local assets – including environments, cultures, histories, and arts – which are conceived to promote the local society and economy. The extension of the idea of cultural tourism to become a concept of creative tourism gets inputs from local wisdom and cultural assets still available in various local areas. By combining them with suitable technologies, the cultural asset management or repackaging culture will be established. The creativity embedded into the production procedures might generate more value and worth in order to improve the Thai economy and better serve the current needs of the world market.