



THE SLOW TOURISM INFRASTRUCTURES IN
LAMPHUN OLD TOWN, THAILAND

BY
MISS PIMCHANOK CHIMHIRAN

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF MASTER OF URBAN DESIGN
URBAN DESIGN AND DEVELOPMENT (INTERNATIONAL PROGRAM)
FACULTY OF ARCHITECTURE AND PLANNING
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2018
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THESIS

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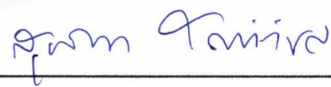
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THE SLOW TOURISM INFRASTRUCTURES IN LAMPHUN OLD TOWN, THAILAND

was approved as partial fulfillment of the requirements for
the degree of Master of Urban Design

on August 6, 2019

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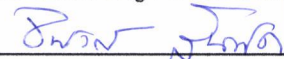
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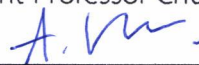
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ABSTRACT

This paper aims to specify the problems of slow tourism infrastructures in Lamphun old town and to recommend slow tourism infrastructure development through qualitative and quantitative research methods. The qualitative research method was conducted by site survey and observation in the study area. The quantitative research method was conducted through the use of questionnaire distributed to local people group, foreign visitors group, and the civic action groups of Lamphun old town.

The results were categorized into three types of tourism infrastructure which were 1) Environmental 2) Social and 3) Transport. The perceived problems of environmental slow tourism infrastructures in the old town were 1) lack of good landscape and design on the Kuang River and the city moat. Social problems of slow tourism infrastructure in the old town were 1) Lack of public relation on other local tourist attractions, 2) Lack of night activities, 3) Lack of local accommodation services. The transport problems of slow tourism infrastructure in the old town were 1) unconnected, narrow, bad pavement of footpath, and the lack of facilities for walking, 2) Lack of facilities for bicycle, 3) Public transport providers (tricycle taxi) unable to understand foreign languages.

The recommendation strategies to implement slow tourism infrastructures in Lamphun old town were categorized into three objectives which were 1) To create quality natural environment and engagement of riverfront through the development of slow environment infrastructures, 2) To strengthen the local cultural assets through the development of social slow tourism infrastructures, 3) To provide safe and better mobility for slow transport tourism infrastructures. The slow infrastructure recommendation strategy for objective 1 on the slow environmental infrastructure was 1) Improve the area of the Kuang River and city moat to be more attractive through management and design of the landscape. The slow infrastructure recommendation strategies for objective 2 on the slow social infrastructures were 1) Improve the public relations on the other not well known tourist attractions through internet search engines and social media, 2) Provide more tourist attractions or activities that allow tourists to get involved with local people, 3) Create a package of local activities that continues for several days, 4) Provide more night activities, 5) Utilize abandoned open space to generate activities. The slow infrastructure recommendation strategies for objective 3 on the slow transport infrastructures were 1) Encourage walking tourism travel through the improvement of footpath connection, Improve footpath pavements and provided safety and facilities for walking, 2) Encourage travel tourism by using bicycles through the provision of a bicycle route, provide bicycle facilities, proper and safe bicycle parking and lanes, arranging bicycle rental shops in Lamphun old town, 3) Encourage more use of public transportation by using a tricycle taxi and provide knowledge of foreign languages for the tricycle taxi drivers, 4) Limit the vehicles speed in Lamphun old town, 5) Propose a new direction route of one-way traffic in order to support the slow transport infrastructures.

Keywords: Slow tourism infrastructure, Slow tourism, Tourism infrastructure,
Lamphun Old Town

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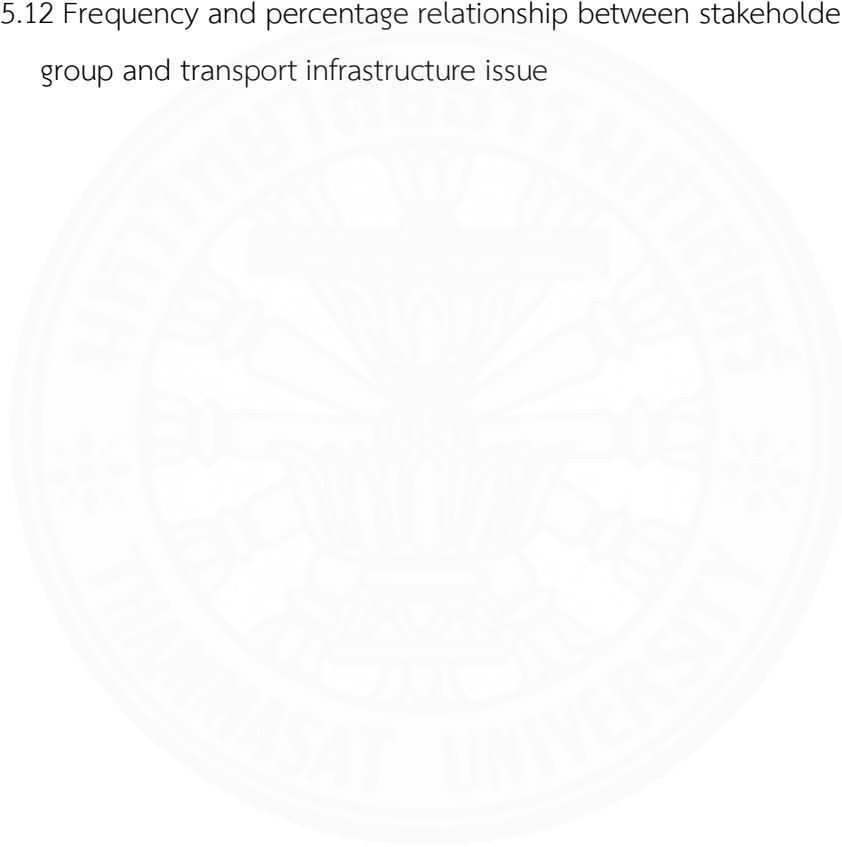
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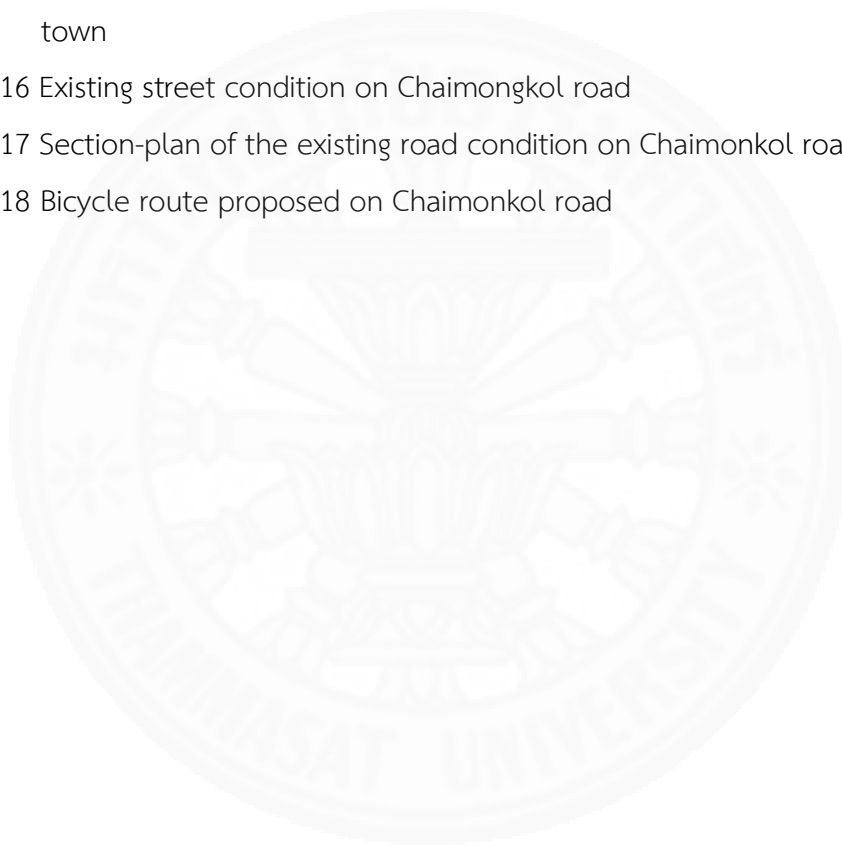
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CHAPTER 1

INTRODUCTION

1.1 Background and significance of the research

Slow tourism infrastructure is a basic component of the tourism that supports and contributes to slow tourism development. It includes accommodations, facilities, or services that essential to meet the need of tourists to expand their satisfaction during their trip at the destination. Tourism infrastructures can be divided into three types which are 1) Environmental 2) Social and 3) Transport (Sonja & Ivana, 2016). Slow tourism is a tourism type that allows tourist to get involved with local and travel at a slow pace to enjoy life, nature, or taste of that particular place as well as learning and understanding more about the place (Slow Tourism Italia, n.d.). According to Giddens (1991), slow tourism is composed of six elements which are 1) Time 2) Slowness 3) Contamination 4) Authenticity 5) Sustainability and 6) Emotion. Thongsong (2015) had defined slow tourism concept in Thailand by dividing it into '10 Slows' which are 1) Slow activity 2) Slow food 3) Slow logistic 4) Slow stay 5) Slow place/city 6) Slow money 7) Slow development 8) Slow accommodation 9) Slow life and 10) Slow energy. Slow tourism is an alternative type of tourism that would suite the situations of Thai tourism in which it focused on the quality tourism more than quantity according to the tourism strategies of 2015 – 2017 by the Ministry of Tourism and Sports of Thailand on promoting tourism in the secondary provinces such as Lamphun that have high quality and unique identity.

Lamphun is the secondary province on the northern part of Thailand. It is the province that has the longest history in Lanna Kingdom era, the age of the old town is about 1,300 years old. It is a small province that has its own beautiful, uniqueness and identity of tourist attractions, lifestyles, and cultures. And there is very little change in the city of Lumphun. Temples, buildings, and lifestyles are still pure and authentic (Lamphun National Statistic Office, n.d). Lamphun has the

potential to become World Heritage Site according to World Heritage Site's criteria article 1 no.1 about the monument. The number of tourists in Lumphun continues to grow every year. In 2016, the number of visited tourists was increased by 2.15 percent whereas 95.61 percent were domestic tourists and 4.39 percent were foreign tourists. The number of tourists that spending the night in Lumphun was still lower than those that did not stay in Lumphun. And foreign tourists spent a higher amount of money than domestic tourists in general, contributing 1,385 million-baht revenues to the country.

The main problem of tourism in Lamphun is that visitors do not spend the night or spend less time in the area. Therefore, the study of this research is to promote and support slow tourism in Muang Lumphun district which could benefit for developing tourism in Lumphun old town. Quality tourism does not deteriorate the places or lifestyles of local people, it may encourage visitors to spend more time in Lamphun old town as well as generate effective tourism infrastructures for the utilization of tourists and local people.

1.2 Research Problem

1.2.1 What kind of tourism infrastructures do tourism stakeholders prefer to support and promote tourism in Lamphun old town?

1.2.2 What are the problems of slow tourism infrastructures in Lamphun old town?

1.3 Objectives of the research

1.3.1 To specify the problems of slow tourism infrastructures in Lamphun old town.

1.3.2 To recommend slow tourism infrastructures and designs for Lamphun old town.

1.4 Boundary of the research

The boundary of this research problem is in Meung Lumphun district which focuses in the old town area.



Figure 1.1 Lumphun Old Town map

Source: Office of Natural Resources and Environmental Policy and Planning, 2010, adapted by researcher, 2018.

1.5 Expected Benefits

The benefits that the researcher expected to get from this research are as follow:

- 1) Promote the tourism aspect in Muang Lumphun district to encourage more tourists to come and travel more in the area as well as spend more money and more time here.
- 2) Suggest suitable slow tourism infrastructures in Lamphun old town according to the need and behavior of tourism stakeholders.
- 3) Research and study about slow tourism infrastructures are useful for Muang Lumphun district to attract quality tourists and to have quality tourism that does not deteriorate the place, preserve the value of the area, culture, tradition, and lifestyle of local people in Muang Lumphun district.

1.6 Research Timetable

Table 1.1 Research timetable

Month/Year Research Steps	2018												2019				
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Background study and indicate the issues of research	←	→															
Study research concepts, theories, and related past studies		←	→														
Specify research objectives			←	→													
Specify research boundary						←	→										
Research topic presentation										←	→						
Conduct research methodology and tool							←	→									
Research process presentation													←	→			
Site survey and distribute questionnaires for data collection													←	→			
Process and analysis data collection														←	→		
Conclude research data and present the final results of the research																←	→

Source: Researcher, 2018

CHAPTER 2

REVIEW OF LITERATURE

This chapter presents the literature reviews that relevant to the topic of the research problem on “What kind of tourism infrastructures do tourism stakeholders prefer to support and promote tourism in Lamphun old town?” and “What are the problems of slow tourism infrastructures in Lamphun old town?”. The basic outlines were reviews as follow: -

- 2.1 Theory and concept of tourism
- 2.2 Theory and concept of tourism infrastructure
- 2.3 Theory and concept of slow tourism
- 2.4 Lamphun province
- 2.5 Muang Lamphun district
- 2.6 Related news
- 2.7 Related past study and research
- 2.8 Case study

2.1 Theory and concept of tourism

2.1.1 Definition of tourism

The definition of tourism is various, it was explained and discussed by many people. Tourism is the activity that happened when persons were traveling to another place that was different from their normal environment for many kinds of purposes such as for leisure, for business, etc. and staying there not more than one consecutive year (UNWTO, n.d.). *“Tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and host in these tourists and other visitors” (Macintosh and Goeldner,1986)*

2.1.2 Tourism System

According to Leiper's Tourism System model in 1979 and updated in 1990, Leiper suggested that tourism system is consisted of three elements as follow:



Figure 2.1 Leiper's Tourism System Model
(1990) Source: Adapted by researcher, 2018

1. Tourists – the actor of the element and it is the most important element of the system. They are those who travel to another place and stay at least 24 hours but less than one consecutive year at that place. They are temporary visitors. Their activities depend on their purposes.

2. Geographical elements

- Traveler-generating region – the area where tourists come from, the area where the trip begins and ends. It is the generating market that provides the push factor that motivates tourists to travel.

- Tourist destination region – the area where tourists prefer to visit. It is the area where activities happen to attract various kinds of tourists. It functions as a pull factor in the market.

- Transit route region – the area that links and connects the tourist traveling from their generating region to the tourist destination region, it includes the area that tourists stop along the way to the destination.

3. The tourism industries – the businesses and organizations that related and involved in tourist's activities, promoting and providing tourism products.

2.1.3 Types and forms of tourism

Form of tourism happened from the movements of tourist or the types of the destination which it can be classified into three basic forms of tourism (1) Domestic tourism (2) Inbound tourism (3) Outbound tourism. These three forms combined and derived to different categories of tourism which were Internal tourism, National tourism, International tourism, and Intrabound tourism (UNWTO, n.d.).

Types of tourism depended on the purposes of visiting the place. There were 4 main purposes of the visit as follow: (NIOS, n.d.).

2.1.3.1 Leisure purpose tourism

2.1.3.2 Education purpose tourism

2.1.3.3 Business purpose tourism

2.1.3.4 Special interest purpose tourism

The special interest tourism is the type of tourism that happened from an individual's interest to do activities that they are interested. There are various kinds of special interest purpose such as examples below: (Vacayholics, n.d. & Iresh Singh, 2011).

- Adventure Tourism: is the type of tourism that requires tourists to take some risk, involved some difficult activities such as mountaineering, desert hiking, bungee jumping, etc.

- Cultural Tourism: tourists are involved in the culture of a particular place. They are interested in the traditional and lifestyle of local people, festival, architecture, etc.

- Culinary Tourism: people travel to another place to get involved in the local or traditional food of a particular place.

- Ecotourism: travelling to the place that has natural beauty, flora and fauna, landform, settlement of indigenous community, etc. that required tourists to have social responsibility and respecting the place by not disturbing or destroying the natural beauty of the place.

- Medical Tourism: tourists or patients travel to another place to seek for medicine and treatment.

- Religious Tourism: people travel to another place for the purpose of pilgrimage or doing activities that involved their faith and belief.
- Sex Tourism: people travel to the place for the purpose of doing sexual activities.
- Slum Tourism: people travel and visit the undeveloped or impoverished area to experience the life of the grassroots level.
- Sport Tourism: a tourism type that involved sports. People in this type of group either participate in sport or just watch sport.

These types of tourism above are just some of the examples of tourism type that based on the special interest purpose.

2.1.4 Sustainable Tourism

Sustainable tourism is one of the tourism types that focuses on the positive impact of tourism development toward environmental, economic, and socio-cultural aspects to sustain for the future generation. “Sustainable Tourism refers to a level of tourism activity that can be maintained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place” (ICOMOS, n.d.). Thus, sustainable tourism should maximize the use of environmental resources in tourism development by conserving and maintaining ecological processes, natural heritage, and biodiversity. Sustainable tourism should respect and conserve the socio-cultural authenticity of local communities, understand their cultural heritage, lifestyle and value. Sustainable tourism should provide sustain economic operations and benefits to local and all stakeholders (World Tourism Organization, n.d.). The goals of each aspect of sustainable tourism can be described as figure 2.2 below.



Figure 2.2 Sustainable tourism values and principles (Hall, 1998).

Source: C Michael Hall. 2000. *Tourism Planning Policies, Processes, and Relationship*, p.14.

2.2 Theory and concept of Tourism Infrastructures

Tourism infrastructure is an important element in the development of tourism. It contributed to the growth and efficiency of tourism destinations and products (Sonja & Ivana, 2016).

There were three types of tourism infrastructure according to the Tourism & Transport Forum in 2012 as cited by Sonja & Ivana, 2016 which were as follow:

(1) Transport Infrastructure – the infrastructures that provided and delivered tourists to the destination such as road, railway, port, airport, and etc. (Sonja & Ivana, 2016).

(2) Environmental Infrastructure – the infrastructures that involved in a natural value that tourists can visit such as park, Marine Park, national park, and reserve (Sonja & Ivana, 2016).

(3) Social Infrastructure – the infrastructures that related to physical structures or accommodation facilities in supporting tourism activities and services to attract tourists such as homestay, hotel, museum, and etc. (Sonja & Ivana, 2016).

Sonja & Ivana, 2016 had pointed out the components of tourism infrastructure which can be categorized into four aspects according to Raina, A., Ecology, Wildlife, and Tourism Development: Principles, Practices and Strategies, 2005. pp. 192, which were as follow:

(1) Physical aspects such as hotels, motels, homestay, restaurants, museums, galleries, transportations, communications, waters, electricity and etc.

(2) Cultural aspects such as culture, heritage, tradition, fairs and festivals, local art and music, dress and dance, lifestyle, food, language, dialect, and accent, religious and believe, and etc.

(3) Service aspects such as banking facilities, travel agencies, insurance agencies, tourist guides, hospital and care, and etc.

(4) Governance aspects such as law and order machinery, tourism policy and plan, customs and immigration, and etc.

2.2.1 Factors of Tourism Destination and Product

According to Dickman (1996), he had pointed out the five factors that required to have for a successful tourism destination and product which were as follow:

- (1) Attraction
- (2) Accessibility
- (3) Amenity
- (4) Accommodation
- (5) Activity

2.3 Theory and concept of Slow Tourism

2.3.1 Theory and concept of Slow Tourism

The concept of slow tourism came from the Slow Food initiated by Carlo Petrini and Slow Cities (CittaSlow) movements that developed in Italy during the 1980 and 1990 in attempt to preserve local cuisine, local farming, traditional food preparation method, etc. to against the opening of McDonald's in Rome (Sarah Schlichter, 2017).

Slow tourism is the alternative types of tourism that focuses on the speed and quality of tourism by travelling slowly with a relaxing rhythm, learning and experiencing the original and authenticity of that place (Alex Montesinos, n.d.). "Slow tourism invites travelers to tourism at a reduced pace; one that is sustainable and responsible, and to discover new destinations while respecting them. It invites tourists to get to know places, to live and taste them while at the same time promoting their protection as patrimonies of inestimable worth, as a richness to be safeguarded for our common wellbeing" (Slow Tourism Italia, n.d.). Slow tourism can be defined into three different pillars of slow tourism according to Dickenson, 2010 (as cited by NHTV Master of Art in Tourism Destination Management) which were (1) 'doing things in the right speed' (2) 'changing the attitude towards speed' (3) 'seeking quality over quantity' (NHTV, n.d.). Slow tourism can be started at home by exploring nearby interesting places. Slow travelers are required to travel at low speed transportation to enjoy the landscape while traveling. Get involves with the local place, local dialect, local people, do as local do and give something back to the community, this is a way to enjoy slow tourism (Garder, 2009).

2.3.2 Dimensions of Slow Tourism

According to Giddens (1991), there were six dimensions of slow tourism as follows: (Slow Tourism Italia-Slovenia, 2000).

(1) Time – the time availability of various services, maximize time during the trip. Tourists and all operators dedicate time to each other, operators dedicate time to create a relationship with customers, ask for their needs, offer flexible

time for customers to check out or to spend time in particular places. Operators dedicate time to plan their services, planning a suitable time for each activity and service.

(2) Slowness – reduce the quantity and focus on experiencing the quality of particular places, to enjoy and understand the journey in all senses by slow down the trip, take slow routes or unusual trip and explore it with calm, usually last longer than one day or 1-2 days, 3-4 days is full of immersion. Operators offer slow services, plans, or activities for tourists such as letting the car rest during their stays and encouraging them to travel through slow mean or mobility which involved local suppliers. Operators offer either slow activities or slow menu/food that comes from local ingredients.

(3) Contamination – the relationship between the guest and the local people, between the guest and the tourism supply and between the guests themselves, the connection between people to exchange experiences, tourist get in touch with local by choosing tourism supply that involved with local such as use local transportation, eats at local restaurant, stays at local accommodation, etc. Operators conduct meeting to let tourists exchange their feeling, comment, and experience among themselves and others related.

(4) Authenticity – the state that offers an experience of unique characterized, non-artificial, and strong connection with local culture and tradition, the original traits of that particular place is preserved which cannot be found in other places. Operators and tourists use local manufacturers and materials, services, and activities involved with local.

(5) Sustainability – ecologically friendly and sustainable approach to social, physical, and economy of the place. Tourists and all operators do activities and services that show respect and do not create a negative impact on social, physical, and economy to sustain the place for the future generation.

(6) Emotion – the capability to create memorable moments for guests through the situation or event during the trip, operators create services or

activities that deeply gets in touch with tourists that made them leave with great experiences.

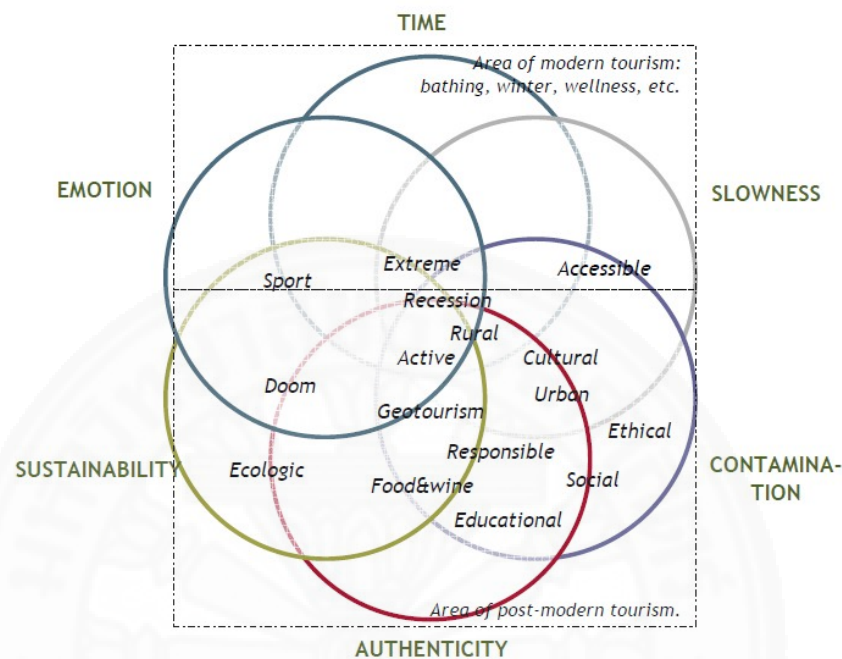


Figure 2.3 Slow tourism dimensions and types of post-modern tourists

Source: Slow Tourism Italia-Slovenia, 2000.

According to Tongsong (2015), he suggested that slow tourism consisted of 10 Slows as follows:

(1) Slow Activity – take a longer time to do tourism activities at the place by emphasizing on a relaxation in a natural or cultural place such as spa, yoga, cooking, etc.

(2) Slow Logistic – or green logistic, slowly travel for safety and environmentally friendly, use transportation that is related to local, saves energy and does not create a negative impact on the environment.

(3) Slow Food – use local fresh and clean ingredients in cooking for safety and sanitary of tourists and operators.

(4) Slow Stay – spend more nights and do activities that suitable to the place, do not rush to travel to another place, emphasize on the activity that related to nature or local culture.

(5) Slow Place/city – the small attraction community or town that is peaceful and free of pollution that tourists can stay peacefully, and simply according to a particular identity of the place

(6) Slow Money – spend the right of money to what should be paid, no exploitation between entrepreneurs and tourists, all money are really distributed to local entrepreneurs and local people get the right benefits.

(7) Slow Development – slow development and activity that emphasizes on small development under the carrying capacity of that place, the development that does not change the character of an existing place, the development that does not just focus on the growth of economic but it should also preserve the value of that place.

(8) Slow Accommodation – safe, clean, peaceful, and good environmental management of accommodations. The accommodation that related to nature and local, to create memorable experiences for tourists through accommodation.

(9) Slow Life – traveling style of tourists through a peaceful nature and local lifestyle, let tourists slow down their trip and live like locals.

(10) Slow Energy – practice zero or least energy activities or services in the place

From the research and understanding about slow tourism by Gidden and Tongsong, the perfect slow tourism should be consisted of six dimensions from Gidden which were Time, Slowness, Contamination, Authenticity, Sustainability, and Emotion, in which these dimensions were presented in Tongsong' 10 Slows. The researcher selected Tongsong's 10 Slows to be the main theory of slow tourism in this research as it was the study and concept of slow tourism in Thailand. The researcher selected some slow elements from Tongsong that was related to the objectives of this research which were as follow: Slow activity, Slow life, Slow logistic, Slow place/city,

Slow development, Slow stay. These slow elements from Tongsong were the variables for the questionnaire which can lead to the recommendation and design of slow tourism infrastructure in the study area.

2.3.3 Slow Tourists

Slow tourists are the travelers who seek a trip to escape their busy lives, to get involve and enrichment with nature, culture and local people of their chosen destination. Slow tourists accept the rules of that place, live their life like local, would like to use and consume local products, travel without creating negative impact to the place (Slow Tourism Italia- Slovenia, 2000). Dickinson and his colleagues (2010) classified slow tourists based on tourists' environmental concern about their trip which can be categorized into two types 1) Hard Slow Traveler- traveler who choose their slow travel because their primary consideration is environmental benefits 2) Soft Slow Traveler – traveler whose environmental concern is not their main primary consideration but the experiences that tourists will gain from slow tourism. In 2011, according to Yurtseven and Kaya (2011) classified slow tourists based on Città Slow principles which were 1) Dedicated Slow Tourists – tourists who have a deeply interested in slow tourism, open to slow experience, culture and lifestyle, independent travelers who are having well education. 2) Interested Slow Tourists – tourists who have high to moderate interest in slowness 3) Accidental Slow Tourists – this group of tourists is more related to mass tourism which they defined slowness as tourist attraction. In 2012, Chanin Yoopetch (2012) had defined slow tourists characteristics as 1) Slow tourists like to travel to the place without hurrying, to experience new thing in tradition and culture of that particular place 2) Slow tourists are knowledgable and interested slow life, culture, and tradition 3) Slow tourists are independently choose their destination by not following the trends, avoid crowd place 4) Slow tourists having high expectation to gain new things from place they visited 5) Slow tourists like to consume foods or products made from local of that particular place.

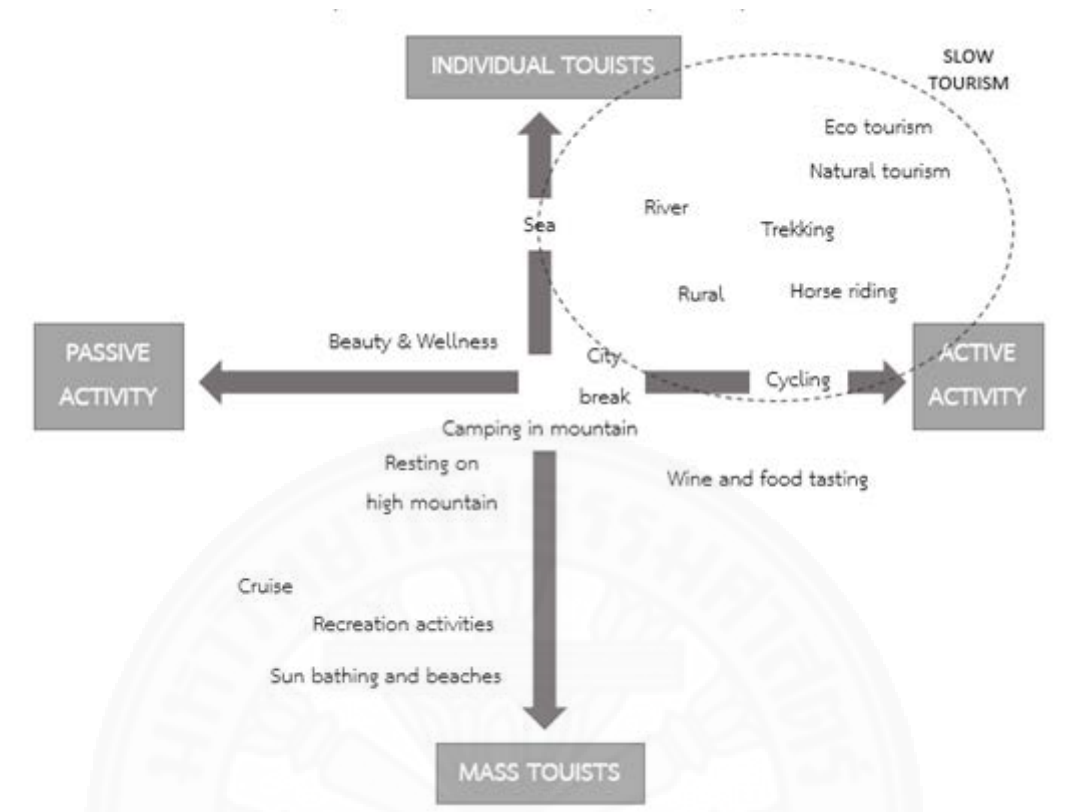


Figure 2.4 Slow tourism and tourists

Source: Dall'Agllo, 2011

2.3.4 Slow Tourism in Thailand

According to the Tourism Authority of Thailand, there are many places in Thailand that have been promoted for slow travel as follows:

(1) Mae Kampong, Chiang Mai – has been promoted to be an ecotourism village. It has won several awards for eco-friendly homestay and tourism programs. The most famous activities are Flight of the Gibbon, Thai massage, visiting Mae Kampong waterfall, Mae Mon waterfall, and Thai herb garden.

(2) Ban Sob Gai Village, Chiang Mai – famous for adventure trip such as traditional bamboo rafting in Mae Tang River or touring a forest by elephant trekking.

(3) Ban Doi Pui, Chiang Mai – home of The Mhong hill tribe known for magnificent embroidery and silver jewelry. There's also a hill tribe museum, watching Mhong doing handicrafts, creating musical instruments, etc.

(4) Ban Mae Taman, Chiang Mai – known for trekking through the mountain and natural scenery and birdwatching. It located up on Chiang Dao Mountain, the third highest peak of Thailand.

(5) Ban Pha Mon Community Based Tourism Center, Chiang Mai – allows tourists to experiencing and learning about the traditional way of life of Karen hill tribe and touring and hiking through the hill.

(6) Chiang Dao Homestay and Nature Trails, Chiang Mai – this place offers a trip for nature lovers such as homestay, hiking and trekking, waterfalls and cave, spotting wildlife and birdwatching, etc.

(7) Pong Dued – Pa Pae Hot Spring and Nature Trails, Chiang Mai provides guesthouse and camping, bathing in the hot springs, rafting and riding an elephant.

(8) Doi Inthanon Nature Trails, Chiang Mai – the highest peak in Thailand that offers tourist bird watching, and trekking through a tropical forest, bird watching, and visiting waterfalls.

(9) Royal Projects at Doi Inthanon, Ang Khang, Khun Wang, Chiang Mai – the projects initiated from H.M. King Bhumibol to improve the quality of life of the people who live in hill tribe villages. Tourists can touring the research station and garden, visiting to see the life of hill tribe people.

(10) Dokmai Botanic Flower Garden, Chiang Mai – there are over 1,000 species of flowers for tourists to observe as well as birds, fishes, butterflies, and mushrooms.

(11) Ban Ton Lung Lisu Village, Chiang Mai – the hill tribe village that consisted of various groups of hill tribe, offering tourists a village tour, bicycle and oxcart ride, white water, and bamboo rafting.

(12) Ban Roi An Phan Yang Woodcarving and Museum – exhibit and show the antiques, woodcarvings, arts, and crafts from the Lanna period.

(13) Ban Chang Nak – preserves the ancient Lanna woodcarving and also selling woodcarving pieces.

(14) Middle Way Meditation Retreat, Chiang Mai – offers tourists a meditation course for refresh and relaxation mind and body.

(15) Mae Klang Laung Ecotourism Community, Chiang Mai – allows tourists to join the terraced paddy fields or catch the freshwater prawn from rice field with the view of the green forest and peak.

(16) Ban Pong Ecotourism Community, Chiang Mai – tourists can enjoy birdwatching, bicycling, nature trails and learning about rural lifestyle and Lanna culture.

(17) Ban Cha Bo Ecotourism Group, Mae Hong Son – is a Lahu village that provides tourists to be more comprehensible about Lahu local people and lifestyle, tourists can do hiking and trekking, observing and learning agriculture from the local people.

(18) Ban Huai Tog Ko Ecotourism Group, Mae Hong Son – a beautiful and simple village that offers tourists the demonstration of their lifestyle, fabric weaving and knife smithy, crop rotation field, trekking and visiting Huai Pu Ling waterfall.

(19) Ban Huai Hee, Mae Hong Son – welcome tourists for trekking, birdwatching, hot springs, and rotating crop, etc.

(20) Ban Mae Lana, Mae Hong Son – a sustainable lifestyle village consists of a traditional wooden home and a few small shops. It provides tourist's activities such as trekking, birdwatching, rice planting and harvesting, and visiting Diamond cave.

(21) Pai, Mae Hong Son – a small town near Myanmar. It provides various services and activities for tourists such as spas, shops and restaurants, elephant camp, taking a bicycle tour around the town, and visiting the hill tribe, etc.

(22) Pang Ung, Mae Hong Son –an irrigation reservoir that offers very beautiful scenery. Tourists can enjoy taking photos, jogging, walking or riding mule or bicycle around the area, and boating on the lake, etc.

(23) Mae Salong Chinese Community, Chiang Rai – best known for community tourism that provides you a rest and relaxation. There are various activities such as massage, archery, horse riding, cultural dance, and visiting hill tribes, etc. In 2007, Mae Salong won an outstanding tourism- based community for tour guides and homestays from Thailand Tourism Award.

(24) Ban Huai Kee Lek, Chiang Rai – allows tourists to learn and understand more about Akha hill tribe people, explore the culture and tradition.

(25) Ban Ja Boo See, Chiang Rai – a small village that belongs to Lahu ethnic group which allows people to study their way of life, culture, and tradition.

(26) Ban Rong Hai, Phayao – the ancient settlement aged about 500 years. It provides tourists to learn the history and the past of local people toward Kwan Phayao.

(27) Wiang Sa District, Nan – the district that is abundant with mountains and natural landscapes, offers quiet and relaxation trips by visiting temples and Sukhothai style architecture, hiking and trekking, boating on the river and exploring the life of local people, etc.

(28) Bo Kluea Village (Rock Salt), Nan – a small and quiet district that tourists can enjoy hiking, learning the local culture, and admire the beautiful scenery.

(29) Ban Had Pha Khon, Nan – tourists can learn about their local lifestyle and tradition such as Baisi Ceremony and Thai music performance, enjoy the nature by rafting, boating, and swimming in the Nan River.

(30) Ban Tha Pa Pao, Lumphun – the village that the local people harmoniously live with nature. Tourist can enjoy camping, trekking, and learning about culture, art, craft, and performance.

(31) Ban Pa Miang Ecotourism Village, Lumpang – tourists can enjoy tasting local food, attending various festivals such as Miang harvest season, Tan

Mang Festival, Khao Chi festival, Boon Khao Mai festival, Blooming Dok Siao white orchid tree festival, and Ti Lua and Chak Tok festival, etc.

(32) Chae Son Hot Spring and Nature Trails, Lumpang – offers tourists to swim or bathe in the waterfall and hot spring, visiting the caves, etc.

(33) Lampang Herb Conservation Club, Lumpang – provides several goods for health such as herbal spa, medicine, cosmetics, etc. Tourists can enjoy massaging with the herb.

(34) Thai Elephant Conservation Center (TECC), Lampang – Tourist can enjoy the show from the elephant, and riding them.

(35) Wat Pong Sanuk, Lampang – this temple offers tourists the fusion of traditional Lanna, Burmese, and Chinese styles. Tourists can make merit as well as enjoy the beautiful architecture.

From the review of related theses and literatures about slow tourism, the slow tourism can bring a good impact to community and environment in which slow tourism enhances and emphasizes on the importance of that particular place, invites tourists to travel with understanding the place, understanding the localness of the place, travelling without destroying the environment or the pureness of the place, local people do not have to change anything in this kind of tourism. Slow tourism can lead a good impacts on local economy, it enhances local products or services as slow tourism attracts specific tourists group who are really interested in the localness, products, services, cultures, etc. slow tourism does not make the economy grow rapidly as leap but it generates economic sustainability to the place. Since the slow tourism attracts a specific group of tourist who is interested in the localness of the place in which it might limit people from what they want to do. Slow tourism may not be effective in some places due to the rapid growth and development of the place which destroys the pureness and authenticity of the localness of the place.

2.4 Lamphun Province

2.4.1 Background and basic information of Lamphun

Lumphun is a small province located 21 kilometers to the south of Chiang Mai in the northern part of Thailand. Even though it is small, it has the longest history in the Lanna Kingdom era. It is the oldest province in the northern region. The old town is about 1,300 years old. The old name of Lumphun was ‘Hariphunchai’ which was built in 1200 B.E. Hariphuchai was a flourish Buddhist kingdom in 600 years ago. Lumphun is characterized by their way of life that have a simple way of living, slow life and people in the community are united. Lumphun province is consisted of 8 districts which are Muang Lumphun district, Baan Thi district, Pa Sang district, Mae Tha district, Vieng Nhong long district, Thung Hua Chang district, Baan Hong district, and Lee district. (Lamphun National Statistic Office, n.d.).



Figure 2.5 Lamphun

province map

Source: Tourism Authority of Thailand, n.d.

Lumphun is the location of the North region Industrial estate and Sahaphat group Industrial Park that can accommodate over 70,000 regional laborers and the expansion of industrial estate. Lumphun has several outsource businesses including transportation, storage, machine selling, etc. It has a strong communication network that connected through both cars and trains with many provinces. One of the identities of Lumphun is the crafts such as Lumphun brocade Thai silk, handwoven cotton, and furniture craving. Lumphun is a trading center of agriculture goods in the northern region of Thailand due to the fact that 70 percent of Lumphun population are farmers. The economic crops of Lamphun are longan, shallot, and garlic which create great revenues to the province. (Lumphun provincial office & Suan Dusit Rajabhat University, 2012).



Figure 2.6 Longan. Retrieved 14 February, 2018.

Source: www.amazingthaitour.com



Figure 2.7 Brocade Thai Silk. Retrieved 14 February, 2018.

Source: www.otoptoday.com/otop

The transportations in lumphun are as follows: 1) Train - There are trains coming to Lumphun train station which are 6 cargoes and 16 passenger trains. The distance of the train passes through 68 kilometers. Lumphun has 6 train stations which are Pasao train station, Nhonglom train station, Lumphun train station, Salamaetha train station, Tha chomphu train station, and Khun tan train station. The train arrives at Lamphun station in the early morning, about 30-45 minutes before Chiang Mai train station. 2) Airplane - Lumphun has no airport. Transporting by an

airplane, it needs passengers to arrive Chiang Mai airport and then travel to Lumphun. There is a flight from THAI Airways, Bangkok - Chiang Mai daily, several times a day. It takes about 1 hour to fly to Chiang Mai International Airport, then takes the bus to Chiang Mai Bus Terminal – Lamphun, in front of TAT office near the bridge that goes to Lumphun. 3) Bus – There is a bus service of Bangkok - Chiang Mai at Mo Chit station. The bus stops at Doi Ti intersection on Super High way road which is about 6 km from Lamphun city. There are mini-buses that wait for passengers to drop-off in the downtown which is 60 baht per person. The minibuses to the downtown are available only in the morning around 5 – 7 a.m. (ITSC Chiang Mai University, n.d.).

2.4.2 Lumphun Tourism

Lumphun was built for many decades but there is very little change in the city. Lumphun has a very unique identity, culture, handicraft work, and lifestyle, lots of attraction places, and interesting things like ancient temples, old buildings and architectures, heritage sites, antiques, etc. But Lumphun still lacks of the support and development on tourism aspect such as the creation of activities, public relations, proactive marketing, lacking the systematic database of tourism services, people generally lack the knowledge and foreign language expertise, public transportation in each tourist attraction, and the attractiveness that draws people to travel (Lumphun Provincial Office, 2018). In 2017, Lumphun province got the budgets from the government 63 million bahts to develop basic infrastructure, renovate, and restore historical sites as well as support and promote cultural activities (Lamphun National Statistic Office, n.d.).

Attraction places in Lumphun can be categorized into three tourism types as follows according to Lamphun National Statistic office:

(1) Natural type such as Mae Ping national park, Mount Khun tarn national park, Mount Vieng kaew park, Gor Lung waterfall etc.

(2) Historical type such as Phra That Hariphunchai temple, Mahawan temple, Jam TaeWee temple, Phra Yuen temple, Phra Baht Tak Pha temple etc.

(3) Culture and lifestyle type such as Baan Nhong Ngueng, Baan Don Luang, Baan Nhong Yang Fah, etc.

The number of people visiting Lumphun is growing every year. In 2015, there were 1,059,019 people visiting Lumphun, and 1,081,797 in 2016 (figure2.8), increased by 2.15 percent. The people visiting Lumphun can be divided into 2 groups which were the group of people who visited and spent the night in Lumphun and the group of people who visited but did not spend the night in Lumphun. In 2016, there were 764,464 people who visited but did not spend the night in Lumphun and 317,333 people who visited and stayed in Lumphun. In these two groups, 95.61 percent were Thai tourists and 4.39 percent were foreign tourists (figure2.9). The increasing number of visitors in 2016 had made great revenues to Lumphun, 1,385 million baht, which rose about 3.68 percent from 2015. Even though the number of Thai visitors was higher than the number of foreigners but the foreign visitors spent a higher amount of money per day than Thai did. They spent about 1,107 baht per day while Thai spent 985 baht per day (figure2.10). The highest rank of foreign visitors who came from ASEAN region in 2016 was Malaysia, Brunei, and Singapore. The highest rank of foreign visitors who came from Asia in 2016 was China, Korea, and Japan. Germany, UK, and USA (figure2.11) were the highest rank of the foreign visitors who came from Europe and America regions (Lumphun National Statistic Office, n.d.).

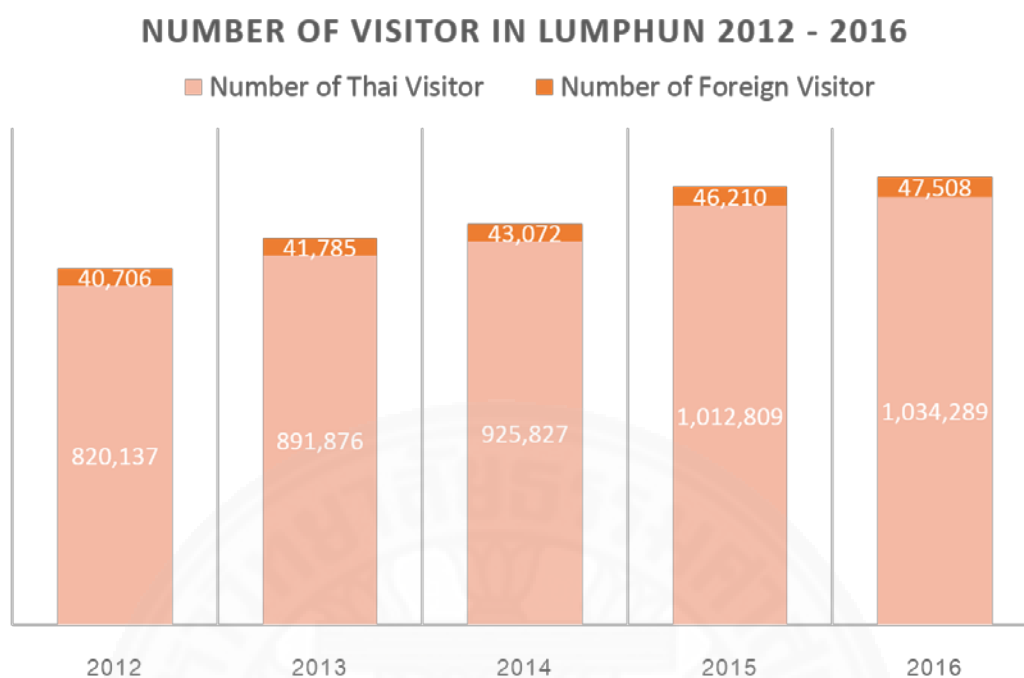


Figure 2.8 Number of visitor in Lumphun, 2012-2016

Source: Researcher, 2018

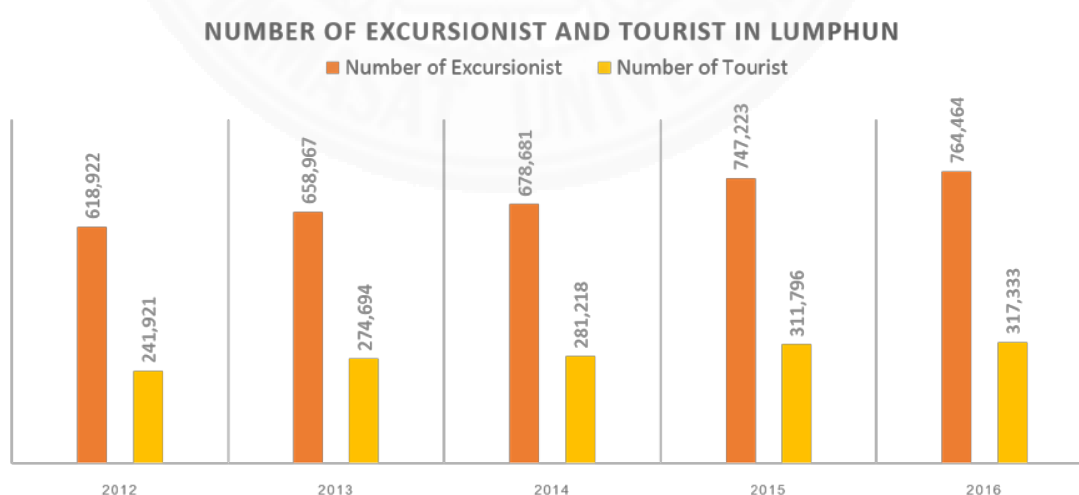


Figure 2.9 Number of excursionist and tourists in Lumphun, 2012-2016

Source: Researcher, 2018

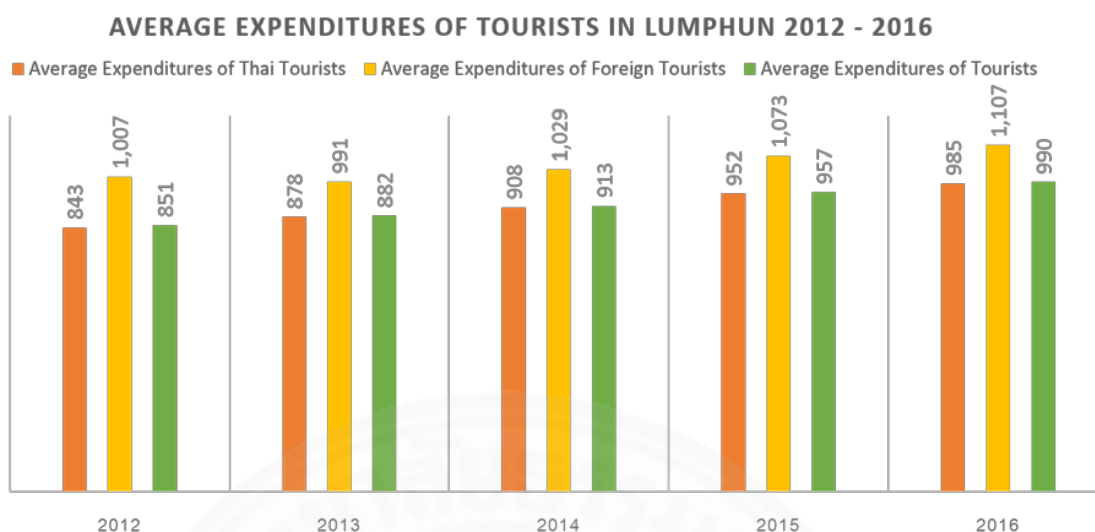


Figure 2.10 Average expenditures of tourists in Lumphun, 2012-2016

Source: Researcher, 2018.

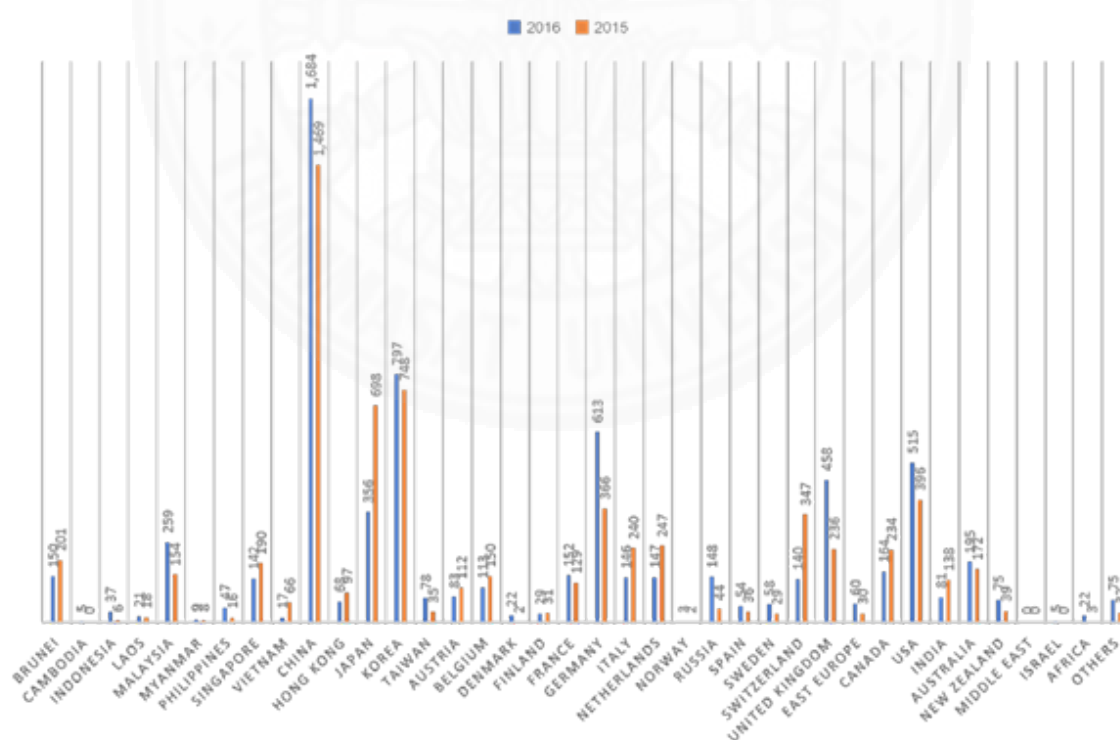


Figure 2.11 Number of foreign guest arrival in Lumphun in 2015 -2016

Source: Researcher, 2018

2.5 Muang Lamphun District

2.5.1 Background and information of Meung Lumphun District

Muang Lumphun district is a quiet and small district with an area of 485.60 sq.km. It is located near Baanthi district, Pasang district, and Maetha district in Lumphun province. The district is consisted of 15 Tambons with a population of 143,064. The main occupation of the district is agriculture producing rice, longan, and etc. Moreover their part-time job is a domestic industry which is doing the handwoven textile, sewing, furniture making, etc. In Muang Lumphun district, there are not many of high rise buildings. Most of the buildings are commercial buildings with three to four stories buildings, together with the old buildings that the age is more than 50 years old and wooden houses covered with clay roof tiles. Rat-U-thit road is the main road that continue from the Chiang Mai - Saraphi - Tunnels – Lamphun road. And the two main parallel roads inside the old city wall are Inthayongyos road and Robmuangnai and Robmuangnork road, which are also lied parallel along the Kaung River (ITSC Chiang Mai University, n.d.).

2.5.2 Tourist attractions in Muang Lumphun District

Most of the tourism activity in Muang Lumphun district is the visit of temples in the district, which was built from Lanna ideal style. There are many interesting tourist attractions in Muang Lumphun district as follows according to Travel Lumphun website by ITSC Chiang Mai University (n.d.):

(1) Phra That Hariphunchai Temple – the most important temple of Lumphun people. It has been for more than 1,000 years. It is the Phra That for those who were born in the year of the Cock.

(2) Ku-Chang Ku-Ma - the pagoda that contained the carcass of elephant and horse of Phra Jao Mahuntrayos. Lumphun people highly respect this pagoda.

(3) Baan Nong Chang Keun – the place where PhraRachchaya Jaodararusmee brought longans from Bangkok and planted it at Nong Chang Keun temple for 100 years ago. The longans were so fruitful and expanded all over the area.

(4) Hariphunchai National Museum –the museum that exhibited antiques since the Hariphunchai Kingdom era. There are the stone inscription of the first era of the Lanna and various kinds of Buddha's statues. This museum is located in the city center of Lumphun, which is not so far from Hariphunchai Temple.

(5) Jam Thae Wee Temple- the ancient temple that is important in both history and archaeological aspect, especially the Ku-kud pagoda that was found at this temple. Ku-kud pagoda is the oldest pagoda and it is the model of Hariphunchai architecture.

(6) Phra Yeun Temple- the ancient temple that had an outstanding character which was different from what was found in Lumphun. This temple was the place where Phra Sumonthaera used to stay in a Buddhist monastery during the Buddhist Lent. He came from Sukhothai to Lanna in Phra Jao Guena period to propagate Buddhism from Lungka wong.

(7) Mahawan Temple- the temple was built in the period of Phra Nang Jao Jammathaewee since she came to occupy Hariphunchai city. It is one of the four temples of the city located on the west side of Hariphunchai. Mahawan temple was the place where Phra Rod and Phra Rod Luang were found. These were ones of the Benja Phakee amulets that scattered all over around in the past ten years.

(8) Kau Mung Tha Sing and Vieng Yong community – the path that suits for walking or tricycling to visit local lifestyle in the community, temple, and handwoven textile at Tumbon Vieng Yong.

(9) Kru Ba Srivichai and Suwa Reu-sri Monument- was the Thai Buddhist monk that has highly respect from many people.

(10) Phra-Nang Jamthaewee Monument – built in a memorial of Phra Nang Jamthaewee.

(11) Doi Kamor – the ancient volcano with an oblong shape. The crater on top of the mountain has 3 meters-width and 6 meters-deep. Doi Kamor is

famous for the sacred pond located on top of the mountain. During the Hariphunchai bathing festival, they brought the water from here and mix with the water that gets from the King to bath (Tourismthailand, n.d.).

2.5.3 Festival in Muang Lumphun District

(1) Lumphun Wine tasting with Sai Aua festival- takes place on 17 – 19 January to promote Longans in the form of wine to help increase income for the community. Tourists will get to experience the nature from Ping River together with Longan wines and Sai Auas, and other various shows such as local music show, Wine processing show, etc.

(2) Lumphun hand-woven textile festival – the famous cultural products inherited for many ages. The festival takes place from the 30th January to the 3rd February. There are many interesting shows such as Lanna dance, fashion show from the textile, weaving show, etc.

(3) Songkarn festival- takes place on 13 – 15 April which many tourists from different places like to come. There are various kinds of activity such as making merit by offering alms to monks, bathing Buddhism statue in the morning. At night, there is the Light balloon contest, and cultural shows, etc.

(4) Phra Hariphunchai Bathing festival- the ancient tradition that takes place on the 6th month full moon day. They bring the water that get from the King and from Doi Kamor to bath Phra Hariphunchai. In the afternoon, there is Klong Sabadchai contest. And at night, there is a Lanna dance contest.

(5) Longan festival – Lumphun is known for the largest producer of longan. The festival takes place on 4 – 15 August to longan to tourists as well as farmers. There is an academic exhibition for farmers, a longan contest, and beauty contest. This festival allows tourists and farmers to access to more knowledge and able to select quality and cheap longans.

(6) Phra nang Jam Thea Wee and Red Cross Winter festival- takes place on the 29th November to the 8th December. There are shows, shops from both public and private sector, and cultural shows.

2.5.4 Souvenirs of Muang Lumphun District

- (1) Lumphun Brocade Thai Silk
- (2) Ceramics
- (3) Fresh and dry Longans
- (4) Longan Wines
- (5) Sai Aua

2.5.5 Transportation in Muang Lumphun District

The most outstanding vehicle in Muang Lumphun district is the tricycle which there is a lot of them in front of Hariphunchai National Museum, in front of Hariphunchai temple, and at Nong Dok market. The price rate ranges from 20 baht to 200 baht per day. There are also buses for traveling to another district.

2.6 Related News

News from INN news (2011), Lumphun Tourism and Sport Office organized the conference in order to create tourism a route that links with the other 17 provinces in the northern part of Thailand. This conference lets every tourism partnership get together to create and develop tools to develop and promote tourism products.

News from INN news (2014), The Religious Affairs Department and the Culture Office of Lamphun organized a community project to create an impression for tourists by invited tourists and those who love to cycle to participate in cycling on the Cultural road to visit Phra Nang Jamthewee monument and Baan Look temple which has the 120 years old ancient monastery.

News of Lumphun tourism from tnews (2017), Lumphun promoted new creative dimension of tourism with the “Creative Lumphun Festival” in September 2017. In this festival, visitors had experienced with creative Longan menu from 10 new generation chefs. There were also workshops, exhibitions of various kinds of products, and etc.

2.7 Related Research and past study

2.7.1 The master plan and master framework of Lamphun Old Town area conservation and development by Office of Natural Resources and Environmental Policy and Planning (ONEP).

According to the strategy for conservation and development, there were three strategies for Lamphun Old Town as follow:

The first strategy was to develop the tool and procedure of Old town area by 1) Create consciousness in Old town conservation aspect such as the project of ‘เชื่อนภูมิปัญญา ตามวิถีพอเพียง’, the project of learning about the city and settlement, the project of learning about local culture and tradition of Hariphunchai town, the magazine project ‘Voice of Lamphun’, etc., 2) Conservation of old houses, local architecture, temples, contemporary art gallery such as City museum management project (Khum Jao Rajasumphanthavong), Local architecture conservation project (Khum Jao Yod Reun Learning center), Old house conservation project for tourism aspect (figure 2.12), Old house database project, etc. (The documentation of Lamphun Old town development by Technical and Planning Division of Lamphun municipality, 2017).



Figure 2.12 Contemporary architecture renovated from old house for tourism.
 Source: The documentation of Lamphun Old town development by Technical and Planning Division of Lamphun municipality, 2010.

The second strategy was to restore and maintain cultural heritage sources and old town landscape by 1) Improve cultural landscape such as underground infrastructure project for tourism in the conservation area, improving urban landscape on Rob Meung Nok and Rob Meung Nai road (figure 2.23) as well as Intayongyos road (figure 2.24) by improving the landscape at the 9th – 10th moat, installing street lighting system, improve road surface by asphalt concrete, marking road sign and traffic, old city wall renovation project, Old city moat landscape improvement project by increasing more greens, facilities and utilities (figure 2.25), improve the landscape around Prathat Hariphunchai temple (figure 2.26), 2) Develop transportation networks in the city district such as Lamphun tram tour guide project, development of bicycle routes for tourism project, etc., 3) Manage suitable tourism for the area such as improve the landscape of Chaichana pagoda (figure 2.27) (The documentation of Lamphun Old town development by Technical and Planning Division of Lamphun municipality, 2017 and Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010).



Figure 2.13 Ideas to improve the landscape of Robmeungnok and Robmeungnai road.

Source: Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010



Figure 2.14 Ideas to improve the landscape of Intayongyos road.

Source: Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010



Figure 2.15 Old city moat landscape improvement.

Source: The documentation of Lamphun Old town development by Technical and Planning Division of Lamphun municipality, 2010.



Figure 2.16 Ideas to improve the landscape of Phra That Hariphunchai by increase more trees, organize land use and remove unrelated activities out of the site.

Source: Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010.



Figure 2.17 Ideas to improve the landscape of Chai chana pagoda by increase more trees and remove unrelated and invaded activities out of the site.

Source: Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010.

The third strategy was to promote learning process, to encourage people to realize and understand the benefits of old town and conservation to become sustainable learning center by 1) Restoration of local artisans and adding value to the products such as OTOP showcase project 2) Use technology to disseminate knowledge such as create website of Lamphun Old town, create application for traveling in Lamphun by bicycle, etc. (The documentation of Lamphun Old town development by Technical and Planning Division of Lamphun municipality, 2017).

This master plan was the proposal since 2010 to develop and manage Lamphun to be an important cultural heritage site, some of the proposals were implemented. The development of this master plan concerned and focused on conservation issues. The physical developments in this master plan that were clearly shown were the development of the environmental aspects by putting more greens on the place but without any functional use on the space.

2.8 Design Case Study

According to Katrinka Ebbe on the World Bank Urban Development Unit about the direction in urban development on infrastructure and heritage conservation, the guidelines for infrastructure in historic context are as follows:

- 1) The material and design need to connect and be compatible with a historic context.
- 2) Create low negative impact or minimal destruction of historic structures and streetscapes.
- 3) The access to service maintenance and service renewal does not require disruption of historic materials or structures.
- 4) Future technology or research findings are allowed to use for further restoration of the sites.

2.8.1 Albemarle's historic district

City of Albemarle, North Carolina, USA is the historic town that remained unique and diverse in building stock that developed and evolved over time. The town has a strong religious foundation, having various late nineteenth and early-twentieth commercial structures that is still the center for retail trade and employment in Stanly County. The city of Albemarle has renewed interest in the town so they set the design guidelines that reflect the cultural, architectural, and economic elements of downtown as well as preserve and conserve the historic integrity of the City of Albemarle to promote and provide for economic development (figure 2.18) (City of Albemarle Design Guidelines, n.d). that developed in the late-nineteenth and early twentieth centuries. Source City of Albemarle Design Guidelines.



Figure 2.18 Albemarle Historic district covered over 160 properties which includes industrial, educational, institutional, commercial, and residential. Source: City of Albemarle Design Guidelines.

The City of Albemarle proposed the design guidelines to protect and enhance the original character of the town from new construction and change as follows:

General landscaping guidelines:

- 1) Service areas, garbage enclosures, and parking areas shall be covered by landscaping.
- 2) Significant trees or vegetation shall be preserved when undertaking new construction.
- 3) Accent lighting on buildings should be understated and not overflow on adjoining properties.
- 4) Pedestrian area shall have adequate lighting.



Figure 2.19 Landscaping features do define the character of the district.
Source: City of Albemarle Design Guidelines



Figure 2.20 Street lighting design shall compatible with the district context.
Source: City of Albemarle Design Guidelines

Parking guidelines:

- 1) Parking area on the commercial site shall be located to the side or rear of the structure, a continuous building wall that compatible with historic development of the commercial district shall be located on the front yard.
- 2) Locate the parking areas on the interior of a block when it is possible.

3) Create a strong and prominent edge between pedestrian and parking area for new parking lots in the downtown commercial area by using buffer strips, shrubbery, iron fencing, etc.

4) For the residential area, parking area should be located to the rear of the building, front yard area shall not be permitted to park.

5) Deck parking design should comply with the guidelines for new construction in the district as well as have a proper scale, size, proportion, and material.

6) In the historic district, parking lots should be landscaped sufficiently in agreement to the zoning ordinance.



Figure 2.21 On-site parking shall be located to the side or rear of the structure.

Source: City of Albemarle Design Guidelines.

Sidewalk Guidelines:

1) In the historic district, new sidewalks should consist of either concrete, brick, stone or other masonry material such as pavers or scored concrete. Decorative paving schemes are encouraged in the commercial area.

2) Utilizing the walkways in the commercial areas to connect parking and commercial uses. Clearly differentiate either in material or striping for pedestrian walkway or crosswalk at the intersection.

3) Encouraging outdoor display of merchandise by not obstructing access to the property or the shops inside the building, also providing a clear passage for pedestrian along the sidewalk.

4) Business owners are allowed to have sidewalk dining within the downtown commercial district if they achieved a permit and all codes that are related to the sidewalk from the Planning Office.

5) Benches and garbages must be similar to the existing furniture and it must be achieved all requirements from the city and approved by the Historic Resources Commission.



Figure 2.22 pave sidewalk and street furniture encouraged pedestrian friendly.

Source: City of Albemarle Design Guidelines.

Signage Guidelines:

- 1) Retain and preserve significant historic signage.
- 2) Signage's size, scale, location, style, and material should correspond with the architecture, style, or character of the existing historic district.
- 3) The preferable materials for signage are wood and metal, but high-quality synthetic materials are also allowed if it corresponds with the historic district.
- 4) Having an appropriate location and space for wall signs on the commercial building.
- 5) Neon, back-lit, and portable signs are not allowed in the district.
- 6) For residential structures that serve a commercial function, Free-standing signs are encouraged.



Figure 2.23 Compatible signage design with existing architecture/style.
Source: City of Albemarle Design Guidelines.

2.8.2 Historic district in Georgetown, Texas

Georgetown was found in the year 1848 and served as a trading core for the surrounding agricultural area. It is a great small town that contains many historical significant buildings from its early character as well as remains the core of the cultural of the community for more than 160 years. Much of the town has been preserved through various participation in the city and through the Downtown and Old Town Overlay Design Guidelines. The purpose of this guideline was to give guidance and direction for the properties improvement and design issue to maintain, preserve, and respect the significant historic features or characteristic of the site. There were two areas under this guideline which were 1) the Town Square Historic District 2) the remainder of the Downtown Overlay District (not including the Town Square Historic District). Town Square Historic District's (area1) goals of this guideline were to have a retail-oriented, commercial environment with encouraging pedestrian-friendly and still contained the existing character of the site. Area 2's goal was to have a mix of building types and strengthen pedestrian experiences. (Design Guidelines for the Downtown Overlay District, city of Georgetown, 2011). Some design guidelines of the Downtown overlay district of Georgetown were as follows:

- Public streetscape should enhance pedestrian experiences and should not obstruct traffic or commerce (Area 1).
- Preserve significant sidewalk features.
- The new sidewalks should correspond with the existing character of the site
- Street furniture should have a simple design that matches and correspond with those already established (figure 2.24).
- For area 1, the Town Square Historic District, wooden benches are constructed of solid teak wood.

- For area 2, the remainder of the Downtown Overlay District, the benches and waste receptacles should be black metal slat design.
- Advertising promotions on benches is prohibited



Figure 2.24 Example of appropriate street furniture.

Source: Design Guidelines for the Downtown Overlay District, city of Georgetown, 2011.

- Avoid the use of the materials that are not correspond with the existing character of the district.
 - Concrete, exposed aggregate, plastic, unfinished wood, and polished metal are not appropriate for the site.
- Street furniture should be located in of high pedestrian activity such as at pedestrian intersections and major building entrances and near outdoor gathering places.
 - Street furniture should be located as cluster or grouping
 - Street furniture should not invade pedestrian traffic (figure 2.25).

- Located benches in high pedestrian traffic areas or areas of interest.



Figure 2.25 Street furniture should not invade with pedestrian traffic.

Source: Design Guidelines for the Downtown Overlay District, city of Georgetown, 2011.

- Trees and flowering plants are strongly encouraged
 - Indigenous, native, and drought-tolerant plant materials are strongly encouraged.
 - Install new street trees to enhance the pedestrian experience.
 - The height of a street tree should be minimized as well as do not obstruct the views of storefronts and interesting details
- Lights can enhance the pedestrian experience at night
 - Use lighting for accent architectural details, accent building entrances, and accent signs, lighten sidewalks and pedestrian routes, lighten parking and service areas, for safety concerns, and lighten a state or national flag
 - Provide low-scale lighting for pedestrian routes.
- Minimize the visual impacts of a parking lot

- When the parking lot is adjacent to public sidewalk, provide a visual buffer (figure 2.27), (figure 2.28), (figure 2.29), and (figure 2.30).

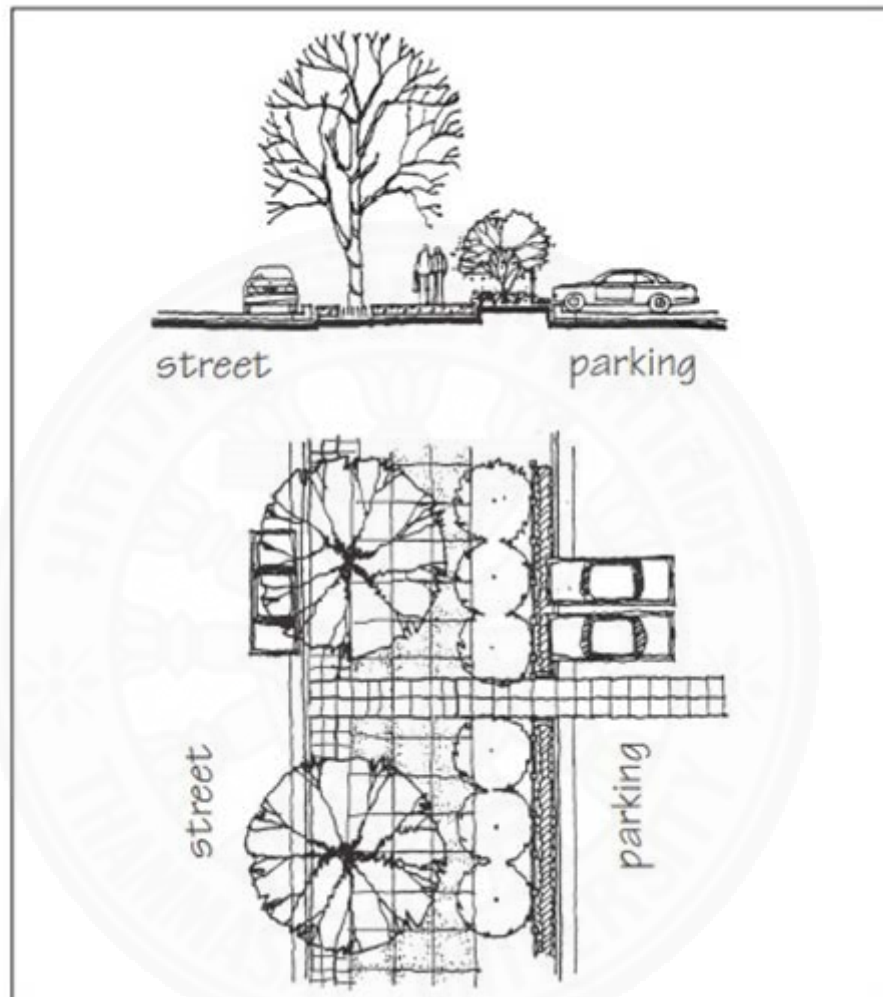


Figure 2.27 Plan and section for parking lot abuts a public sidewalk.

Source: Design Guidelines for the Downtown Overlay District, city of Georgetown, 2011.

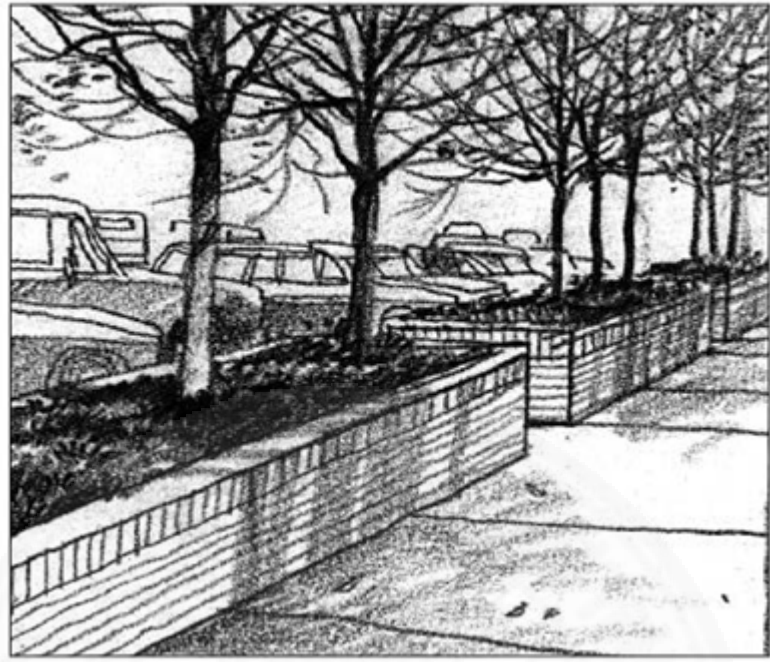


Figure 2.28 Using wall as a screen to reduce visual impact from parking lots.

Source: Design Guidelines for the Downtown Overlay District, city of Georgetown, 2011.



Figure 2.29 Where a parking lot abuts a public sidewalk, provide a visual buffer.

Source: Design Guidelines for the Downtown Overlay District, city of Georgetown, 2011.



Figure 2.30 Use a mixture of trees and shrubs to create a buffer.

Source: Design Guidelines for the Downtown Overlay District, city of Georgetown, 2011.

2.8.3 Tourism infrastructures review in Asian Historic Town

This section, the researcher reviewed the tourism infrastructures in historic town of Asia which were included in the world heritage list of UNESCO such as George Town in Penang (figure 2.31, 2.32, 2.33, 2.34), and Laung Prabang town in Lao (figure 2.35, 2.36, 2.37) to be some of the guideline or idea for design recommendations of the study area.

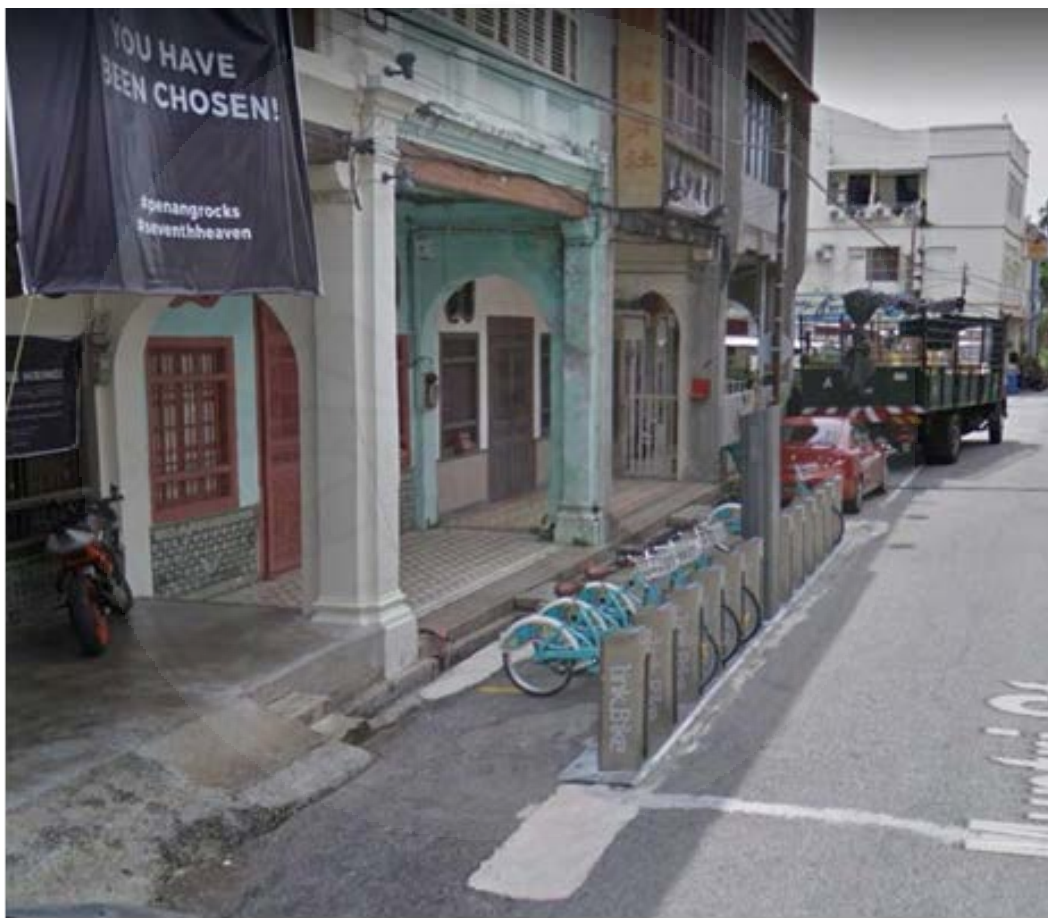


Figure 2.31 Bicycle mode of transportation are encouraged through bike sharing project in George Town, Penang. Retrieved October 22, 2018
Source: <https://www.google.co.th/maps/@5.4200419,100.3355754,3a,44.1y,88.23h,83.14t/data=!3m6!1e1!3m4!1sSeXEynn29WxYhrFkMlkbOA!2e0!7i13312!8i6656>



Figure 2.32 Bicycle lane in George Town, Penang.

Retrieved October 22, 2018

Source:

<http://readabouttravel.blogspot.com/2015/12/cycling-in-penang-street-arts-and-chew.html>



Figure 2.33 Apparent crosswalk and traffic lines to enhance safety in George Town, Penang. Retrieved October 22, 2018.

Source: <https://www.google.co.th/maps/@5.4151965,100.334647,3a,75y,68.53h,79.95t/data=!3m6!1e1!3m4!1sFWVwKxJ4Y0Yf-KsaMVMGLA!2e0!7i13312!8i6656>



Figure 2.34 Support all types of visitor by providing disabled parking in George Town, Penang. Retrieved October 22, 2018.

Source: <https://www.google.co.th/maps/@5.4213498,100.3259121,3a,90y,295.18h,75.75t/data=!3m6!1e1!3m4!1sq4cPuiZG2upUMMuwYlWJ9A!2e0!7i13312!8i66>



Figure 2.35 Well pedestrian pavement materials that compatible with existing architectures in Laung Prabang, Laos. Retrieved October 22, 2018.

Source: https://www.google.co.th/maps/@19.8954246,102.1418928,3a,75y,233.45h,87.8t/data=!3m6!1e1!3m4!1ssUZ9XCXaptDnunAT3U_WkA!2e0!7i13312!8i6656



Figure 2.36 Underground electric wires/utilities for a clear and beautiful scenic view in Laung Prabang town, Laos. Retrieved October 22, 2018.

Source: https://www.google.co.th/maps/@19.8954246,102.1418928,3a,75y,233.45h,87.8t/data=!3m6!1e1!3m4!1ssUZ9XCXaptDnunAT3U_WkA!2e0!7i13312!8i6656

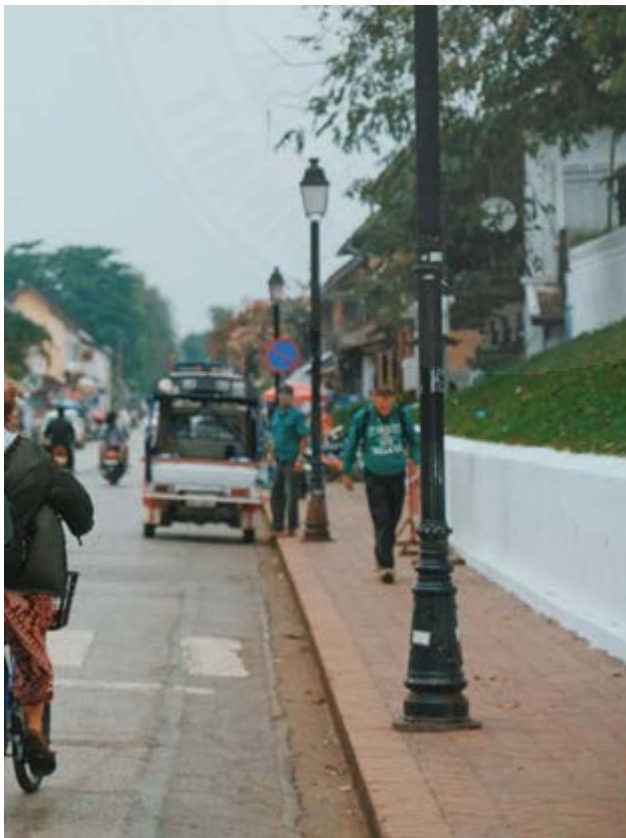


Figure 2.37 Street lighting style that compatible with architectures in Laung Prabang town, Laos. Retrieved October 22, 2018

Source: <http://www.jatiewpainai.com/2018/03/25/guide-to-luang-prabang/>

In conclusion for chapter 2, the study and review of these concepts, theories, theses, and past studies were related to the study of this research in which it helped to get more information and knowledge on what should be known to understand more about tourism, slow tourism, tourism infrastructure and Lamphun province which it could lead to the recommendation and design for slow tourism infrastructure according to behavior and need of tourism stakeholders in Lamphun Old Town as it can be summarized on table 2.1 below.

Table 2.1 Summary of theory, past study and literature review.

Concepts, Theories, & Past Studies	Issues	Practical Use
1. Tourism	• Definition and system • Types and forms • Sustainable tourism	The basic concept and theory of tourism, Tourism systems, types and forms of tourism are the fundamental knowledge of the researcher whose research on tourism aspect. Sustainable tourism concept has a similar idea to slow tourism in aspect of creating positive tourism impact on the area
2. Tourism Infrastructure	• Type and component of tourism infrastructure	Used the elements of tourism infrastructure type: 1) Social 2) Environmental 3) Transportation, to be the main variables of this research to evaluate and recommend tourism infrastructure provision to the site.
3. Slow Tourism	• Definitions and background • Dimension of slow tourism • Slow tourists	Fundamental knowledge of the definition and slow tourist behavior to get more sense of slow tourism. Used the elements of slow tourism from Chondarong for the variables to create questionnaires and to analyze, evaluate and recommend slow tourism infrastructure in the old town, muang Lamphun district.

Source: Researcher, 2019.

Table 2.1 Summary of theory, past study and literature review.

4. Lumphun province and Muang Lumphun district	• Basic information (Social, Economic, Environment, Culture, and Tourism)	Fundamental knowledge about the study area to find the strength and weaknesses of the site. Analyzed and used the existing strength value and asset of Lumphun to be the variables for promoting and supporting slow tourism aspect. Recommend the change on the existing weaknesses in Lumphun.
5. News	• Tourism news in Lumphun	To be updated with the tourism news in Lumphun for the solution to recommend tourism infrastructures in meung Lumphun district
6. Past Study	• The master plan and master framework of Lamphun Old Town area conservation and development	The study of the master plan and master framework of Lamphun Old Town area conservation and development strengthen knowledge on what were the goals, plans, and visions in the old town as well as what had been done in the area which could lead to an alternative recommendation.
7. Case study	• Design case study in historic town • Review of tourism infrastructures in Asian historic town	The guidelines and design elements in the town of the case study and Asian historic town used and applied in this research on the design recommendation and provision to have a proper tourism infrastructure design that does not destroy the character of the study area.

Source: Researcher, 2019 (Cont.).

CHAPTER 3

RESEARCH METHODOLOGY

The methodology of this research “The Slow Tourism Infrastructure in Lamphun Old Town, Thailand” consisted as follow:

- 3.1 Research process
- 3.2 Research conceptual framework
- 3.3 Source of data
 - 3.3.1 Primary Data
 - 3.3.2 Secondary Data
- 3.4 Sample selection and tool
 - 3.4.1 Sample selection
 - 3.4.2 Tool
- 3.5 Data analysis
- 3.6 Research variables scope

3.1 Research process

1. Study research and theory that is related to slow tourism, tourism infrastructure, urban design and development guideline as well as study the physical condition of the area.
2. Specify the boundary of the study area and gather the information of the study area by reviewing the secondary data and data from questionnaires.
3. Explore the study area to find the factors that make tourists come to travel in the area and to find problems of tourism infrastructure that occurs in the study area.
4. Collect the data by the questionnaires that ask the tourism stakeholders about the general information of their travel behavior, their opinion, and the need towards tourism problems, tourism infrastructures, and tourism development of the study area.

5. Analyze the data of the behaviors, opinions, and needs of the tourism stakeholders toward the development of slow tourism infrastructures that derive from the questionnaires.

6. Analyze the physical data from visiting and surveying the study area, to find the problem and improve it according to the slow tourism guidelines that correspond to the need and behavior of the tourism stakeholders.

7. Suggest the direction or guideline to improve and design on slow tourism infrastructures in the form of 3D to have a clear vision of the change before and after of the area.

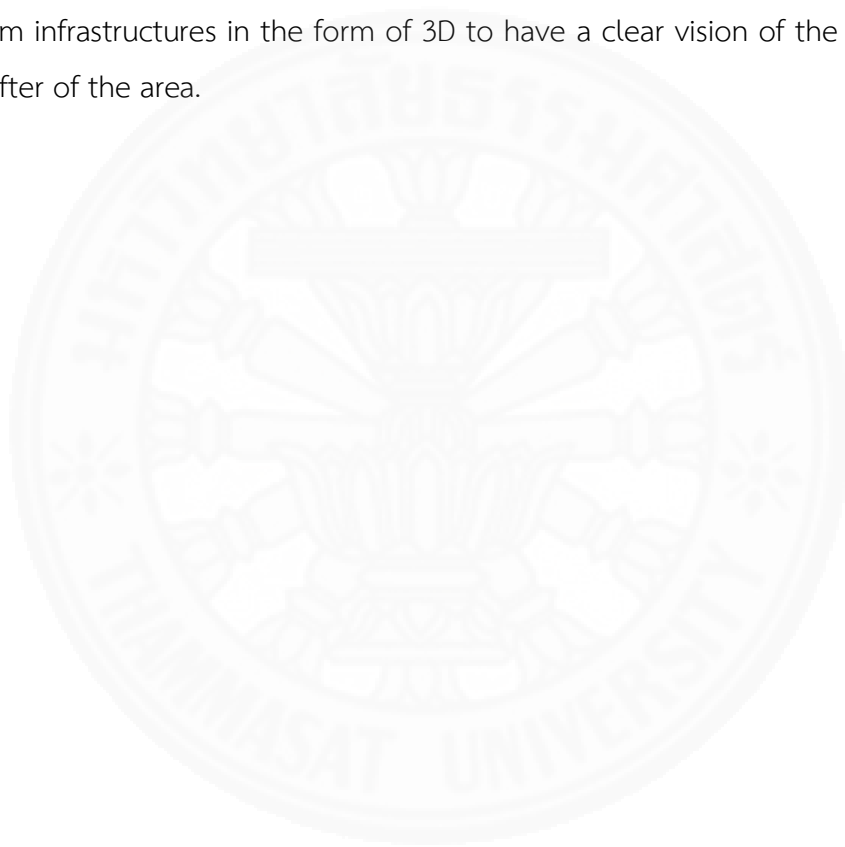


Table 3.1 Research process table

RESEARCH TOPIC	RESEARCH OBJECTIVES	RELATED THEORIES/CONCEPTS	STUDYING FACTORS	RESEARCH METHODOLOGY	DATA ANALYSIS AND DISCUSSION	CONCLUSION AND RECOMMENDATION
The Slow Tourism Infrastructures in Lamphun Old Town, Thailand	1) To specify the problems of slow tourism infrastructures in Lamphun old town. 2) To recommend slow tourism infrastructures and design for Lamphun old town.	1) Theory and concept of tourism 3) Theory and concept of tourism infrastructure 4) Theory and concept of slow tourism 5) Lamphun, Meung Lamphun district, old town area Information 6) Case studies	1) History of the site. 2) Tourism infrastructures in old town area. 3) Physical, social, and economics of existing site. 4) Problems of tourism infrastructures and slow tourism infrastructures in Lamphun old town. 5) The need and opinion of the tourism stakeholders toward tourism infrastructures problems and developments in Lamphun old town.	<u>Research tool:</u> - Questionnaires and Map <u>Data collection:</u> - Site survey to collect physical, social, economic data as well as tourism infrastructures in the old town area. - Quantitative data and quantitative data collected from the various websites of government office such as Tourism Authority Thailand, Lamphun Statistical Office, Natural and Cultural Environment Conservation Division, Lamphun provincial office and etc. <u>Sample selection:</u> - Civic action people group - Local residents group - Foreign visitors group	1) Analyzed the data derived from theories to use for questionnaires. 2) Analyzed data of the existing physical, social, economic condition as well as tourism infrastructures derived from survey. 3) Analyzed data derived from the questionnaires on the behaviors, needs, ad opinions toward the developments and problems of tourism infrastructure in the old town. 4) Cross analyzed the data derived from the site survey and questionnaire to find the consistent data that can lead to the recommendations.	1) Conclusion of the study area in related to slow tourism. 2) Conclusion of the needs and problems toward slow tourism infrastructures. 3) Suggested the recommendations and designs of slow tourism infrastructures for Lamphun old town

Source: Researcher, 2018.

3.2 Research conceptual framework

Research conceptual framework of the research topic “The Slow Tourism Infrastructures in Lamphun Old Town, Thailand” derived from the review of related concepts, theories, and literatures that presented in chapter 2.

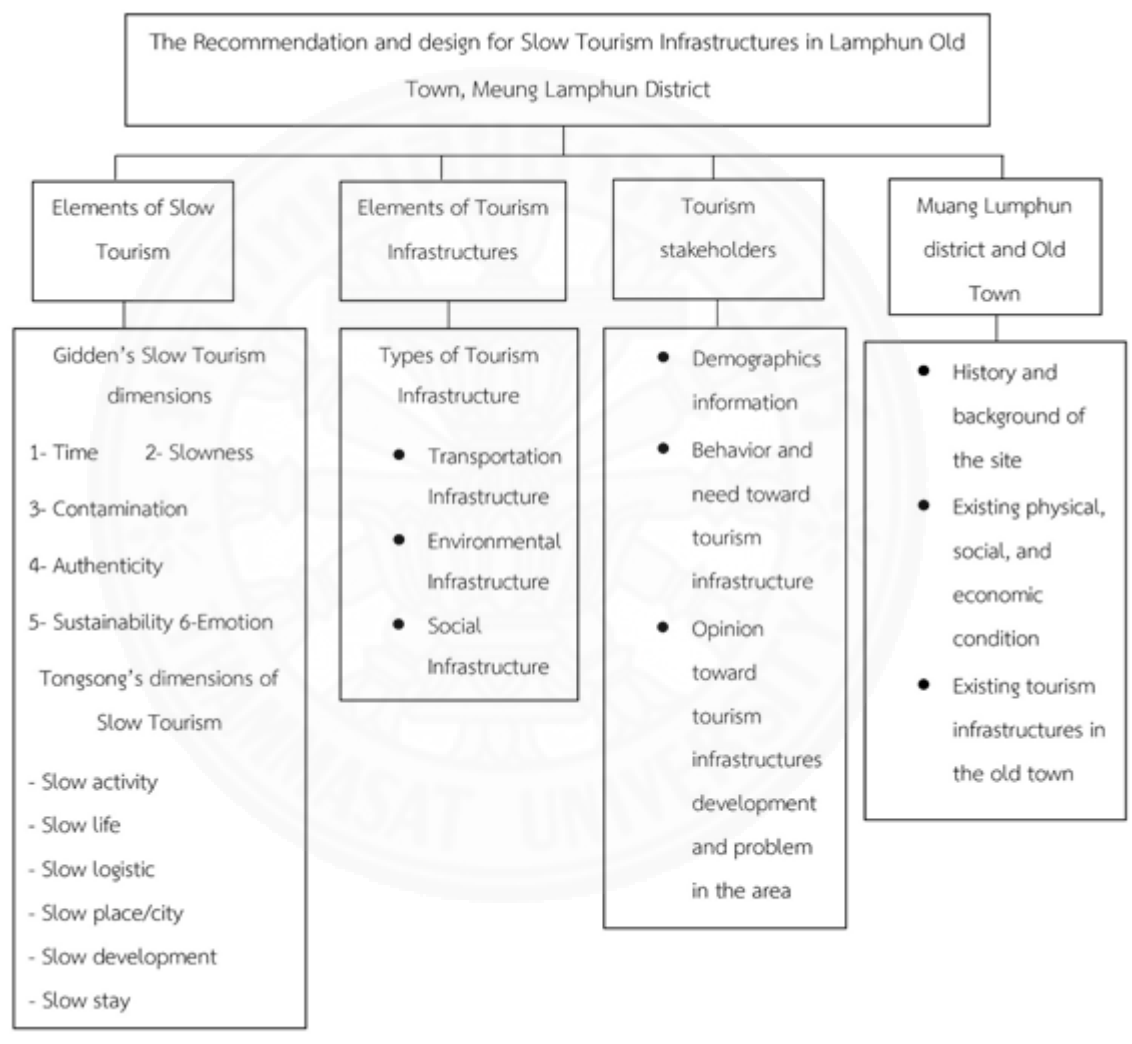


Figure 3.1 Research conceptual framework

Source: Researcher, 2018.

3.3 Source of Data

The data used in this research topic “The Slow Tourism Infrastructures in Lamphun Old Town, Thailand” divided into 2 types which were 1) Primary Data and 2) Secondary Data

3.3.1 Primary Data

Primary data is the data that the researchers collected data from the original sources first hand by themselves through site survey, interview, observation etc. (IWH, 2015). The primary data of this research can be divided into 2 sets which were:

- 1) Survey – surveying and observing the physical, social, and economic condition, accessibility to the site, infrastructure and transportation, tourism place, activity and building use as well as culture and lifestyle of the people in Lamphun old town to know the general context of the study area, then gather the data on to the map.

- 2) Questionnaire – asking the tourism stakeholders through questionnaire paper to get the data on their behaviors, needs, and opinions toward the tourism infrastructures development and problem in Lamphun old town.

3.3.2 Secondary Data

Secondary data is the data that get from various sources that had been gathered and collected by others such as documents, research reports, historical data, etc. (BCPS,n.d). The secondary data of this research were as follow:

- 1) Quantitative data such as population number, province’s revenue, visited tourists’ number, tourists’ spending, etc. these are the data collected from the website of government office which are Tourism Authority Thailand and Lamphun Statistical Office.

- 2) Qualitative data such as Tourism policy and plan of Thailand, Policy and plan of Lamphun province, Master plan of the conservation and development of the old town, as well as related concept, theories, and literatures etc.

which collected from various sources of website such as Natural and Cultural Environment Conservation Division, Tourism Authority Thailand, Lamphun provincial office and etc.

3) Lamphun map and Lamphun land use map which derived from the Natural and Cultural Environment Conservation Division and Tourism Authority Thailand.

3.4 Sample selection and tool

3.4.1 Sample selection

Sample group of this research was the tourism stakeholders who were related to the study area which can be categorized into 3 groups which were civic action people group, local resident group, and foreign visitor group. The sample size of the local resident group and visitor group was calculated by using Taro Yamane (Yamane, 1973) formula with 93% confidence level.

$$n = \frac{N}{1 + Ne^2}$$

where, n = the sample size

N = the size of population

e = allowable error (%)

1) Local resident group was the group of people who lived in and around the old town area of Muang Lamphun district which located in the Lamphun Municipal area. The old town consisted of four communities which were Baantha – Thanang community, Baanthakambaanhom community, Chaimongkol community, and Sriboonreung community. The total household in the old town area was 388 households. So according to the Yamane's formula above, the number of questionnaire paper to distribute to the local resident group was 134 papers.

2) Foreign visitor group was the group of people who visited and traveled in and around Lamphun old town. For this group, the researcher selected just foreign visitors because foreigners spent and contributed a higher amount of money to Lamphun. In 2016, the number of foreign visitors in Lamphun was 47,508 people (Ministry of Tourism and Sport, 2016), with an average of 3,959 people per month, and an average of 990 people per week. And to have a similar unit as the local resident group, the researcher divided by 3 (U.S. standard number per household in 2017) to get the household units for this group. So according to the Yamane's formula above, the number of questionnaire paper to distribute to the foreign visitor group was 126 papers.

From the initial survey by the researcher, the researcher found out that it was difficult to find a sample group of foreign visitors according to the number using Yamane's formula in the study area because of the time constraints. The researcher therefore chose to collect at least 30 questionnaire papers for the foreign visitor groups as the central limit theorem states that "given a sufficiently large sample size (usually $n > 30$) from a population with a finite level of variance, the mean of all samples from the same population will be approximately equal to the mean of the population." (Towards Data Science, 2018). The sampling of this sample group cannot be used to refer to the entire population of the foreign visitor group because the size was not collected according to the appropriate sample size amount calculation. The researcher had the objective to use the data obtained from the questionnaire together with the qualitative data to get more information covering various issues related to this research.

3) Civic action people group was the group of people who relatively work with Lamphun municipal office such as the 17 representatives of the community in the old town who always participated in the work of the municipality office. And also the 2 specialists on tourism and culture in the study area.

3.4.2 Tool

1) Questionnaire which consisted of the questions asked the tourism stakeholders about their personal profile, their tourism behavior in Lamphun old town, their opinion and on the developments and problems of tourism infrastructures in Lamphun old town.

2) Map of Lamphun old town for surveyed and recorded the physical, social, economic, and tourism infrastructures, etc., all related data of the site. (Figure 3.2)



Figure 3.2 Meung Lumphun Old Town map

Source: Office of Natural Resources and Environmental Policy and Planning, 2010 and adapted by researcher, 2018.

3.5 Data analysis

The Analysis of Primary Data

1) The data derived from the survey and observation showed on the map by using AutoCad 2017 and Photoshop to specify the transportation infrastructure, the environment infrastructure, and the social infrastructure related to tourism. And analyzed by using SWOT analysis.

2) The data derived from questionnaires analyzed by using descriptive analysis and SPSS program to analyze the statistic data and show the results in the table form.

The Analysis of Secondary Data

1) The secondary data were derived from various sources, both qualitative and quantitative data had been used to specify the boundary of the study area and use to find variables for questionnaire questions.

3.6 Research Variables

From the research methodology above, the researcher concluded variables and method in the table 3.2 below:

Table 3.2 Research variables table.

OBJECTIVE	SUPPORTING LITERATURE	CONCEPTUAL VARIABLE	OPERATIONAL VARIABLE	ATTRIBUTE	DATA COLLECTION METHOD, AND TOOL	DATA ANALYSIS, METHOD, AND TOOL
To specify the problems of slow tourism infrastructures in Lamphun old town.	Lamphun Development Plan of 2018 – 2021 (2017) “Increasing household income and employment from the cultural tourism development through the strategy of tourism and basic infrastructure development”	Existing Tourism infrastructure	Transportation infrastructure	-Transportation node -Public transportation -Walkway / Footpath	-Survey -Note -Photos -Data from literatures review	Analyzed the collected data to get the potential and problem of existing tourism infrastructure and to see the relationship with slow tourism.
			Social infrastructure	-Activity node -Tourism place or service -Historical site -Temple -Hotel / Hostel / Homestay		

Source: Researcher, 2018.

Table 3.2 Research variables table.

			Environmental infrastructure	-Park -River / moat -Big tree		
	Slow Tourism Italia-Slovenia (2000) "Tourism that meets the needs of tourists and host regions and by providing increasing opportunities for the future. All resources should be managed in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, the life systems in the region"	The need of foreign visitors, local residents, and civic action people	The satisfaction of foreign visitors, local residents, and civic action people toward tourism infrastructure provision	- The opinion on development and problem of Lamphun tourism infrastructures	- Questionnaire	Cross analyzed the collected data of existing tourism infrastructure with the preference and opinion on tourism infrastructures from tourism stakeholders using SPSS (Chi-Square test and descriptive statistic method) to get guideline for providing and designing slow tourism infrastructures.
		Site context	History of the site	-History of the settlement and city	-Literature review from local government	Analyzed the collected data to get the potential and

Source: Researcher, 2018 (Cont.).

Table 3.2 Research variables table.

To recommend slow tourism infrastructures and design for Lamphun old town	Slow Tourism Italia-Slovenia (2000) “The quality of travelling responds to the concept of relax, deep understanding and knowledge of the territory”	Physical, and economic condition of the existing site	planning of the old town	-Survey	problem of existing site to see the relationship with slow tourism
	-Building use -Accessibility -Banking facilities -Tourist guide / travel agency		-Survey -Note -Photos -Data from local government		
	Slow Tourism Italia-Slovenia (2000) “Slow tourism offers an experience of unique characterized, non-artificial, and strongly connected with local culture and tradition, the original traits of that particular place are preserved which cannot find in other places”	Social condition of existing site	-Social gathering space such as café, community center, sport center, mall, temple, market, plaza, education, or recreation etc. -Local activity, culture, and tradition -Local product or service	-Survey -Note -Photos -Data from local government	Used collected data to map for resources of tourism and defined identity of the site to be the factor to attract more visitors and encourage them to stay longer.
	Authenticity and identity of the site				

Source: Researcher, 2018 (Cont.).

CHAPTER 4

CONDITION AND ANALYSIS OF THE STUDY AREA

This chapter presented the general information of the study area, survey and observation results, and analysis of the study area after collecting the data both quantitative and qualitative data from primary and secondary sources. The information on the conditions of the study area can be categorized as follows:-

- 4.1 General information of the study area
- 4.2 Site survey results of tourism infrastructures in the study area
- 4.3 Problems conclusion of the study area

4.1 General information of the study area

4.1.1 Boundary information

The study area of this research was 'Lamphun Old Town'. On February 9th and May 6th 2010, the boundaries of Lamphun Old Town (Figure 4.1) were as follows according to the agreement of Lamphun old town conservation and development subcommittee with related sectors in Lamphun province. The north, northeast, and south covered the area of the moat which follows Rob Meung Nok road. The southern part covered the area of Ku or the pagoda that contained the bones of Meung Lamphun royalty and the area of Provincial Waterworks Authority. The eastern part covered the area that parallels to Kuang River

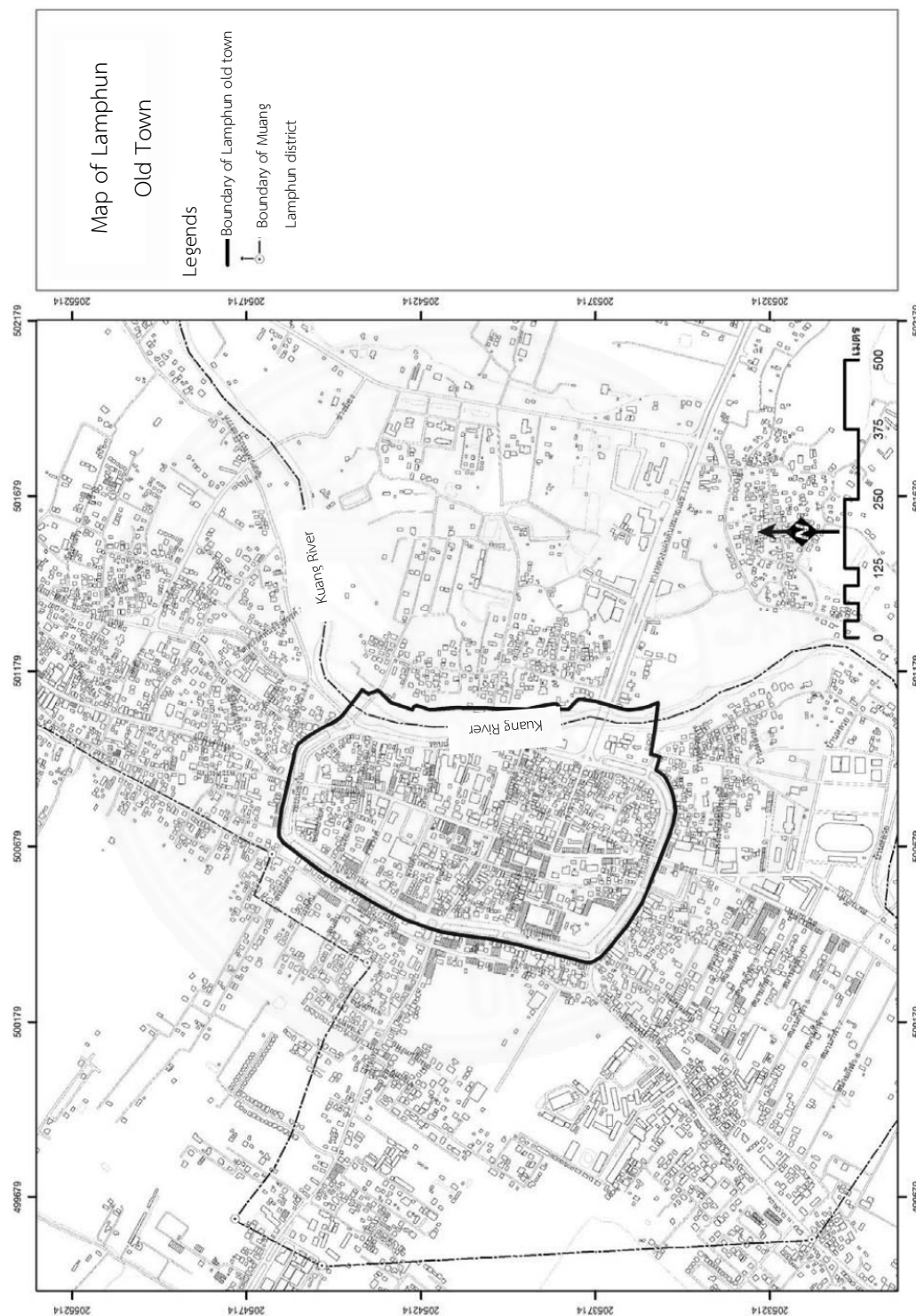


Figure 4.1 Boundary of Lamphun Old town

Source: Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010, adapted by researcher, 2018.

Lamphun old town consisted of the main area and the extension area (Figure 4.2). The main area (1) had 0.135 sq.km. or 84.33 rai and the extension area (2) had 0.513 sq.km. or 320.84 rai. The main area contained many special cultural heritage elements and important places such as Phrathat Hariphunchai temple (figure4.3), Hariphunchai National museum temple (figure4.4), elites' mansions, Lamphun provincial hall (figure4.5), Lamphun community museum (figure4.6), etc. (Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010).

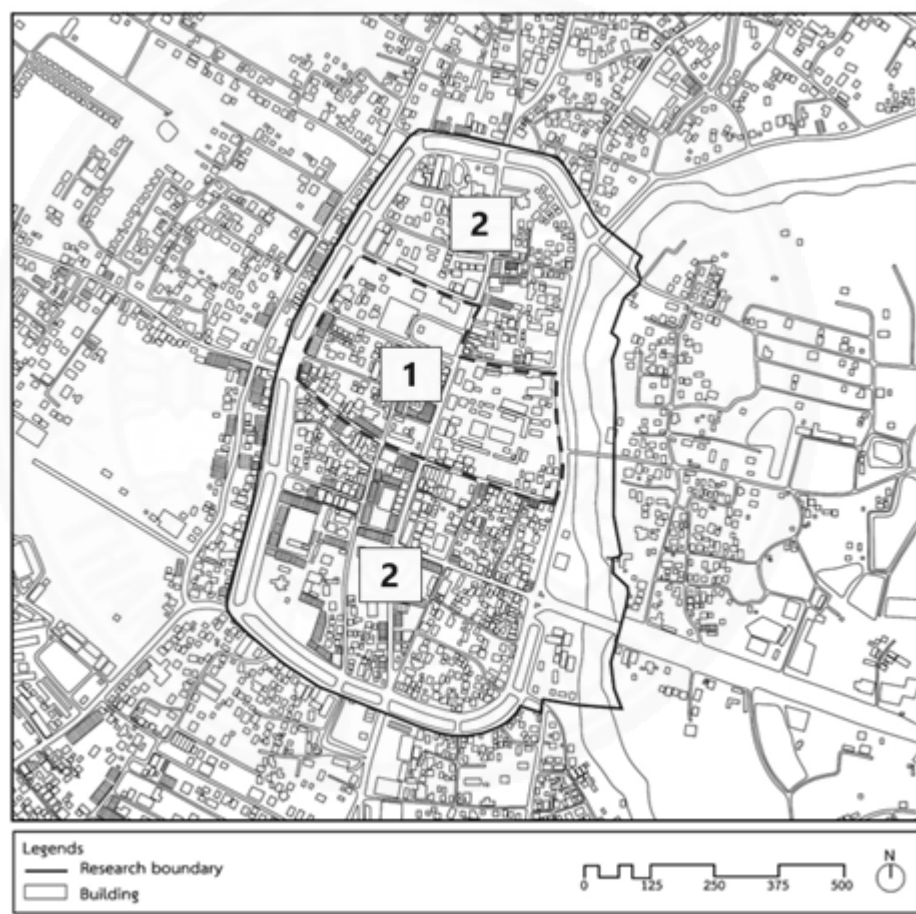


Figure 4.2 Main area (1) and extension area (2) of Lamphun old town

Source: Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010, adapted by the researcher, 2018.



Figure 4.3 Prathat Hariphunchai temple

Source: Researcher, 2018



Figure 4.4 Hariphunchai National Museum.

Retrieved October 15, 2018.

Source: www.virtualmuseum.finearts.go.th/hariphunchai/360/about_hariphunchai.html



Figure 4.5 Lamphun provincial hall.

Retrieved October 15, 2018

Source: www.lamphundrug.go.th/



Figure 4.6 Lamphun community museum

Source: Researcher, 2018

4.1.2 Lamphun Old Town Settlement History and Importance

The oldest and most prosperous kingdom in the north is the Lamphun old town. The settlement continued for more than 3,000 years which was prehistoric period. Ban Wang Ha was the evidence in archaeological sites shown that it was an ancient early community, located on the east bank of the river in the sub-district of Wiang Yong, Meung Lamphun district, Lamphun. Hariphunchai had a ruling

monarch from Queen Chamdevi to Phaya Yuba up to 402 years. The belief in Buddhism had been adopted by Hariphunchai to mold and gathered the minds of various communities together as shown that there are various temples in Lamphun town. Buddhism was the distinctive feature of Hariphunchai. In the year of 1514, Lamphun was established as a satellite city of Chiang Mai. The 13th king of the Mangrai Dynasty had the idea of dividing the city into parts, as if the human body had its own organ, in the concept of 'the city is the living thing' until the year of 1761, Burmese came to Chiang Mai and Lamphun, then Lamphun became a city of Burma in the late 23th Buddhist century. In the year 1717, Krung Thon Buri King came to Chiang Mai, fought and took Chiang Mai back from Burmese, and endorsed Praya Kavila to be the governor of Chiang Mai in 1782. Later, Praya Kavila took people from Yong city to settle on the east side of the Kuaug River opposite to the city wall on the east side of the old town of Lamphun. Not just only Yong people but also people from Yu town, Leung town, Thai kern people from Chiang Tung town. Nowadays, these communities are still inheriting silk weaving and cotton embroidery. (Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010).

Haripunchai is the oldest ancient city in the basin of the Chiang Mai – Lamphun surrounded by canal ditches. The city plan was in oval shape or a conch shell shape with about 450 meters width and 825 meters long. According to the concept of 'City is the living thing'. The city elements were like the human organs that the head was the northern part which was the sacred direction so it was the location of the royal palaces, royal treasures, temples, etc. The inferior direction was the southern part which was the legs so it was the location of the secretary of state, Horse and elephant stable. The main axis of Haripunchai City was the north-south axis that was the axis of the power, which was the current Intayongyos road that acted as the backbone of the city. The secondary axis was in the east-west direction from Maha Wan gate on the west side along Mukda Road and Chai Mongkol Road to the east. (Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010).

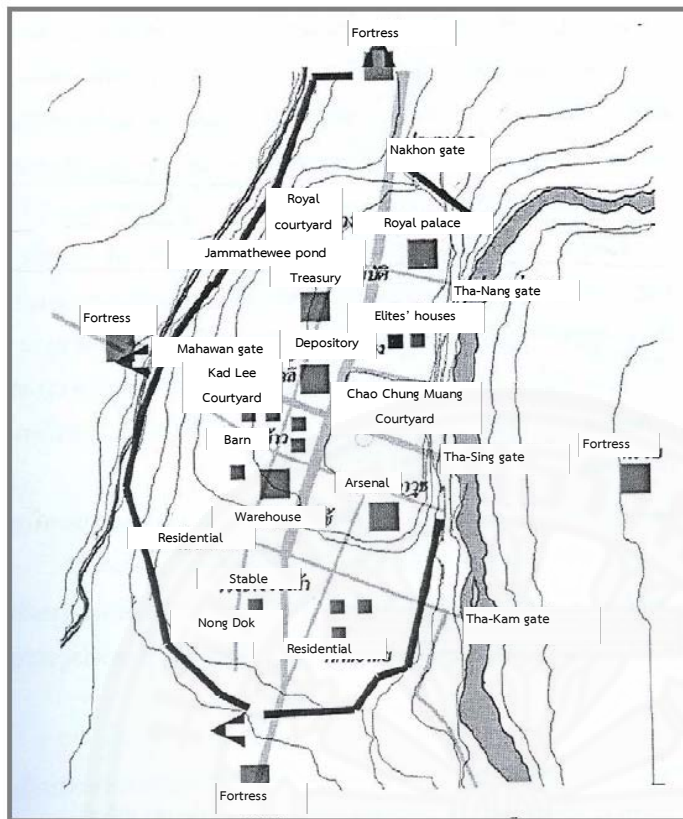


Figure 4.7 Hariphunchai city plan in the early period of Queen Chamdhevi.

Source: Dr. Pensupha Sukatajaiin, Hariphunchai National Museum.

Retrieved from: Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010, adapted by the researcher, 2018.

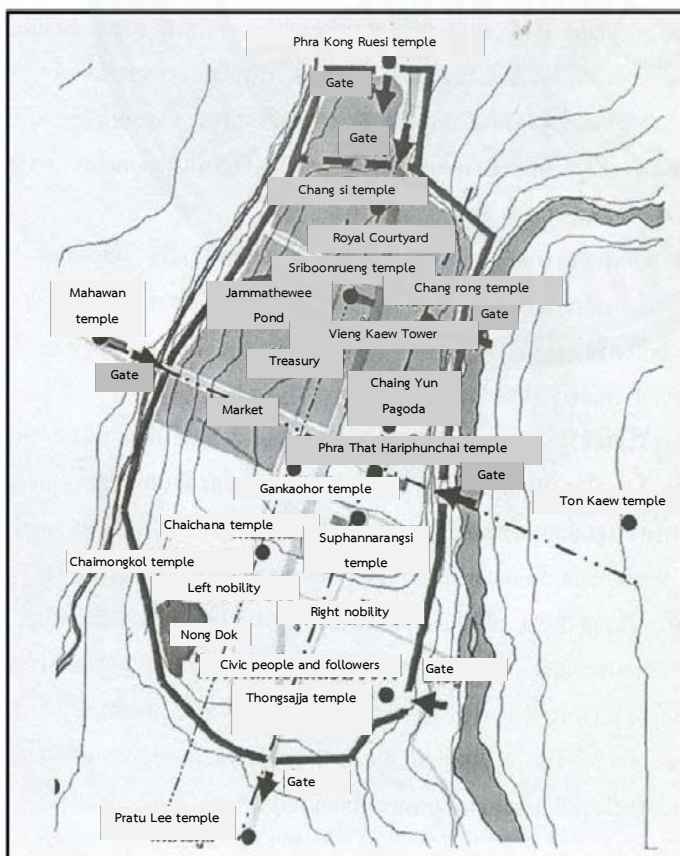


Figure 4.8 Hariphunchai city plan in the late era of Hariphunchai.

Source: Dr. Pensupha Sukatajaiin, Hariphunchai National Museum

Retrieved from: Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010, adapted by the researcher, 2018.

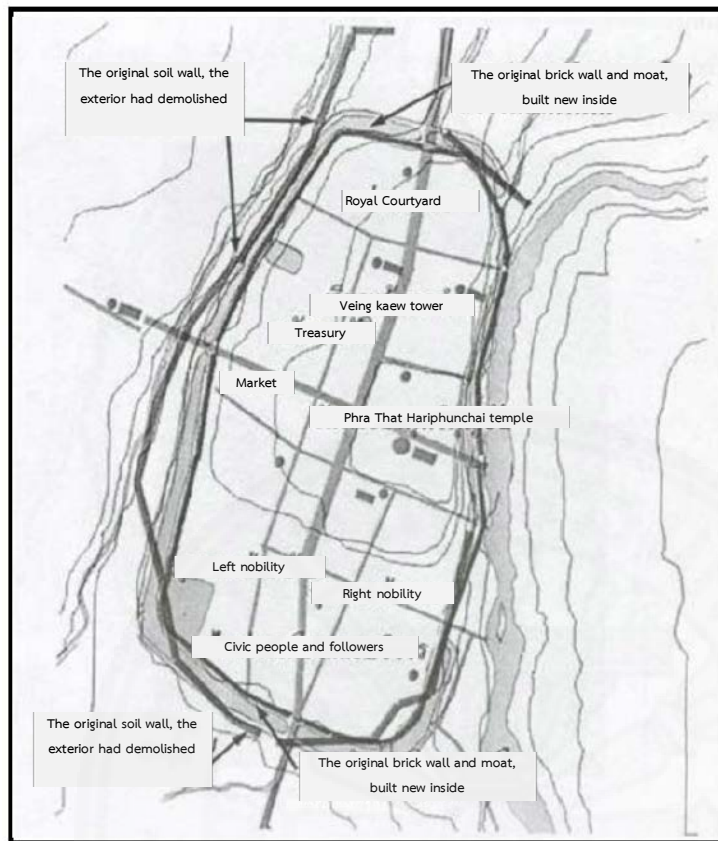


Figure 4.9 Hariphunchai city plan in the period of Pra Meung Kaew, Lanna era.

Source: Dr. Pensupha Sukatajaiin, Hariphunchai National Museum.

Retrieved from: Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010, adapted by the researcher, 2018.

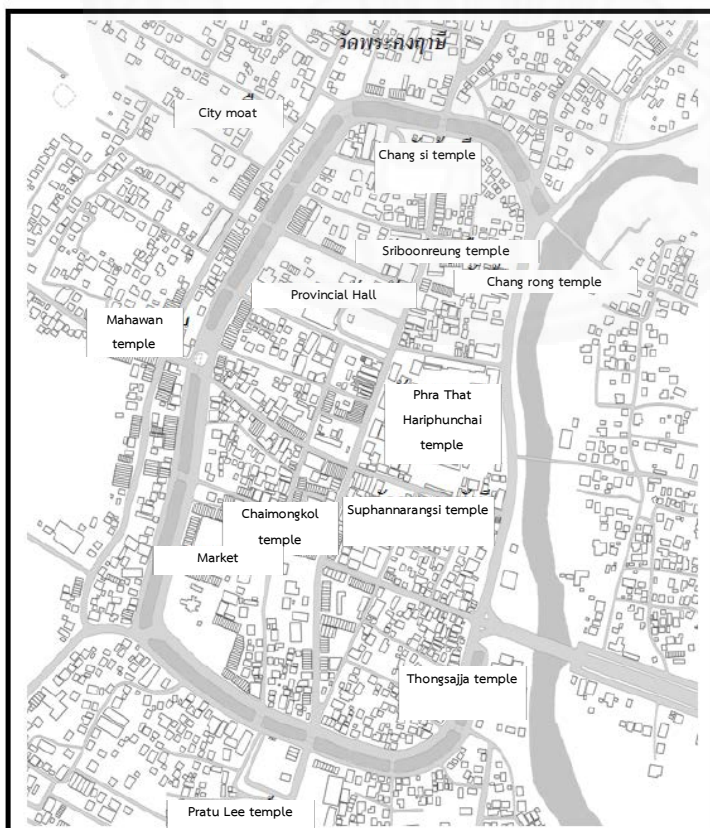


Figure 4.10 Current Lamphun city plan

Source: Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010, adapted by the researcher, 2018.

4.1.3 Social, demographic, and economic conditions of the study area

4.1.3.1 Social conditions of the study area

The indigenous people have their own native languages which called 'Kham Meung' and also 'Yong' language which is different from Kham Meung with a unique accent. It is the language of Yong ethnic group, the large ethnic group of Lamphun and the ancestors of Lamphun people. For culture, tradition, and way of life of the study area, Buddhist is the majority of the religious belief, followed by Christianity and Islam. The tradition of Lamphun people is a tradition that has been practiced since the ancestral period and mostly related to Buddhist belief such as the bathing tradition of Phra That Hariphunchai, Lamphun Buddhist ordination ceremony, etc. In addition, monks still having a high role in the society according to their way of life (Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010).

4.1.3.2 Demographic conditions of the study area

In 2010, the total population in Mueang Lamphun district was 57,249 people with 27,364 male population, 29,885 female population, and 22,584 households. The population density in Mueang District was 121 persons per 1 square kilometer which were denser than the population density of Lamphun province that's 90 people per 1 square kilometer area due to some industrial estates were located in Meung Lamphun district. And for the population in the study area which located in Meung Lamphun district which consisted of 4 communities which were Ban Tha-Tha Nang community, Ban Tha Kham Ban Hom community, Chaimongkol community, and Sriboonruang community had a total population of 1,580 people. The future trends in Lamphun Old Town area will have a decreasing trend of population. The population estimation in Lamphun Old Town in 20 years in the year of 2029 will have a population of 1,570 people (Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010).

4.1.3.3 Economic conditions of the study area

The economic conditions of Lamphun Old Town is still a small economy that relies on trade and tourism services. The majority of people in Lamphun old town practicing commercial professionals followed by industry, agriculture and

government services. In Lamphun old town, there are no industrial plants in the area, most are the commercial and service areas. The commercial areas are mostly located on the banks of Chaing Mai – Lamphun Road and the other main road in the old town. For the agricultural sector, the famous product is longan which is mostly planted outside the old town area but being sold to outside and in the market of the old town area. And for the tourism sector, the old town area is being promoted for cultural tourism due to the richness of culture, history and historical sites such as Phra That Hariphunchai temple, Sri Bunruang Temple, Chang Si Temple, Phra Nang Cham Dhevi Monument, the city wall, and Tha nang gate, etc. (Office of Natural Resources and Environmental Policy and Planning (ONEP), 2010).

4.1.4 Physical conditions of the study area

4.1.4.1 Land and building use in the study area

Land use and building use characteristics in Lamphun Old Town area can be summarized as follows below and in the figure 4.11:-

1) Residential use – mostly located on the secondary road and alley, with single houses with 1-2 floors, some used to be elite houses with large open space. On the main road, the residential use mostly mixed with commercial use on the first floor.

2) Commercial use – the main commercial use in the area is the Jamfa shopping mall, Nongdok market and food court center near Chammadhevi monument. At night, the Rob Muang Nai road in front of Nongdok market and the Rob Muang Nai road in front of Phra that Hariphunchai temple turns into a walking street market.

3) Recreational use – the recreational use in Lamphun old town located along Kuang River and on the city moat as well as the Chammadhevi public park.

4) Educational use – there are four educational institutions use in Lamphun old town which are Methiwutikorn School, Child Development Center of Lamphun Municipality, Lamphun Kindergarten School, and Bai boon Kindergarten School.

5) Religion use – There are seven temples in Lamphun old town which are Chang Si Temple, Sri Bunruang Temple, Chang Rong Temple, Phra That Hariphunchai Temple, Suphan Rangsee Temple, Chai Mongkhon Temple, and Thong Satcha Temple. Another religion use is a monument of Phra Nang Chammadhevi and the shrine of Teko.

6) Government institutions, utilities, and public assistance use – consisted of Town hall, Governor's Residence, Hariphunchai National Museum, Provincial Land Office, Community Development Office, recreation center, Public Health Center, Municipal Disaster Prevention and Mitigation Department, and Lamphun Waterworks.

7) Temporal land usage – the temporary use on land happened on the Rob Muang Nai road in front of Phra That Hariphunchai temple on every Friday evening as well as on Saturday and Sunday morning for a commercial activity. Another temporary use on land also happened on Rob Muang Nai road in front of Nongdok market, the use happened every day in the evening for a commercial activity. The temporary use on land during special occasion or festival mostly happened on the open space in front of the city hall, in the courtyard of Phra That Hariphunchai temple, and next to the Lamphun Tourist Center (figure 4.12).

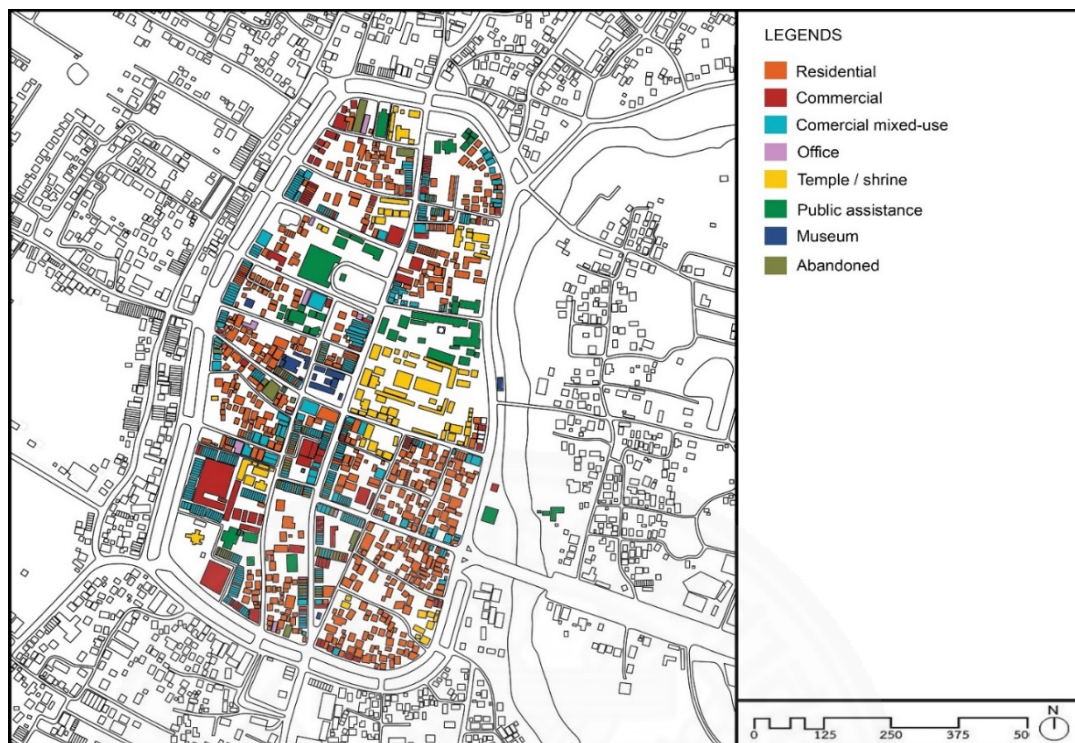


Figure 4.11 Building uses in Lamphun Old Town.

Source: Researcher, 22 January 2019.

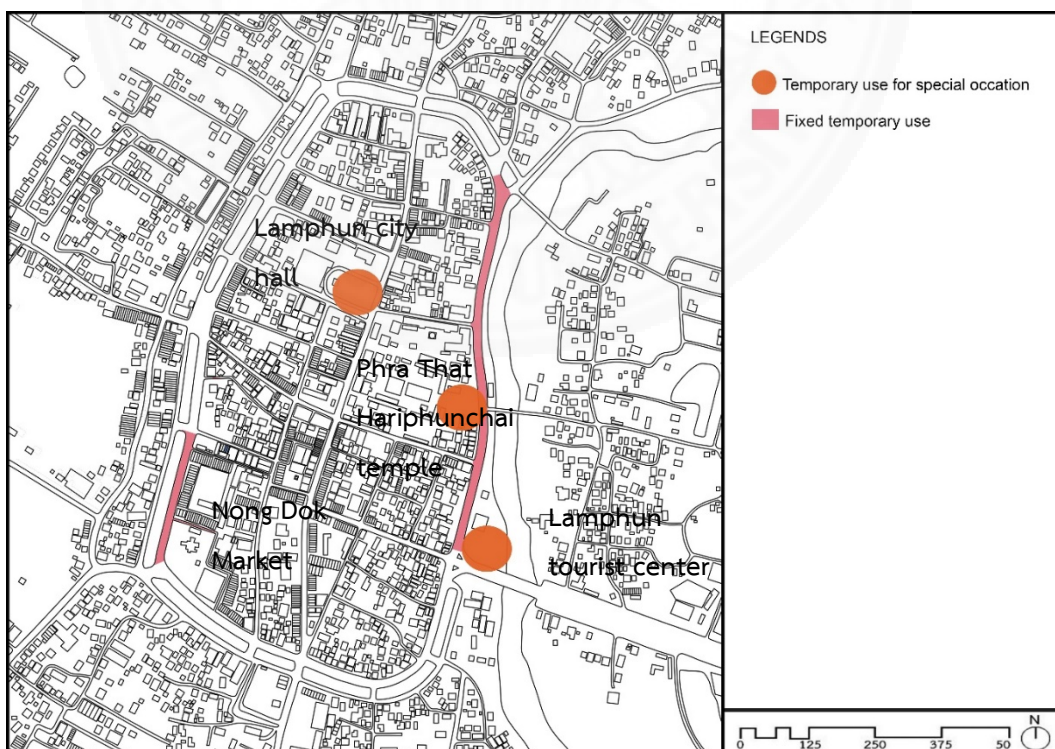


Figure 4.12 Temporary use on land.

Source: Researcher, 22 January 2019.

4.1.4.2 Elements of Lamphun Old Town

Lamphun old town consisted of seven elements as follows according to the Office of Natural Resources and Environmental Policy and Planning

- 1) Moat – located on the north, south, and west of the town.
- 2) River – the main river of the old town is Kuang River, located on the east of the town.
- 3) City wall and gate – Lamphun old town consisted of six gates which were Tha-kam gate, Tha-Sing gate, Tha-nang gate, Changsi gate, Mahawan gate, and Lee gate. Nowadays, most of the city walls and city gates had demolished, but there were still a tracing of it at the Mahawan gate, Tha nang gate, and Lee gate.
- 4) Temple – Lamphun is the town of Buddhism, there are many temples in the town such as Phra That Hariphunchai Temple, Suphan Rangsee Temple, Chai Mongkhon Temple, etc.
- 5) Palace or Elite house – located in the most important area of the town and near Kuang River. Nowadays, some turned out to be a museum.
- 6) Kaung Laung – the open space that people use to do activity, often located at the point where people can come conveniently and not so far from the palace. The use of space has changed by times so it is difficult to find traces of it.
- 7) Market – used to locate near elite houses. The only market in the old town nowadays is Nongdok market.

4.2 Site Survey Results of Tourism Infrastructure in the study area

This topic presented the results after the researcher visited and observed the study area and noted the results of the site survey in the aspect of tourism infrastructures in Lamphun old town by categorized it into 3 types of tourism infrastructure as follows below.

4.2.1 Environmental Tourism Infrastructures

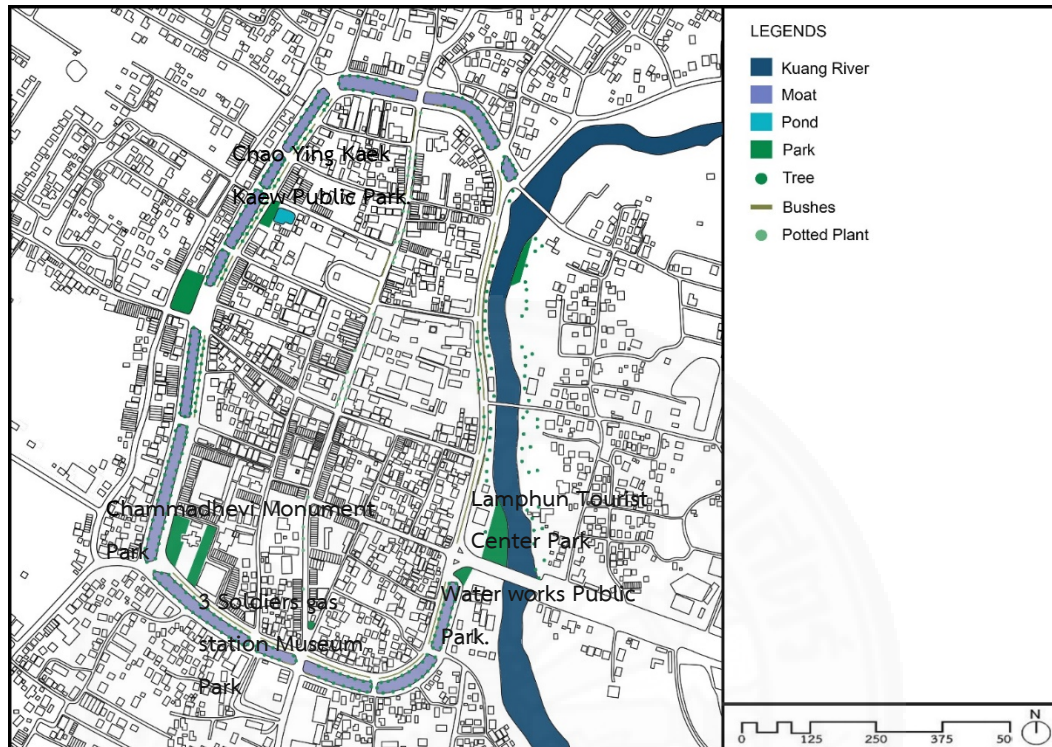


Figure 4.13 Environmental Tourism Infrastructure in Lamphun Old Town.

Source: Researcher, 22 January 2019.

The environmental tourism infrastructures in Lamphun old town consisted of 8 elements shown in the figure 4.13 above:-

- 1) Kuang River - the main river and one of the main recreational places of the people in Lamphun old town, located on the east of the town (figure 4.14).
- 2) Moat – located on the north, south, and west of the town. It was also one of the recreational places of the people in Lamphun old town (figure 4.15).
- 3) Pond – the only pond in Lamphun old town was the Chammadhevi pond in Chao Ying Kaek Kaew Public Park (figure 4.16).
- 4) Park – there were seven public parks in Lamphun old town. Public parks with facilities for sitting and relaxing are Chao Ying Kaek Kaew Public Park,

Chammadhevi Monument Park (figure 4.17), and three soldiers gas station Museum Park. Public parks with facilities for children and exercising are Water Works Public Park, Lamphun Municipality Tourist Center Park (figure 4.18), the park near Lamphun Land Reform Office located on the northeastern of the town, and the park located on the west of the town.

5) Tree – were available around the moat with small to medium ages trees (figure 4.19). Big trees mostly available in front of Phra That Hariphunchai temple, and riverside area, as well as around Mahawan gate and wall (figure 4.20).

6) Bush – mostly available on the sidewalk in front of Phra That Hariphunchai temple, and also on the road to separate the road lanes.

7) Potted plant – mostly available on the sidewalk of Chiang mai – Lamphun road due to the limited of spaces (figure 4.21).



Figure 4.14 Kuang River.

Source: Researcher, 18 October 2018.



Figure 4.15 The moat in Lamphun old town.

Source: Researcher, 18 October 2018.



Figure 4.16 Chammadhevi pond

Source: Google earth pro, 2017



Figure 4.17 Chammadhevi Monument Park

Source: Researcher, 18 October 2018.



Figure 4.18 Lamphun Municipality

Tourist Center Park

Source: Researcher, 18 October 2018.



Figure 4.19 Trees around the city moat

Source: Researcher, 18 October 2018.



Figure 4.20 Big trees in front of Phra That Hariphunchai temple

Source: Researcher, 18 October 2018.



Figure 4.21 Potted plant on the sidewalk of Chiang mai – Lamphun road

Source: Researcher, 18 October 2018.

4.2.2 Transport Tourism Infrastructures

4.2.2.1 Road Network

The road network in Lamphun old town consisted of three road types which were as follows (figure 4.22 & 4.23):-

1) Main road

1.1) Main road with 4 lanes 2 ways was Rob Muang Nai road.

1.2) Main roads with 2 lanes 2 ways were Chiang Mai – Lamphun road, Wangkwa road, and Mukda road.

2) Secondary road

2.1) Secondary roads with 2 lanes 2 ways were Rob Muang Nok road, Ratchawong road, Wankam road, Atttharos road, Wangsai road, Chaimongkol road, and Patikawong road.

3) Alley

3.1) Alleys with 2 lanes were Inthayongyos 1, Inthayongyos 2, Tha nang and kaew alley.

3.2) Alleys with 1 lanes were Wangkwa1, Wangkwa 2, and Wangkwa 3 alley.

The traffic in Lamphun old town was flexible and convenient for traveling. It was congested only during rush hours and in the area of important places like Phra That Hariphunchai temples Nongdok market and schools.



Figure 4.22 Road typology in Lamphun old town.

Source: Researcher, 20 January 2019

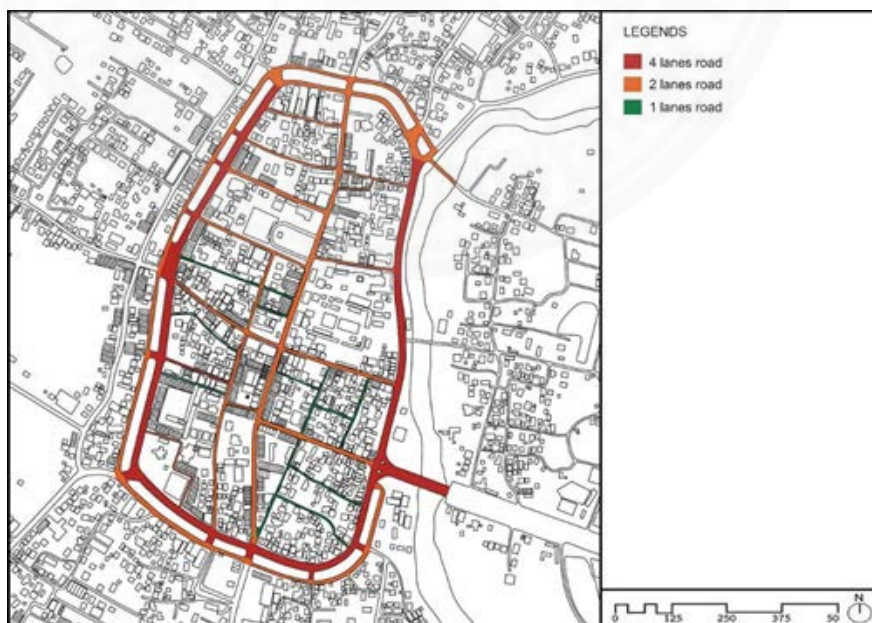


Figure 4.23 Road lanes in Lamphun old town.

Source: Researcher, 20 January 2019.

4.2.2.2 Transport Nodes

There were three types of public transportation node available in Lamphun old town which were motorcycle taxi, tricycle taxi, and minibus or bus. The location of public transportation nodes in Lamphun old town shown in the figure 4.26 below.

1) Tricycle taxi – there were four nodes of a tricycle taxi in the area. Two nodes were available on Chaing mai – Lamphun road which was on the Inthayongyos 1 alley, in the area of Phra That Hariphunchai temple and on the Rodkaew alley. Another tricycle taxi node was in front of Nongdok market. The drivers of motorcycle taxi were the aging local people and mostly used by local people (figure 4.24).

2) Minibus and bus node – there was only 1 node of minibus and bus in the study area which was in front of Chammadhevi food court center. This type of transportation was for those who travel to the outside of the old town such as Chiang Mai or Lee district (figure 4.25). The stops of the minibus were available all along Chaing mai Lamphun road as well as in front of Chammadhevi monument.

3) Motorcycle taxi - the two nodes of motorcycle taxi were available, one was on Chiang mai – Lamphun road, next to Hariphunchai National museum and another one was in front of Chammadhevi food court center. The users mostly were Thai tourists and local people.



Figure 4.24 Tricycle taxi in Lamphun old town

Source: Researcher, 18 October 2018.



Figure 4.25 Lamphun – Lee minibus

Source: Researcher, 18 October 2018.

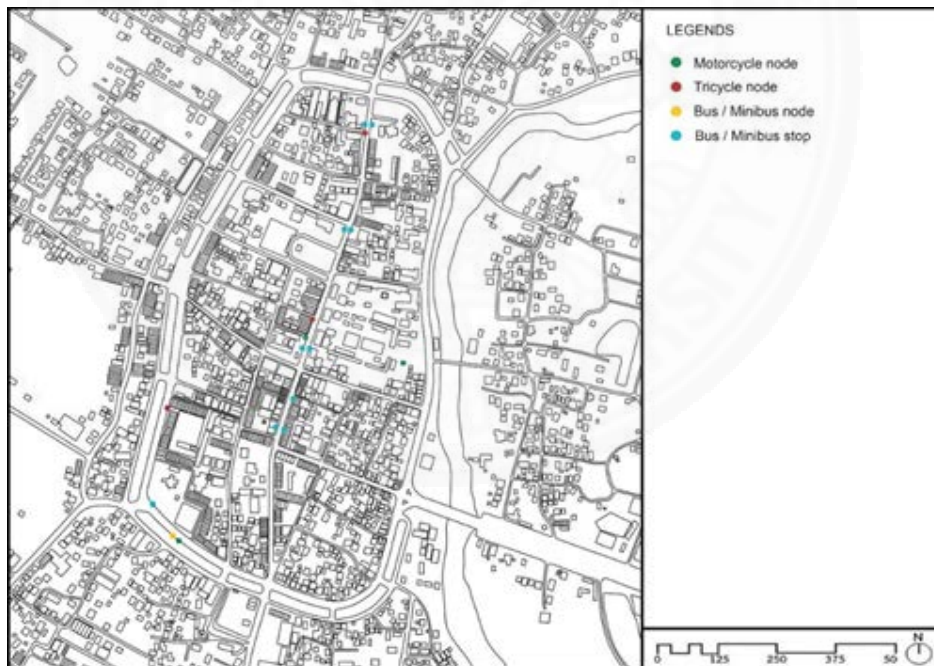


Figure 4.26 Location of public transportation nodes in Lamphun old town

Source: Researcher, 30 March 2019.

4.2.2.3 Transportation Parking

There were two types of transportation parking in Lamphun old town which were the parking lot and roadside parking (figure 2.27). The parking lots were available in commercial areas such as Jamfa shopping mall, and important places such as the banks, Lamphun city hall, Lamphun Municipality Tourist Center, Phra That Hariphunchai temple (figure 4.28), etc. The roadside parking was available all over the town due to the limited spaces. There was also a bicycle parking rack, the only bicycle parking rack located in front of Phra That Hariphunchai temple (figure 4.29).

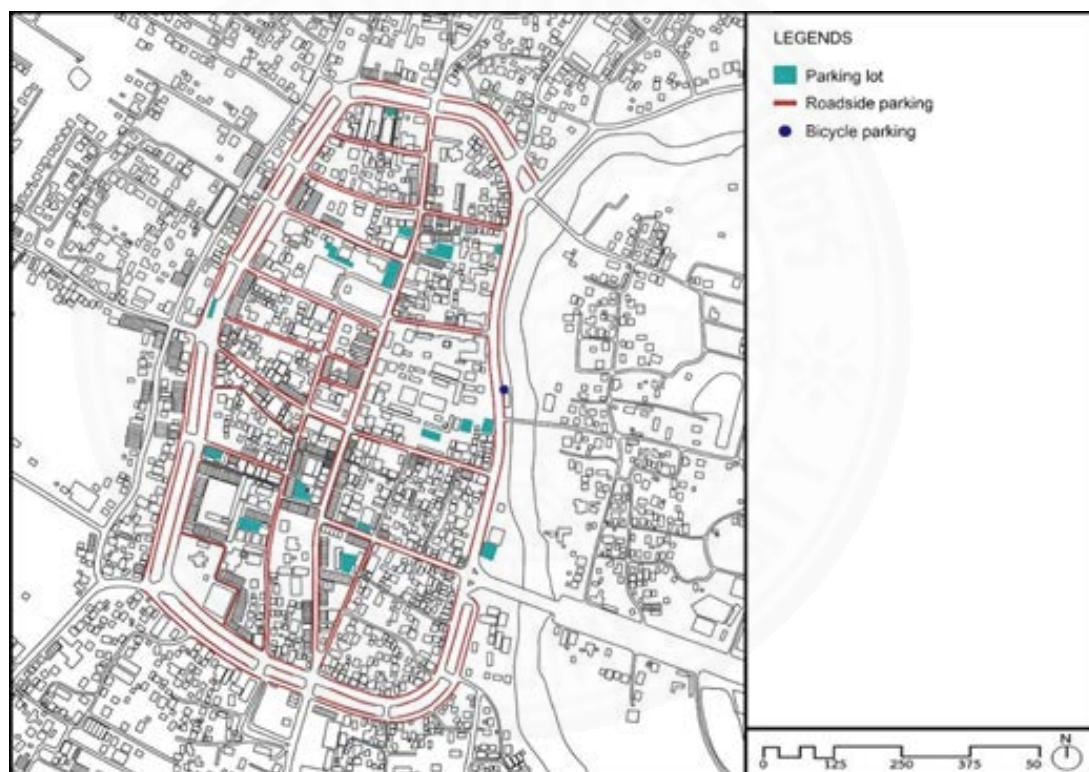


Figure 4.27 Locations of transportation parking in Lamphun old town

Source: Researcher, 30 March 2019.



Figure 4.28 Parking lot in front of Phra That Hariphunchai temple.

Source: Researcher, 18 October 2018.



Figure 4.29 The only bicycle parking rack in front of Phra That Hariphunchai temple.

Source: Researcher, 18 October 2018.

4.2.2.4 Footpath Network

Figure 4.30 below shown the footpaths in Lamphun old town were available on the main roads such as Chiang Mai – Lamphun road, Rob Muang Nai road, Wangkwa, and Mukda road, and on the secondary roads such as Chaimongkol road, Wangsai road, Wankam road, and Rob Muang Nok road, as well as around the moats. The facilities for walking like trees and benches were also available. The benches presented only on the sidewalk of Rob Muang Nai road, in front of Phra That Hariphunchai temple. There were only two zebra crossing in the town, located on Chiang Mai – Lamphun road, in front of Lamphun city hall and at the back of Phra That Hariphunchai temple. There was a riverside walkway in Lamphun old town for a relaxation of the people.

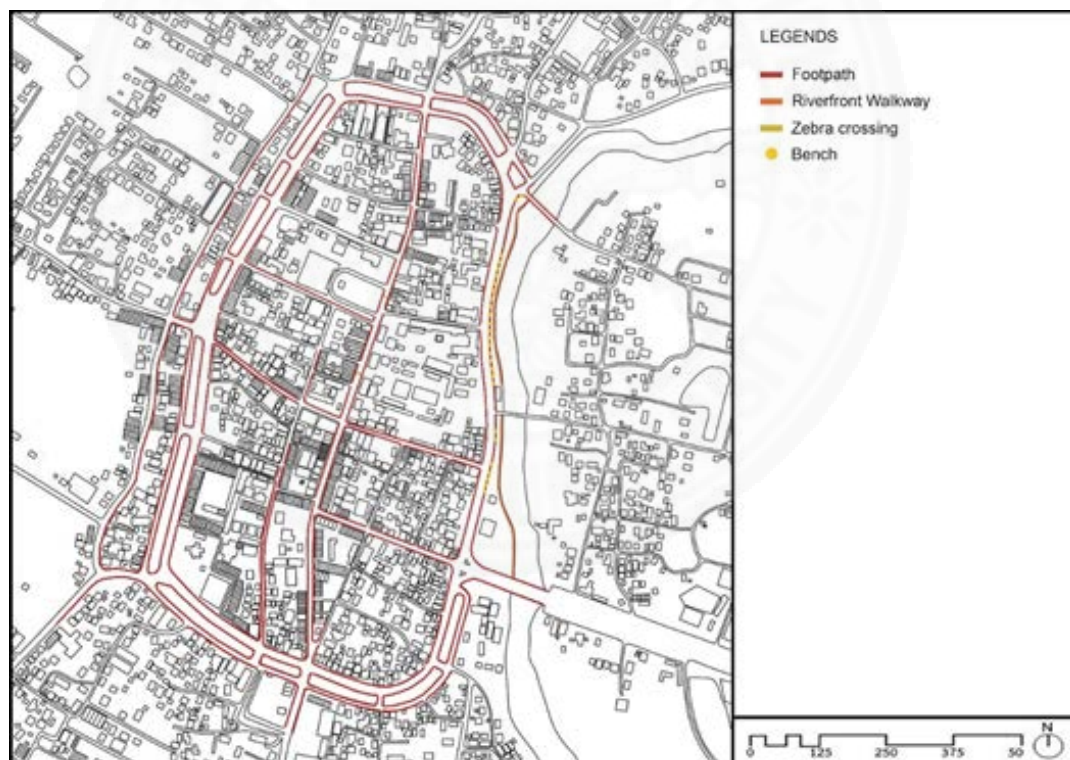


Figure 4.30 Footpath network in Lamphun old town.

Source: Researcher, 30 March 2019.

4.2.3 Social Tourism Infrastructures

Social tourism infrastructures were the infrastructures that use to support tourism activities or services. The elements of social tourism infrastructures in Lamphun old town divided into two categories which were as follows:-

4.2.3.1 Tourism places in Lamphun Old Town

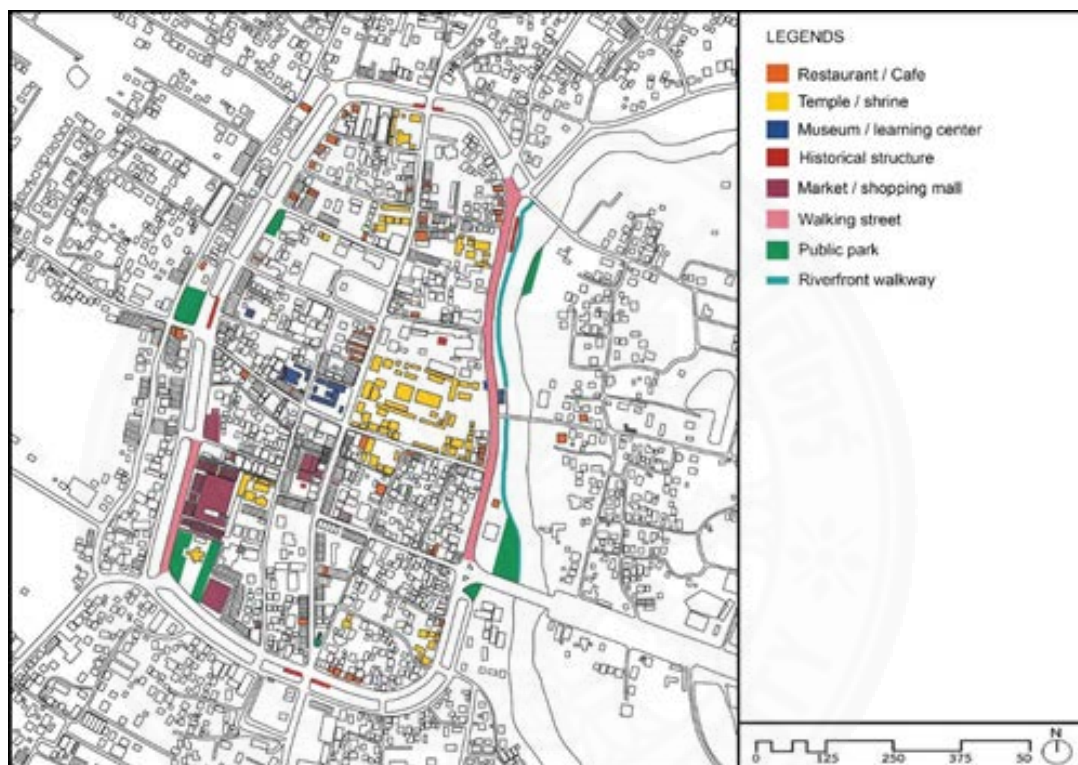


Figure 4.31 Tourism places in Lamphun old town.

Source: Researcher, 30 March 2019.

There were eight types of tourism places in Lamphun old town by the researcher which were as follow in the figure 4.31 above:-

1) Restaurant and café – there were both local and modern restaurants in the town. The modern one such as Malila restaurant, Temple House Lamphun café (figure 4.32), S’Kov coffee, Nom noey lamphun café, Rong cha café, etc. The local one such as Go hung noodle restaurant, Khun Daeng Lamphun noodle (figure 4.33), etc.

2) Temple and shrine – Phra That Hariphunchai temple, Chaimongkol temple, Chang Si temple, Chang Rong temple, Tong Satja temple, Si Boonreung temple, Suphanrangi temple, Chammadhevi shrine, Chammadhevi monument (figure 4.34), and Chao pu Teto shrine.

3) Museum/Learning center – Hariphunchai National museum, Local Community museum (figure 4.35), Yod Heun Residence, Artist House, Yong folk museum, and three soldier gas station museum.

4) Historical structures – was city wall and gate which were Thakam gate, Tha-Sing gate, Tha-nang gate, Changsi gate, Mahawan gate, and Lee gate (figure 4.36),. The Chai Chana pagoda (figure 4.37), and the pagoda in Methiwutthikorn School.

5) Market and shopping mall – there was one shopping mall in the old town which was Jamfa shopping mall (figure 4.38), and one fresh market which was the Nongdok market. There was also a market for delicatessen next to the Chammadhevi monument.

6) Walking street – there were two walking streets in the old town, one was on Rob Muang Nai road in front of Phra That Hariphunchai temple which was open on Friday evening and on Saturday in the morning (figure 4.39). Another one was also on Rob Muang Nai road in front of Nongdok market which was active every day in the evening.

7) Public park - there were public parks in Lamphun old town. The public parks with facilities for sitting and relaxing were Chao Ying Kaek Kaew Public Park, Chammadhevi Monument Park, and three soldiers gas station Museum Park. The public parks with facilities for children and exercising were Water Works Public Park, Lamphun Municipality Tourist Center Park, the park near Lamphun Land Reform Office located on the northeast of the town, and the park located on the west of the town.

8) Riverfront walkway – the walkway that located next to Kuang River for people to enjoy and relax with nature (figure 4.40).

Above were social infrastructures in Lamphun old town that created activities to happen. The activities of these tourism places of the local or the old one most active in a day, starting from the morning till about 07.00 p.m. The modernized one mostly shut after 09.00 p.m. and the walking street that active in the evening till night.



Figure 4.32 Exterior and interior of Temple House Lamphun cafe in the old town.

Source: Researcher, 18 October 2018



Figure 4.33 Khun Daeng Lamphun noodle.

Source: Google earth pro, 2017.



Figure 4.34 Chammadhevi monument.

Source: Researcher, 18 October 2018.



Figure 4.35 Local community museum.
Source: Researcher, 18 October 2018.



Figure 4.36 Lee gate and wall.
Source: Researcher, 18 October 2018.



Figure 4.37 Chaichana pagoda.
Source: Researcher, 18 October 2018.



Figure 4.38 Jamfa shopping mall.
Source: Researcher, 18 October 2018.



Figure 4.39 Walking Street on the Saturday morning.
Source: Researcher, 18 October 2018.



Figure 4.40 Riverfront walkway.
Source: Researcher, 18 October 2018.

4.2.3.1 Tourism Services in Lamphun Old Town

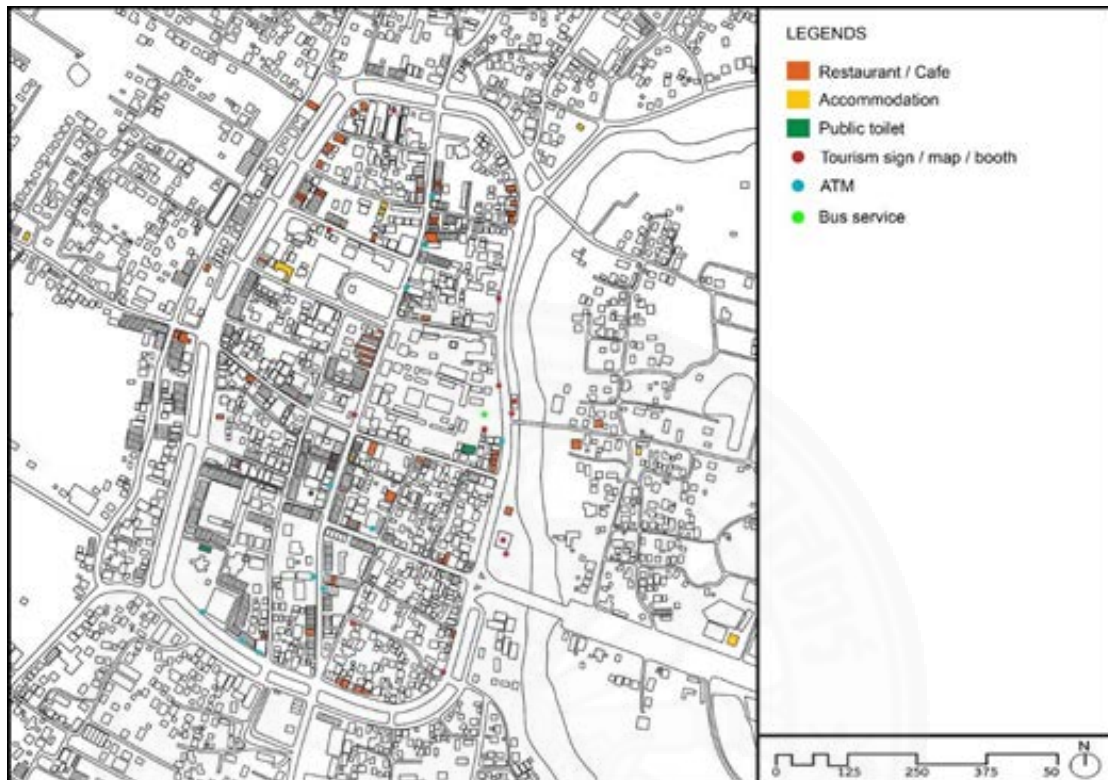


Figure 4.41 Tourism services in Lamphun old town

Source: Researcher, 30 March 2019.

There were kinds of tourism service in lamphun old town which were as follows in the figure 4.41 above:-

1) Restaurant and café – as mentioned earlier, there were both local and modern restaurants in the town to serve visitors. The modern one such as Malila restaurant, Temple House Lamphun café, S’Kov coffee, Nom noey lamphun café, Rong cha café, etc. The local one such as Go hung noodle restaurant, Khun Daeng Lamphun noodle, etc.

2) Accommodation – there were not many accommodations in the old town, it was mostly located outside the town. There were only 4 accommodations located in Lamphun old town which were Lamphun hostel, Pickbaan hostel, Jomkaew residence, and Sri Lamphun room for rent. These accommodations mostly used to be a house. The nearest accommodations outside the old town were

Easy hotel, Tan Thong hotel, Indy Homestay Lamphun, Chamadhevi hotel, etc. These accommodations mostly a newly built hotel.

3) Public toilet – there were public toilets in the old town, one located in Phra That Hariphunchai temple, and another one was at the back of Chammadhevi monument.

4) Tourism sign / map / booth - Tourism map of Lamphun was provided in front of Hariphunchai National museum and in front of Phra That Hariphunchai temple, as well as the Lamphun Municipality Tourist Center. Those maps were mostly available in the tourist attraction areas (figure 4.42).

5) ATM – mostly available in the area of the bank itself, and also in front of the convenient stores and shopping malls.

6) Bus service – the bus services were available at Phra That Hariphunchai temple, took the visitors to tourist attraction places in and outside the old town to the place such as temples, local museums, and monuments (figure 4.43).



Figure 4.42 Lamphun tourism map provided by Lamphun municipality
Source: Researcher, 18 October 2018.



Figure 4.43 Bus service in the old town
Source: Researcher, 18 October 2018.

4.3 Problem Conclusion of the Slow Tourism Infrastructures and Non-related Slow Tourism Infrastructures in the study area

This topic presented the perceived problems that the researcher have found from survey and observation in the study area. The results were categorized into three types of tourism infrastructure which were 1) Environmental 2) Social and 3) Transport.

4.3.1 Environmental Tourism Infrastructure aspects

4.3.1.1 Environmental Slow Tourism Infrastructure problems

The most prominent environmental issue of slow tourism infrastructures in Lamphun old town was Kuang River and city moat. The researcher defined it as environmental slow tourism infrastructures because of their history and authenticity. Kuang River and city moat were the original traits that constituted Lamphun Old Town. The perceived problems of environmental slow tourism infrastructure in Lamphun old were as follows:

1) Lack of good landscape management and design as well as cleanliness in the Kuang River area and old town city moats (figure 4.44 and figure 4.45).

2) Kuang River filled with plants which reduced the flow of the water, and less water retention caused flooding (figure 4.46).



Figure 4.44 Lack of cleanliness and landscape design in the area of Kuang riverside walkway

Source: Researcher, 30 March 2019.



Figure 4.45 Lack of cleanliness and landscape design around city moat.
Source: Researcher, 30 March 2019.



Figure 4.46 Water plants in the Kuang River.
Source: Researcher, 30 March 2019

4.3.1.2 Environmental of Non-Related Slow Tourism

Infrastructure problems

The perceived problems of environmental tourism infrastructures that were not related to slow tourism were as follows:-

- 1) Lack of good landscape management and design in the public parks (figure 4.47 and figure 4.48).
- 2) The public parks were not fully utilized, it was left abandoned, and lack of good care such as Waterworks public park and three soldiers gas station museum park (figure 4.49).
- 3) The facilities in the parks were not welcome the users to the area, some lack of sitting facilities (figure 4.47 and figure 4.48).
- 4) Potted plants on the sidewalk along Chiang Mai – Lamphun road blocked the way for walking caused the pedestrian users to walk on the road, which leads to the life insecurity (figure 4.50).



Figure 4.47 Lack of good landscape management and design as well as facility for sitting at the park of three soldiers gas station museum. Source: Researcher, 18 October 2018.



Figure 4.48 Lack of good landscape management and design as well as facility for sitting at Chao Ying Kaekkaew Public Park. Source: Google, 2017.



Figure 4.49 Abandoned public park in the old town. Source: Researcher, 30 March 2019.



Figure 4.50 Potted plant blocking the sidewalk.

Source: Researcher, 30 March 2019.

4.3.2 Transport Tourism Infrastructure aspects

4.3.2.1 Transport Slow Tourism Infrastructure problems

The transport of slow tourism infrastructures in Lamphun old town could be categorized into three types which were footpath, bicycle, and public transport (tricycle taxi). These three types defined as slow tourism infrastructure based on speed while traveling. The perceived problems of transport slow tourism infrastructure in Lamphun old town were as follows:-

1) Footpaths in the old town not thoroughly being maintained. Some areas had no footpaths, some areas were well maintained with facilities for walking such as the sidewalk on Chiang Mai – Lamphun road and around Phra That Hariphunchai temple (figure 4.51 and figure 4.55)

2) Footpaths around Phra That Hariphunchai temple had narrow walkway which was inconvenient to walk (figure 4.52).

3) Footpaths that were not well maintained have rough and crack pavement, as well as the same level to the road almost unable to define as a footpath (figure 4.53).

4) Footpaths were inconvenient to walk due to the blocked of automobiles, potted trees, street lights and other obstacles from shophouses (figure 4.54).

5) Lamphun old town had been promoted for bicycle tourism but still lack of bicycle facilities in which there was only one bicycle parking rack in the old town.

6) Tricycle taxis were vulnerable to disappear from the old town because most of the service providers were elderly local people.

7) Service providers of the tricycle taxi were unable to understand foreign languages, therefore, they were unable to service foreign visitors.



Figure 4.51 well maintained footpath in front of Phra That Hariphunchai temple.
Source: Researcher, 30 March 2019.



Figure 4.52 Narrow footpath around Phra That Hariphunchai temple.
Source: Researcher, 18 October 2018.



Figure 4.53 Undefined footpath and crack pavement in the old town.
Source: Researcher, 18 October 2018.



Figure 4.54 the block of traffic sign, car, and tree on the footpath.
Source: Researcher, 18 October 2018.

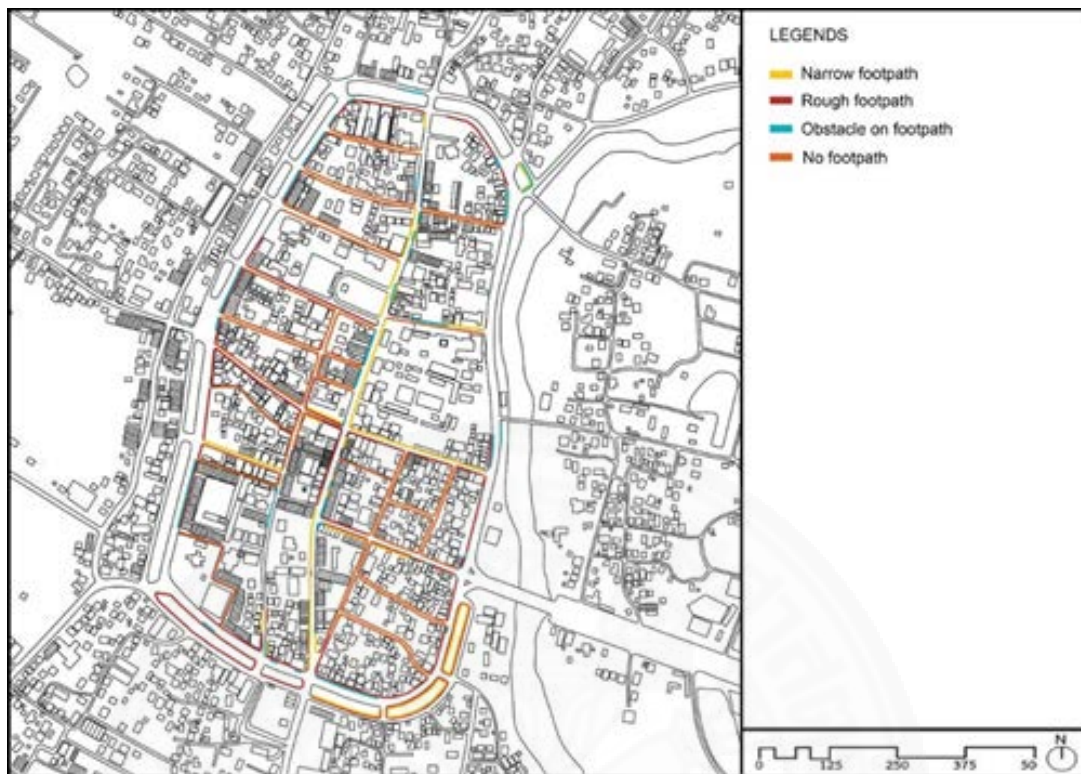


Figure 4.55 the location of footpath problems in Lamphun old town.

Source: Researcher, 30 March 2019.

4.3.2.2 Transport of Non-Related Slow Tourism Infrastructure problems

The perceived problems of transport tourism infrastructures that were not related to slow were as follows:-

1) Lamphun old town was the location of many important places such as Phra That Hariphunchai temple, Lamphun city hall, many schools, etc. which caused traffic congestion during the peak hours and festival.

2) Some roads were narrow such as Attharos and Chaimongkol road due to the fact that the old town that could not expand caused slow and less traffic flow (figure 4.56).

3) The marks on the Rob Muang Nai road were unclear, some were not available caused traffic confusion especially on the Rob Muang Nai road on the west of the town, at Mahawan gate.

4) There were not many public transportation types to travel around the old town and the nodes of transportation types were scattered which was inconvenient for the users.

5) There were not enough parking spaces for visitors when there were festivals which lead to traffic congestion.

6) Roadside parking caused traffic congestion as well as blocked the pedestrian walkway (figure 4.57).



Figure 4.56 Traffic congestion on Attharos road.

Source: Researcher, 18 October 2018.



Figure 4.57 roadside parking causing traffic congestion.

Source: Researcher, 18 October 2018.

4.3.3 Social Tourism Infrastructure Problems

4.3.3.1 Social Slow Tourism Infrastructure problems

The social aspect of slow tourism infrastructures in Lamphun old town implied tourism places or services that could habitually slow down the rush of visitors and at the same time emphasize the cultural and tradition of the place. These social activities should allow visitors to learn and understand the culture, tradition and the localness of place. The perceived problems of social slow tourism infrastructure in Lamphun old town were as follows:-

1) Lack of public relations and tourism promotions on the other tourist attractions except for Phra That Hariphunchai temple. The local tourist attractions were not well promoted to visitors (figure 4.58).

2) Lack of night activity to attracts tourists to stay longer

3) No accommodation service such as homestay in the old town for visitors to get closer with the local people.



Figure 4.58 Antique fabric of Yong people museum, the local tourist attractions are not well promote to visitors.
Source: Researcher, 18 October 2018.

4.3.3.2 Social of Non-Related Slow Tourism Infrastructure problems

The perceived problems of social tourism infrastructures that were not related to slow tourism were as follows:-

1) Tourism signs and maps were invisible and unclear, some did not have international languages. And no tourism sign to direct visitors to the places.

2) Less amount of public toilet in the old town.

4.4 SWOT Analysis

From the conditions of the study mentioned earlier, the researcher analyzed the data of the study area in the form of SWOT analysis to get the potential of the study area as follows:

Table 4.1 SWOT MATRIX analysis of the study area.

SWOT MATRIX OF LAMPHUN OLD TOWN	STRENGTHS 1) Rich in history, culture, and way of life, historical site that still remaining. 2) The center of people and province. 3) Rich in valuable cultural and natural resources.	WEAKNESSES 1) Lack of maintenance, management and design of space in the old town. 2) Lack of public relations and tourism promotion on the other tourist attractions. 3) Lack of various types of public transportation to travel around the town. 4) Sidewalk problems such as unmaintained, tough and crack pavement, etc. 5) Abandoned spaces and buildings. 6) Lack of proper tourism service such as direction map, etc. 7) Lack of activities to attract tourists to stay longer and place to get closer with local people.
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Source: Researcher, 2019.

Table 4.1 SWOT MATRIX analysis of the study area.

OPPORTUNITIES	S – O STRATEGIES	W – O STRATEGIES
1) Provincial and municipality strategic plan of infrastructure and tourism development. 2) Master plan for conservation and development in Lamphun old town. 3) Tourism strategy in secondary province by government.	■ Create awareness of people to understand the importance of Lamphun old town. ■ Promoting and organizing tourism activities that related to history, culture and way of life as well as nature resources in the area.	■ Improve and develop abandoned spaces and buildings to maximize the use. ■ Improve infrastructures and services to support tourism activities. ■ Promoting and organizing tourism activities to attract tourists to stay longer and activities to get closer with local people.
THREATS	S – T STRATEGIES	W – T STRATEGIES
1) Economic and social development may cause disappearance of original authenticity. 2) Nearby provinces have developed interesting tourism activities and having rich tourism infrastructures.	■ Plan and policy to conserve the originality of the place. ■ Pull the strengths of the area to develop to attract tourists.	■ Tourism planning and development based on the understanding of importance of Lamphun old town.

Source: Researcher, 2019 (Cont.).

CHAPTER 5

RESULTS AND ANALYSIS OF THE RESEARCH

This chapter presented the results and analysis of the research from the questionnaire. The questionnaire distributed to three target groups which were 138 local people group, 65 foreign visitors group, and 19 civic action people group of the study area with a total of 222 questionnaire responses. The questionnaire contained three sections which were 1) Personal information 2) Tourism behavior information and 1) Needs and opinion toward problem and development in the study area. The objective of this questionnaire was to study the behavior, need, and opinion of the three target groups as well as finding the corresponding opinions toward the need, the problems, and the development of tourism infrastructures which can lead to the improvement for the study area according to the slow tourism theory.

The results and analysis of the research from questionnaire in this chapter can be categorized into 4 parts which were as follows:-

- 5.1 Results and analysis of personal information
- 5.2 Results and analysis of tourism behavior information
- 5.3 Results and analysis of Needs and opinion toward problem and development
- 5.4 Argument and analysis between variables

5.1 Results and analysis of personal information

Personal information was the first part of the questionnaire that asked about basic personal information such as gender, age, occupation, and where were they from. Table 5.1, showed the results of the personal information from the three target groups as follows:

Table 5.1 Frequency and percent of each three target group answered the questions on the personal information.

Personal Information		Civic action group	Local people group	Foreign visitor group
Gender	Male	7 (37%)	55 (40%)	34 (52%)
	Female	12 (63%)	83 (60%)	31 (48%)
	Total	19 (100%)	138 (100%)	65 (100%)
Age	Under 22	0 (0%)	17 (12%)	8 (12%)
	23 – 38 years old	0 (0%)	51 (37%)	36 (55%)
	39 -54 years old	5 (26%)	32 (23%)	20 (31%)
	55 – 73 years old	14 (74%)	35 (25%)	1 (2%)
	74 – 91 years old	0 (0%)	3 (2%)	0 (0%)
	Total	19 (100%)	138 (100%)	65 (100%)
Occupation	Not working	0 (0%)	12 (9%)	0 (0%)
	Company employee/ office worker	0 (0%)	31 (22%)	32 (49%)
	Student	10 (53%)	50 (36%)	6 (9%)
	Self-employed / Business owner	4 (21%)	5 (4%)	10 (15%)
	Retired person	1 (5%)	1 (1%)	0 (0%)
	Housewife	4 (21%)	25 (18%)	0 (0%)
	Freelance employee			
	Total	19 (100%)	138 (100%)	65 (100%)
Country	China			24 (37%)
	Taiwan			2 (3%)
	Korea			5 (8%)
	Malaysia			4 (6%)
	Singapore			3 (5%)
	Australia			5 (8%)
	USA	-	-	7 (11%)
	Canada			1 (2%)
	Germany			4 (6%)
	UK			5 (8%)
	Netherland			1 (2%)
	Switzerland			2 (3%)
	France			2 (3%)
	Total			65 (100%)

Source: Researcher, 2019.

From table 5.1, the majority of the respondents' gender from the civic action group and local people group were female whereas 63 percent of the respondents from the civic action group and 60 percent of the respondents from the local people group. And the male gender was the majority of the respondents from the foreign visitor group with 52 percent.

The majority of the respondents' age from the civic action group was between 55 – 73 years old with 74 percent of the group. This group could be considered as an aging group who might need special facilities or supports. The majority of respondents' age from the local people group and foreign visitor group was in between 23 – 38 years old which could be considered as a working group who still had the energy to do things by themselves. For the local people group 37 percent of the group was in between 23 – 38 years old, followed by 25 percent of the group whose age was in between 55 – 73 years old. For the foreign visitor group 55 percent of the group was in between 23 – 38 years old, followed by 31 percent of the group whose age was in between 39 – 54 years old.

The majority of the respondents' occupation from the civic action group and local people group was self-employed or business owners whereas 53 percent of the respondents from the civic action group and 36 percent of the respondents from the local people group owners in which it could imply that they were free to do things or travel. And company employee or office worker was the majority of occupation of the respondents from the foreign visitor group with 49 percent of the group.

All the respondents from the civic action group and local people group in this research were Lamphun local people and the majority of respondents from the foreign visitor group were Chinese, and followed by the USA in which it implied that the facilities and services of tourism should also consider international languages, especially Chinese.

5.2 Results and analysis of tourism behavior information

Tourism behavior information was the second part of the questionnaire asked about travel behavior, transportation type, traveling partner, spending, and etc. Table 5.2 and table 5.3, showed the results of the Tourism behavior information from the three target groups which were as follows:

Table 5.2 Frequency and percent of the civic action group and local people answered the questions on the tourism behavior information.

Tourism behavior information		Civic action group	Local people group
Frequency of travelling to Lamphun old town	Every day	8 (42%)	45 (33%)
	1 day / week	1 (5%)	19 (14%)
	2-3 days / week	3 (16%)	34 (25%)
	1 day / 2 weeks	1 (5%)	10 (7%)
	Once a month	2 (11%)	16 (12%)
	1 day / 2-3 months	2 (11%)	12 (9%)
	Once a year	2 (11%)	2 (1%)
	Total	19 (100%)	138 (100%)
Tourism styles in Lamphun old town	Temples, architectures, and historical sites	17 (35%)	89 (29%)
	Restaurants/café	2 (4%)	55 (18%)
	Local community and culture	8 (17%)	30 (10%)
	Market and walking street	8 (17%)	80 (26%)
	Relaxing with Nature	6 (13%)	24 (8%)
	Buying local souvenirs	7 (15%)	25 (8%)
	Total	48 (100%)	303 (100%)
Travelling styles in Lamphun old town	Private car /motorcycle	16 (56%)	126 (75%)
	Bicycle	9 (31%)	21 (13%)
	Walk	3 (10%)	14 (8%)
	Public bus or minibus	0 (0%)	4 (2%)
	Tricycle taxi	1 (3%)	2 (1%)
	Total	29 (100%)	167 (100%)
Number of travelling partners	1 - 2 people	5 (26%)	49 (36%)
	3 – 6 people	11 (58%)	80 (58%)
	7 – 10 people	3 (16%)	9 (7%)
	Total	19 (100%)	138 (100%)

Source: Researcher, 2019.

Table 5.2 Frequency and percent of the civic action group and local people answered the questions on the tourism behavior information.

Traveling partners with special need	Children	10 (43%)	56 (37%)
	Elderly	10 (43%)	33 (22%)
	Disabled	1 (4%)	0 (0%)
	None	2 (9%)	64 (42%)
	Total	23 (100%)	153 (100%)
Willingness on spending	Restaurant / café	8 (26%)	99 (47%)
	Local transportations	4 (13%)	19 (9%)
	Souvenir / local goods	10 (32%)	68 (33%)
	Local accommodations	0 (0%)	4 (2%)
	Religious goods	9 (29%)	19 (9%)
	Total	31 (100%)	209 (100%)

Source: Researcher, 2019 (Cont).

Table 5.2 showed the results of the tourism behaviors from the respondents of the civic action group and the local people group. The majority of the respondents were traveling to Lamphun old town every day whereas 42 percent of the respondents from the civic action group and 33 percent of the respondents from the local people group. This might reflect the fact that Lamphun old town is the center of the city containing many activities and important places such as Phra That Hariphunchai temple, Lamphun city hall, Nong Dok fresh market, walking street, etc.

The tourism styles of the respondents while traveling in Lamphun old town in both groups were mostly visiting for the temple, architecture, and historical site whereas 35 percent of the respondents from the civic action group and 29 percent of the respondents from the local people group, and followed by traveling for market and walking street. The result showed that they had a tourism style that corresponded to the slow tourism theory in which the tourism place that they visited was the main elements or the original traits of Lamphun old town.

The majority of the traveling style while traveling in Lamphun old town of the respondents in both groups were private cars and motorcycles whereas 56 percent of the respondents from the civic action group and 75 percent of the respondents from the local people group, and followed by bicycle and walk in both

groups. This implied that the tourism places needed to have a space to accommodate car parking. Their did not correspond to slow tourism in the transportation aspect that slow tourism transport should focus on the low-speed transports such as walking, bicycle, etc.

The respondents from both groups were mostly traveling with their partners with about 3 – 6 people wheres 58 percent of the respondents from the civic action group and 58 percent of the respondents from local people group, and their traveling partners with special needs mostly were children and elders. This implied that the spaces should be able to accommodate a large number of people as well as contain facilities for children and elders.

The majority of the respondents in the civic action groups were willing to spend on local goods or souvenirs with 32 percent, followed by spend on the religious goods with 29 percent. But the respondents in the local people group were willing to spend on restaurants or cafés, and followed by 33 percent of the group were willing to spend on local goods or souvenirs. This might reflect the fact that most of the respondents in the civic action group were in a different age group as compared to the local people group.

Table 5.3 Frequency and percent of the foreign visitor group answered the questions on the tourism behavior information.

Tourism behavior information		Foreign visitor group
First time visiting Lamphun old town	Yes	57 (88%)
	No	8 (12%)
	Total	65 (100%)
Previous destination	Bangkok	3 (5%)
	Chiang Mai	54 (83%)
	Chonburi (Pattaya)	3 (5%)
	Chiang Rai	5 (8%)
	Total	65 (100%)
Sources of knowing Lamphun old town	Tour operator	16 (12%)
	Friends / colleagues / relatives	32 (24%)
	Internet	54 (41%)
	Social media	31 (23%)
	Total	133 (100%)
Traveling styles to Lamphun	Train	12 (18%)
	Private Bus	24 (37%)
	Private car / motorcycle	17 (26%)
	Public bus	12 (18%)
	Total	65 (100%)
Spending the night in Lamphun	Yes	23 (35%)
	No	42 (65%)
	Total	65 (100%)
Accommodation location	Near transportation hub	1 (2%)
	Surrounded by natural environment	9 (14%)
	Near tourist attraction places	20 (31%)
	Surrounded by local people and services	35 (54%)
	Total	65 (100%)
Travelling styles in Lamphun old town	Private bus	25 (22%)
	Private car / motorcycle	26 (22%)
	Bicycle	14 (12%)
	Walk	36 (31%)
	Public bus or minibus	3 (3%)
	Tricycle taxi	11 (10%)
	Total	115 (100%)

Source: Researcher, 2019.

Table 5.3 Frequency and percent of the foreign visitor group answered the questions on the tourism behavior information.

Tourism behavior information		Foreign visitor group
Number of traveling partner	1 - 2 people	32 (49%)
	3 – 6 people	32 (49%)
	7 – 10 people	1 (2%)
	Total	65 (100%)
Traveling partners with special need	Children	8 (12%)
	Elderly	17 (25%)
	Disabled	3 (4%)
	None	39 (58%)
	Total	65 (100%)
Willingness on spending	Restaurant / café	60 (43%)
	Local transportations	17 (12%)
	Souvenir / local goods	52 (37%)
	Local accommodations	12 (9%)
	Total	141 (100%)

Source: Researcher, 2019 (Cont.).

Table 5.3 above showed the results of the tourism behaviors from the respondents of the foreign visitor group. The majority of them visited Lamphun old town for the first time. Their previous destination was Chiang Mai, 83 percent, and followed by Chiang Rai, 8 percent. Most of the respondents knew Lamphun from internet search engines such as Google, Baidu, Yahoo, etc. 41 percent, followed by 24 percent knew Lamphun from friends, colleagues, or relatives, and followed by 23 percent knew Lamphun from social media such as facebook, instagram, etc. The traveling styles that the respondents selected for coming to Lamphun were private bus, private car, and motorcycle, in which the private bus was provided from a tour guide. This implied that the tourism places should have a space to accommodate these types of vehicles used by the foreign visitor group or develop on public transport in the old town. Sixty-five percent of respondents did not spend the night in Lamphun; even though the majority of them chose to select accommodations surrounded by local people and services. The majority of the respondents travelled in Lamphun old town by walking, 31 percent. They travelled in Lamphun old town with partners from

1- 6 people, with their traveling partners with special needs such as elders. They were willing to spend on restaurant or café and followed by spending on souvenirs or local goods.

The results of the tourism behaviors section from the respondents of the foreign visitor group showed that the majority of them was not slow tourists in the sense that they did not spend the night in Lamphun but their other behaviors still included them to be slow tourists such as their transport mode while traveling in the old town by walking, as well as their willingness to choose accommodations surrounded by local people or services. According to Yurtseven and Kaya (2011) classification of slow tourists, the foreign tourists in this research were the accidental slow tourists who were more related to mass tourism and defined as a slow tourist because of the tourist attractions, as the researcher was mostly able to collect the questionnaires from this group while they were traveling in major cultural attractions such as Phra That Hariphunchai temple and Hariphunchai national museum.

5.3 Results and analysis of the needs and opinions toward problem and development

The needs and opinions toward problem and development in Lamphun old town area was the third part of the questionnaire asked the three target groups about the need toward development guideline and opinion toward problems of tourism infrastructures in the old town shown in the table 5.4, 5.5, and 5.6.

5.3.1 Results and analysis of the needs and opinion toward the development

Table 5.4 Frequency and percent of each three target group answered the questions on the need toward slow tourism infrastructure development.

A need of development of slow tourism infrastructures in Lamphun old town	Civic action group	Local people group	Foreign visitor group
Yes	19 (100%)	133 (96%)	64 (98%)
No	0 (0%)	5 (4%)	1 (2%)
Total	19 (100%)	138 (100%)	65 (100%)

Source: Researcher, 2019.

From the table 5.4, the majority of the respondents from the three groups wanted a development of slow tourism infrastructure in Lamphun old town whereas 100 percent of the respondents in the civic action group, 96 percent of the respondents in local people group, and 98 percent of the respondents in foreign visitor group.

Table 5.5 Mean of each target group answered the questions on the guidelines for development of tourism infrastructure in Lamphun old town.

Guidelines for the development of tourism infrastructure in Lamphun Old Town area	Mean of civic action group	SD	Mean of local people group	SD	Mean of foreign visitor group	SD
Transportation development and travelling	4.37	0.90	3.86	0.93	4.20	0.83
Environmental and landscape development in the area	4.47	0.77	3.97	0.94	3.08	1.07
Preserving and supporting cultural activities, arts, lifestyle, and local wisdom	4.53	0.70	3.95	1.01	3.45	1.21
Creating and supporting trade and services that are unique and interesting	4.16	1.01	4.04	0.95	3.57	1.22

Note: Score level 5 means the most agreeable, 4 means agreeing a lot, 3 means agreeing at a moderate level, 2 means rarely agreeing, 1 means disagreeing.

Source: Researcher, 2019.

Table 5.5 above showed the results of the development guideline of tourism infrastructure in Lamphun old town scored by each group. The highest mean scored by the civic action group on the guideline of tourism development was 4.53 with the standard deviation of 0.70 for the development that preserves and supports cultural activities, arts, local lifestyle, and local wisdom. The result reflected that the civic action group were aware and emphasized on the value of the old town such as local culture, tradition, and lifestyle.

The highest mean scored by the local people group on the guideline of tourism development was 4.04 with the standard deviation of 0.95 for the development to create and support trade and services that are unique and interesting. This reflected that the local people group were more emphasized on the economic aspect.

For the foreign visitor group, the highest mean on the guideline of tourism development was 4.20 with the standard deviation of 0.83 for the development on transportation development and. The results reflected that the transportations in Lamphun old town had problems and inconvenient for foreign visitors.

The results of each three groups were in the level of agreeing on a lot and the distribution of the scores was grouped at a good and acceptable level which meant that the majority of the respondents in each group agreed on that tourism infrastructure development guideline.

Table 5.6 Overall mean of the target group answered the questions on the guidelines for development of tourism infrastructure in Lamphun old town.

Guidelines for the development of tourism infrastructure in Lamphun Old Town area	Sample mean of all target group	SD
Transportation development and travelling	4.00	0.91
Environmental and landscape development in the area	3.75	1.06
Creating, preserving and supporting cultural activities, arts, lifestyle, and local wisdom	3.85	1.09
Creating and supporting trade and services that are unique and interesting	3.91	1.06

Note: Score level 5 means the most agreeable, 4 means agreeing a lot, 3 means agreeing at a moderate level, 2 means rarely agreeing, 1 means disagreeing.

Source: Researcher, 2019.

Table 5.6 above showed results of the development guidelines in the overall mean of the three target groups which can be concluded as follows below:-

The mean of the three target groups toward the development of transportation and traveling was equal to 4.00 with 0.91 standard deviations which meant that they were agreeing on a lot on development in this aspect. The mean of environmental and landscape development was equal to 3.75 with 1.06 standard deviations. The mean on the development of preserving and supporting cultural activities, arts, lifestyle, and local wisdom was equal to 3.85 with 1.09 standard

deviations. And the mean of the development of creating and supporting unique and interesting trade and services was equal to 3.91 with 1.06 standard deviations. The results showed that the scores were at the level of agreeing at a moderate level on the last three development aspects.

In conclusion, the development that scored the highest improvement level by the three target groups was the development on transportation and traveling with a mean of 4.0 and the standard deviation of 0.91., which was nearest to 0 from all options. The result was in the level of agreeing on a lot and the distribution of the scores was grouped at a good and acceptable level which meant that the majority of the respondents in the three target groups had similar opinions on this development aspect.

5.3.2 Results and analysis of the opinion toward tourism infrastructure problems

The opinion toward tourism infrastructure problems was in the third section of the questionnaire, the results were in the table 5.7, 5.8, and 5.9 below.

Table 5.7 Frequency and percent of each three target group answered the questions on the environmental tourism infrastructures issues in Lamphun old town.

Environmental Tourism Infrastructures Issues		Civic action	Local people group	Foreign visitor group
Not enough trees or shading in the old town area	Yes	13 (68%)	83 (60%)	22 (34%)
	No	6 (32%)	55 (40%)	43 (66%)
	Total	19 (100%)	138 (100%)	65 (100%)
Lack of good landscape design for city moat	Yes	15 (79%)	82 (59%)	38 (58%)
	No	4 (21%)	56 (41%)	27 (42%)
	Total	19 (100%)	138 (100%)	65 (100%)
Lack of good landscape design for Kuang River	Yes	15 (79%)	106 (77%)	54 (83%)
	No	4 (21%)	32 (23%)	11 (17%)
	Total	19 (100%)	138 (100%)	65 (100%)

Source: Researcher, 2019.

Table 5.7 above showed the results of the opinion from each three target groups toward environment tourism infrastructures in Lamphun old town which can be concluded as follows:-

1) The respondents in civic action group and local people group agreed on the sufficiency of tree or shading in Lamphun old town whereas 68 percent of the respondents in the civic action group and 60 percent of the respondents in the local people group; however, the respondents in the foreign visitor group did not agree on this issue, 66 percent of the respondents in foreign visitor group agreed that trees and shading in the old town were sufficient.

2) The majority of the respondents agreed that the city moat lack of a good landscape design whereas 79 percent of the respondents in the civic action group, 59 percent of the respondents in the local people group, and 58 percent of the respondents in the foreign visitor group.

3) The majority of the respondents were also agreed that the Kaung River lack of a good landscape design whereas 79 percent of the respondents in the civic action group, 77 percent of the respondents in the local people group, and 83 percent of the respondents in the foreign visitor group.

The environmental tourism infrastructure problems that related to slow tourism was the lack of good landscape design for Kaung River and city moat whereas the results showed that the respondents in the three groups perceived this problem identically.

Table 5.8 Frequency and percent of each three target group answered the questions on the social tourism infrastructures issues in Lamphun old town.

Social Infrastructures Issues		Civic action group	Local people group	Foreign visitor group
Lack of space or facility for disables, children, and elderly	Yes	17 (89%)	107 (78%)	55 (85%)
	No	2 (11%)	31 (22%)	10 (15%)
	Total	19 (100%)	138 (100%)	65 (100%)
Lack of public toilet	Yes	14 (74%)	89 (64%)	45 (69%)
	No	5 (26%)	49 (36%)	20 (31%)
	Total	19 (100%)	138 (100%)	65 (100%)
Lack of workshop or demonstration center for doing cultural heritage	Yes	8 (42%)	85 (62%)	23 (35%)
	No	11 (58%)	53 (38%)	42 (65%)
	Total	19 (100%)	138 (100%)	65 (100%)
Not enough night market/night activity	Yes	2 (11%)	59 (43%)	47 (72%)
	No	17 (89%)	79 (57%)	18 (28%)
	Total	19 (100%)	138 (100%)	65 (100%)
Lack of homestay or place to get in touch with local people	Yes	16 (84%)	89 (64%)	24 (37%)
	No	3 (16%)	49 (36%)	41 (63%)
	Total	19 (100%)	138 (100%)	65 (100%)
Unclear or no signage that leads to tourism places	Yes	16 (84%)	82 (59%)	56 (86%)
	No	3 (16%)	56 (41%)	9 (14%)
	Total	19 (100%)	138 (100%)	65 (100%)
Signage lack of international languages	Yes	17 (89%)	84 (61%)	46 (71%)
	No	2 (11%)	54 (39%)	19 (29%)
	Total	19 (100%)	138 (100%)	65 (100%)

Source: Researcher, 2019.

Table 5.8 above showed the results of the opinion from each three target groups toward the social tourism infrastructure in Lamphun old town which can be concluded as follows:-

1) The majority of the respondents in the three target groups agreed that Lamphun old town had no space for children, elderly, or disabled in Lamphun old town where 89 percent of the respondents in the civic action group, 78 percent of the respondents in the local people group, and 85 percent of the respondents in the foreign visitor group.

2) The majority of the respondents in the three target groups were also agreed that Lamphun old town lack of public toilets where 74 percent of the respondents in the civic action group, 64 percent of the respondents in the local people group, and 69 percent of the respondents in the foreign visitor group.

3) The majority of the respondents in the local people groups agreed that Lamphun old town lack of workshop or demonstration center for doing cultural heritage with 62 percent. However, the respondents in the civic action and foreign visitor group did not agree on this issue where 58 percent of the civic action group and 65 percent of the foreign visitor group agreed that the workshop or demonstration center was sufficient in the old town.

4) The majority of the respondents in the civic action groups and local people groups agreed that there was sufficiency of the night market or night activity where 57 percent of the civic action group and 57 percent of the local people group. However, the respondents in the foreign visitor group agreed that the night market or activity in Lamphun old town was insufficient with, 72 percent.

5) The majority of the respondents in the civic action groups and local people groups agreed that Lamphun old town lack of homestay or place to get in touch with local people where 84 percent of the civic action group and 64 percent of the local people group. But the respondents in the foreign visitor group agreed that homestay or place to get in touch with local people in Lamphun old town was sufficient, with 63 percent.

6) The majority of the respondents in the three target groups agreed that signage was unclear and no direction signage that leads to tourism places in Lamphun old town where 84 percent of the respondents in the civic action group, 59 percent of the respondents in the local people group, and 86 percent of the respondents in the foreign visitor group.

7) The majority of the respondents in the three target groups were also agreed that signage in Lamphun old town lack of international languages where 89 percent of the respondents in the civic action group, 61 percent of the respondents in the local people group, and 71 percent of the respondents in the foreign visitor group.

The social tourism infrastructure problems in the old town that related to slow tourism were the lack of workshop or learning center for doing cultural heritages, insufficiency of the night markets or night activities, and the lack of homestay or place to get involved with local people where the results showed that the opinions of the three groups were contradicted with each other.

Table 5.9 Frequency and percent of each three target group answered the questions on the transport tourism infrastructures issues in Lamphun old town.

Transport Infrastructures Issues		Civic action group	Local people group	Foreign visitor group
1) Road condition				
Bad pavement, crack and potholes	Yes	15 (79%)	90 (65%)	24 (37%)
	No	4 (21%)	48 (35%)	41 (63%)
	Total	19 (100%)	138 (100%)	65 (100%)
Faded paint marking	Yes	14 (74%)	87 (63%)	39 (60%)
	No	5 (26%)	51 (37%)	26 (40%)
	Total	19 (100%)	138 (100%)	65 (100%)
Heavy traffic	Yes	11 (58%)	62 (45%)	42 (65%)
	No	8 (42%)	76 (55%)	23 (35%)
	Total	19 (100%)	138 (100%)	65 (100%)

Source: Researcher, 2019.

Table 5.9 Frequency and percent of each three target group answered the questions on the transport tourism infrastructures issues in Lamphun old town.

2) Footpath condition		Civic action group	Local people group	Foreign visitor
Unconnected footpath	Yes	17 (89%)	101 (73%)	59 (91%)
	No	2 (11%)	37 (27%)	6 (9%)
	Total	19 (100%)	138 (100%)	65 (100%)
Narrow footpath	Yes	15 (79%)	88 (64%)	47 (72%)
	No	4 (21%)	50 (36%)	18 (28%)
	Total	19 (100%)	138 (100%)	65 (100%)
Bad pavement	Yes	16 (84%)	94 (68%)	27 (42%)
	No	3 (16%)	44 (32%)	38 (58%)
	Total	19 (100%)	138 (100%)	65 (100%)
Not enough street lighting	Yes	13 (68%)	89 (64%)	21 (32%)
	No	6 (32%)	49 (36%)	44 (68%)
	Total	19 (100%)	138 (100%)	65 (100%)
Not enough bench or facilities on footpath	Yes	16 (84%)	93 (67%)	48 (74%)
	No	3 (16%)	45 (33%)	17 (26%)
	Total	19 (100%)	138 (100%)	65 (100%)
No shading	Yes	12 (63%)	72 (52%)	17 (26%)
	No	7 (37%)	66 (48%)	48 (74%)
	Total	19 (100%)	138 (100%)	65 (100%)
3) Public transport				
Not enough public transport	Yes	16 (84%)	83 (60%)	35 (54%)
	No	3 (16%)	55 (40%)	30 (46%)
	Total	19 (100%)	138 (100%)	65 (100%)
Not enough public transport stop	Yes	14 (74%)	81 (59%)	26 (40%)
	No	5 (26%)	57 (41%)	39 (60%)
	Total	19 (100%)	138 (100%)	65 (100%)
Bad public transport stop condition (hot, no shading, no seat, lack of facility)	Yes	15 (79%)	85 (62%)	49 (75%)
	No	4 (21%)	53 (38%)	16 (25%)
	Total	19 (100%)	138 (100%)	65 (100%)
4) Bicycle				
No proper bicycle lane	Yes	17 (89%)	118 (86%)	56 (86%)
	No	2 (11%)	20 (14%)	9 (14%)
	Total	19 (100%)	138 (100%)	65 (100%)

Source: Researcher, 2019 (Cont.).

Table 5.9 Frequency and percent of each three target group answered the questions on the transport tourism infrastructures issues in Lamphun old town.

		Civic action group	Local people group	Foreign visitor group
Bicycle lane lack of safety	Yes	18 (95%)	114 (83%)	38 (58%)
	No	1 (5%)	24 (17%)	27 (42%)
	Total	19 (100%)	138 (100%)	65 (100%)
No parking lot for bicycle	Yes	16 (84%)	111 (80%)	41 (63%)
	No	3 (16%)	27 (20%)	24 (37%)
	Total	19 (100%)	138 (100%)	65 (100%)
Bicycle parking lacks of safety	Yes	15 (79%)	108 (78%)	54 (83%)
	No	4 (21%)	30 (22%)	11 (17%)
	Total	19 (100%)	138 (100%)	65 (100%)
No facilities for bicycle	Yes	16 (84%)	109 (78%)	54 (83%)
	No	3 (16%)	29 (21%)	11 (17%)
	Total	19 (100%)	138 (100%)	65 (100%)
5) Car parking				
Not enough parking area	Yes	17 (89%)	101 (73%)	49 (75%)
	No	2 (11%)	37 (27%)	16 (25%)
	Total	19 (100%)	138 (100%)	65 (100%)
Parking lot lack of safety	Yes	16 (84%)	94 (68%)	17 (26%)
	No	3 (16%)	44 (32%)	48 (74%)
	Total	19 (100%)	138 (100%)	65 (100%)

Source: Researcher, 2019 (Cont.).

Table 5.9 above showed the results of the opinion from each three target groups toward the transport tourism infrastructure in Lamphun old town which can be concluded as follows:-

1) For the road condition aspect, the majority of the respondents in the civic action groups and local people groups agreed that the road in Lamphun old town had bad pavement, crack and potholes whereas 79 percent of the civic action group and 65 percent of the local people group but the foreign visitor group did not agree on this issue, 63 percent. The respondents in the three target groups agreed that the road in Lamphun old town had faded paint marking whereas 74 percent of the respondents in the civic action group, 63 percent of the respondents in the local people group, and 60 percent of the respondents in the foreign visitor group. The

respondents in the civic action group and foreign visitor group agreed that Lamphun old town had traffic congestion whereas 58 percent of the civic action group and 65 percent of the foreign visitor group, however, majority of the respondents in the local people group did not agree on this issue, 55 percent.

2) For the footpath condition aspect, the respondents in the three target groups agreed that the footpaths in Lamphun old town were unconnected whereas 89 percent of the respondents in the civic action group, 73 percent of the respondents in the local people group and 91 percent of the respondents in the foreign visitor group. And the footpaths in Lamphun old town were narrow whereas 79 percent of the respondents in the civic action group, 64 percent of the respondents in the local people group and 72 percent of the respondents in the foreign visitor group. The majority of the respondents in the civic action groups and local people groups agreed that the footpaths in Lamphun old town had bad pavement whereas 84 percent of the civic action group and 68 percent of the local people group, however the majority of the respondents in the foreign visitor group did not agree on this issue, 58 percent. The respondents in the civic action group and local people group agreed that there insufficiency of street light and shading on footpaths where 68 percent of the respondents in the civic action group and 64 percent of the respondents in the local people group agreed on the insufficiency of street light, and 63 percent of the respondents in the civic action group and 52 percent of the respondents in the local people group agreed on the issue of no shading on footpaths. However, the foreign visitor group agreed that there were no problems on these two issues whereas 68 percent of the respondents in the foreign visitor group agreed on the sufficiency of street lighting and 74 percent of the respondents in the foreign visitor group agreed on the sufficiency of shading on footpaths. The respondents in the three target groups agreed that the benches or facilities on footpaths in Lamphun old town were insufficient in whereas 84 percent of the respondents in the civic action group, 67 percent of the respondents in the local people group, and 74 percent of the respondents in the foreign visitor group.

3) For the public transportation aspect, the respondents in the three target groups agreed that there was the problem of insufficient public transportation types where 84 percent of the respondents in the civic action group, 60 percent of the respondents in the local people group, and 54 percent of the respondents in the foreign visitor group. They were also agreed that the public transport stops in the old town had bad conditions where 79 percent of the respondents in the civic action group, 62 percent of the respondents in the local people group, and 75 percent of the respondents in the foreign visitor. The respondents in the civic action group and the respondents in the local people group agreed that the public transportation stops were insufficient where 74 percent of the civic action group and 59 percent of the local people group. However, the foreign visitor group did not agree on this issue, 60 percent.

4) For the bicycle issues, the majority of the respondents in the three target groups agreed that there were the problems of bicycle infrastructures in Lamphun old town where there was no proper bicycle lane, no bicycle parking, and no facilities for the bicycles.

5) For the car parking issues, the majority of the respondents in the three target groups agreed that car parking in the tourism places was insufficient where 89 percent of the respondents from the civic action group, 73 percent of the respondents from the local people group, and 75 percent of the respondents in the foreign visitor group. The respondents from the civic action group and local people group agreed that the car parking area lacked of safety where 84 percent of the respondents in the civic action group and 64 percent of the respondents in the local people group. However, the foreign visitor group did not agree on this issue, 74 percent.

The transport tourism infrastructure problems in Lamphun old town that related to slow tourism were the footpath issue, bicycle issue, and public transport issue. The results showed that the three groups had consistent opinion on footpath issue in the old town that the footpaths were unconnected, narrow, and insufficient benches or facilities on footpaths. Another consistent opinion was the bicycle issue that lack proper bicycle lane, no proper bicycle parking, and no facility

or safety for bicycle in the old town. And another consistent opinion was the problem of insufficient public transportation types and bad public transport stop conditions.

5.4 Argument and analysis between variables

This section presented an argument that the researcher found after analyzed it through statistical analysis in the form Crosstab method and Chi-square analysis to get the significant value in statistic with the confidence value of 95 percent. The local people group that mentioned in this section was the civic action group and local people group combined together to get the significance data. An argument by the researcher was presented as follows:-

“The opinions toward tourism infrastructures depend on the stakeholders’ behaviors and experiences”

Table 5.10 Frequency and percentage relationship between stakeholders group and environmental infrastructure issue.

Environmental Infrastructures Issues		Local people group	Foreign visitor group	Noted
Not enough trees or shading in the old town area	Yes	84 (54%)	17 (26%)	Pearson Chi-square = 14.146 df = 2 Asymp.Sig.(2sided) = 0.001
	No	73 (46%)	48 (74%)	
	Total	157 (100%)	65 (100%)	

Source: Researcher, 2019.

Table 5.11 above showed the relationship between stakeholder groups and environmental infrastructure issues, with the statistical significance of 0.001. The local people group agreed that trees or shading in the old town were insufficient, 84 percent. However, the respondents in the foreign visitor group did not agree on this issue, 66 percent. This resulted from their behaviors and experiences that the foreign visitor group usually gathered at Phra That Hariphunchai temple which was full of big trees and shades (figure 5.1), but the other respondent group was the local people

who actually lived in and around the old town; therefore, they were able to experience and live in the area without shading and trees.

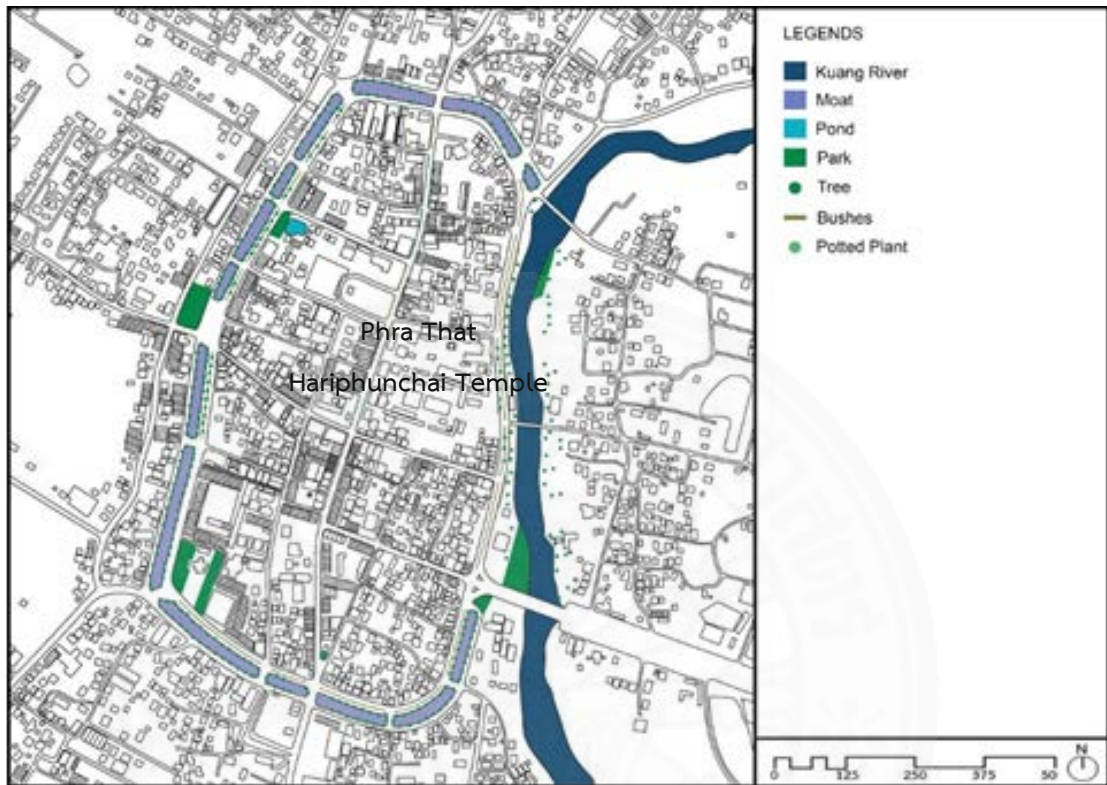


Figure 5.1 Location of trees and shading in Lamphun old town.

Source: Researcher, 2019.



Figure 5.2 Trees and shading in front of Phra That Hariphunchai temple

Source: Researcher, 2019.

Table 5.11 Frequency and percentage relationship between stakeholders group and social infrastructure issue.

Social Infrastructures Issues		Local people + Civic action group	Foreign visitor group	Noted
Not enough night market/night activity	Yes	61 (56%)	47 (72%)	Pearson Chi-square = 22.719 df = 2 Asymp.Sig.(2sided) = 0.000
	No	96 (84%)	18 (28%)	
	Total	157 (100%)	65 (100%)	

Source: Researcher, 2019.

Table 5.13 above showed the relationship between stakeholders group and social infrastructure issues, with the statistical significance of 0.000 which was the problem of insufficient night market or night activity. The local people agreed that night markets or night activities in Lamphun old town were sufficient 84 percent. However, the foreign visitor group agreed that night markets or night activities in the old town were insufficient, 72 percent of the respondents in foreign visitor group. This resulted from the fact that the local people group were permanently staying in and around the old town and thus being able to visit or experience the night market fixed on every Friday evening, but the foreign visitor group was temporarily staying in the old town and would not be able to experience the night market if they did not come on Friday evening.

Table 5.12 Frequency and percentage relationship between stakeholders group and transport infrastructure issue.

Transport Infrastructures Issues		Local people + Civic action group	Foreign visitor group	Noted
Footpath condition				
Bad pavement	Yes	110 (70%)	27 (42%)	Pearson Chi-square = 16.572 df = 2 Asymp.Sig.(2sided) = 0.000
	No	47 (30%)	38 (58%)	
	Total	138 (100%)	65 (100%)	
Not enough street lighting	Yes	102 (64%)	21 (32%)	Pearson Chi-square = 20.275 df = 2 Asymp.Sig.(2sided) = 0.000
	No	55 (35%)	44 (68%)	
	Total	138 (100%)	65 (100%)	

Source: Researcher, 2019.

Table 5.14 above showed the relationship between stakeholder groups and transport infrastructure issues, with the statistical significance. The local people group agreed on bad pavement, 70 percent. But the foreign visitor group did not agree on this issue, 58 percent. The local people group agreed that street light on footpaths in the old town was insufficient, 64 percent. But the majority of the respondents in foreign visitor group did not agree on this issue, 68 percent. This resulted from the users' experiences that the respondents the local people group stayed in and around the old town in which they had to use and experience the footpath more than the foreign visitor group who temporary visit the old town, and the majority of the respondents in the foreign visitor group did not spend the night in which they would not be able to experience the night and street lighting at night in the old town.

CHAPTER 6

CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusion of the research

6.1.1 Conclusion of the condition of the study area

According to the slow tourism theory by Tongsong (2015) on the '10 Slows', Lamphun old town revealed some elements that are related to slow tourism which is slow place/city, slow development, slow activity, and slow life. Lamphun old town is a small and peaceful town filled with history, archeology, culture, ancient ruins and antiquities throughout the town. It is a living old town that the way of life of the local people is simple; people wake up early and the monk alms peacefully perform in every morning. The way of life remains because of its faith in religion. There is the Phra That Hariphunchai temple towering in the heart of the old town and the heart of Lamphun people. On the religious days, people gathered and performed rituals at this temple, which is the most important place in Lamphun old town. The developments in the old town are small under the capacity of the town and under the aspect of conservation to preserve and maintain the value of the old town. The activity and life of local people are more related to religious belief and culture that have inherited and practiced for a long time such as visiting temples and historical sites, sacredly bathing the Phra That Hariphunchai temple, etc. The majority of foreign tourists group that traveled in Lamphun old town in this research was not a group that had a deeply interested in slow tourism, they did not spend the night in the town. They are thus the accidental slow tourists who were defined as slow because of the slow nature of tourist attractions in the old town itself.

6.1.2 Conclusion of the needs and problems toward slow tourism infrastructures

The results of the research show that the respondents preferred the development of transportations and traveling in the old town. The prominent problem of the environmental aspect of slow tourism infrastructure in Lamphun old town as perceived by the respondents was the lack of good landscape design for Kuang River and city moat. It does not attract people to use which can lead to other issues such as the issue of cleanliness, or abandonment, etc. For the problems of slow tourism infrastructure on the social aspect, the respondents perceived it differently. The opinions of the local people and tourists were contradicted to each other such as the issue of the night activity, places to get closer with local people, and places to study the cultural heritage of the town. The problems of transportation of slow tourism infrastructure as perceived by the respondents were the unconnected and narrow footpaths and insufficient benches or facilities on the footpath in the old town. Bicycle is also one of the perceived problems of slow tourism infrastructure in Lamphun old town, the respondents agreed that there were no facilities for bicycles such as bicycle lanes, bicycle parking racks, etc. Other perceived problems of transport slow tourism infrastructure were the lack of public transportation and the bad condition of public transport stops.

6.2 The Recommendation and design on Slow Tourism Infrastructures

The vision that the researcher had for Lamphun old town was “The small peaceful town with a supportive of slow tourism infrastructures that capitalized on the unique local cultural assets” which consisted of the three zoning development objectives and the main areas as follows in the figure 6.1 below:-

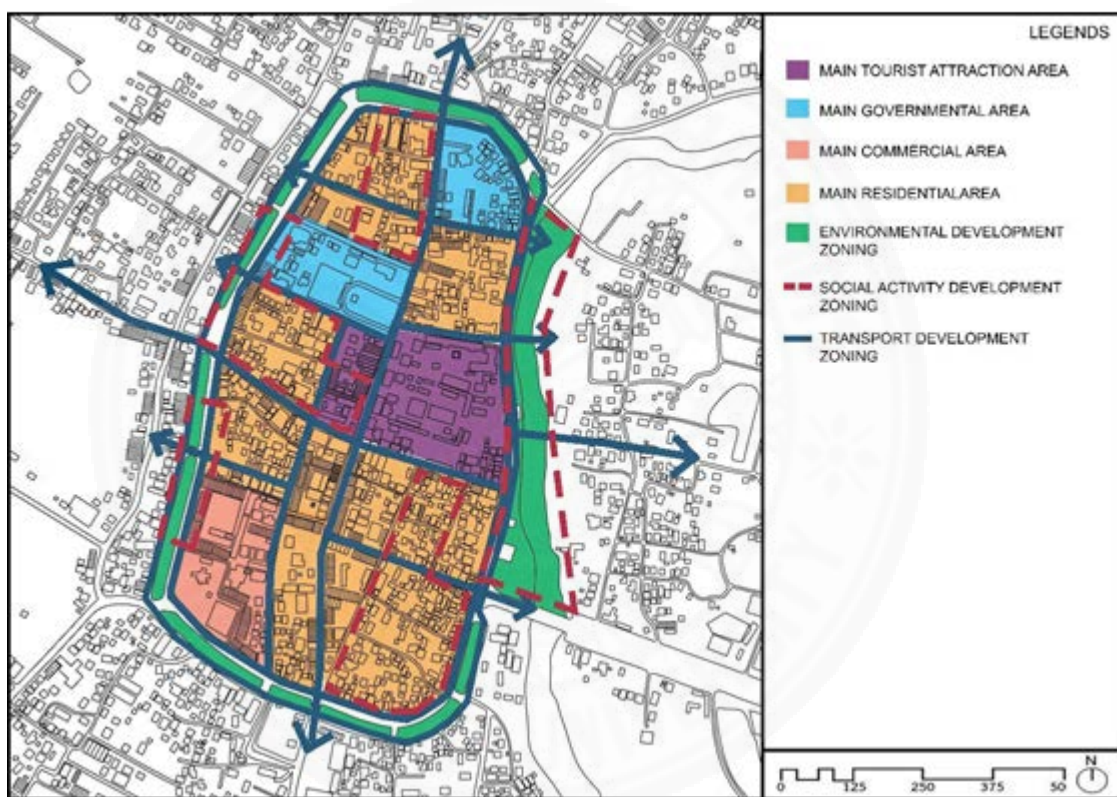


Figure 6.1 Zoning development in Lamphun old town.

Source: Researcher, 2019.

DEVELOPMENT OBJECTIVE 1: To create quality natural environment and engagement of riverfront through the development of slow environment infrastructures, consisted of the recommendation strategy below (figure 6.2):

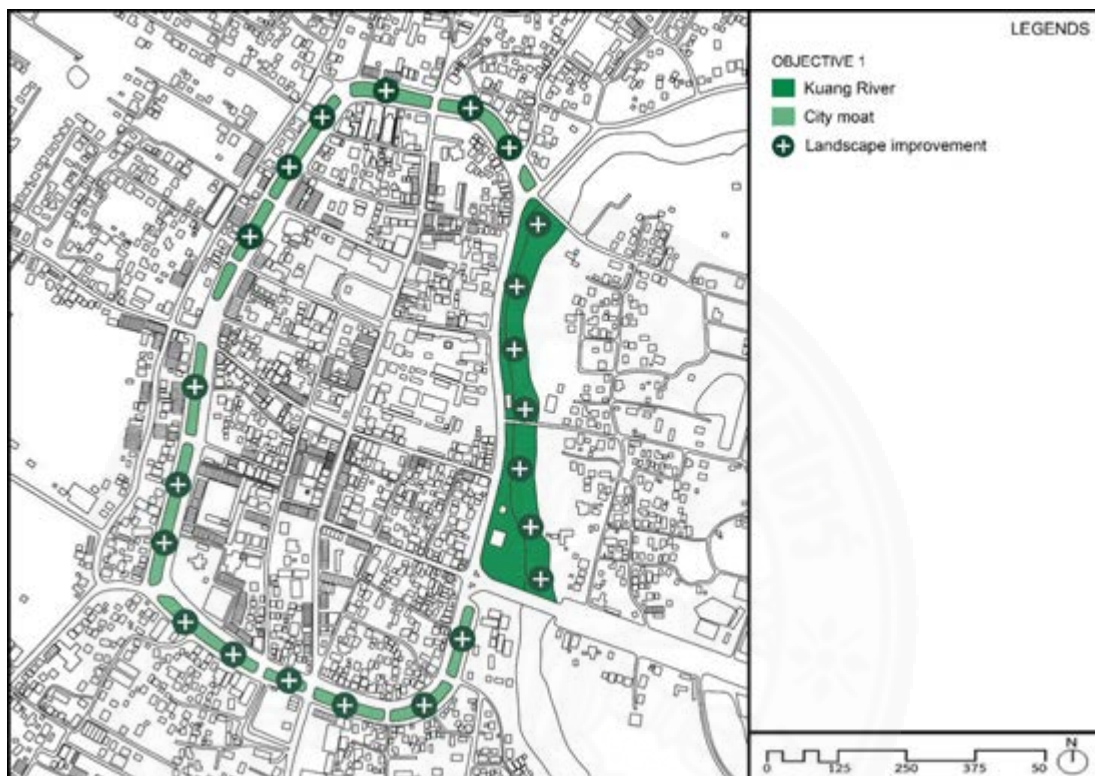


Figure 6.2 Design conceptual masterplan on environmental slow tourism infrastructure in Lamphun old town.

Source: Researcher, 2019

Recommendation strategies of environmental slow infrastructures development are as follow:

1) Improve the area of the Kuang River and city moat to be more attractive through management and design of the landscape by emphasizing and enhancing on the beauty of the river and moat, allowing users to be able to access to nature, providing facilities, functions or uses on the space to generate new activity or new tourism place that can help slow down tourists from their usual tourism behavior in Lamphun old town as shown in the figure below.

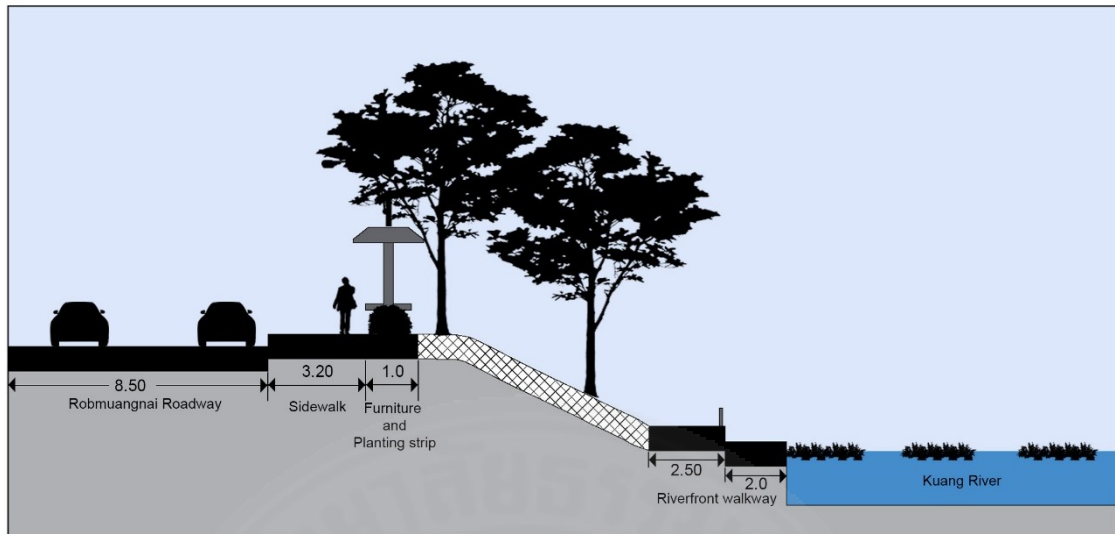


Figure 6.3 Section of the existing Kuang riverfront area.

Source: Researcher, 2019.

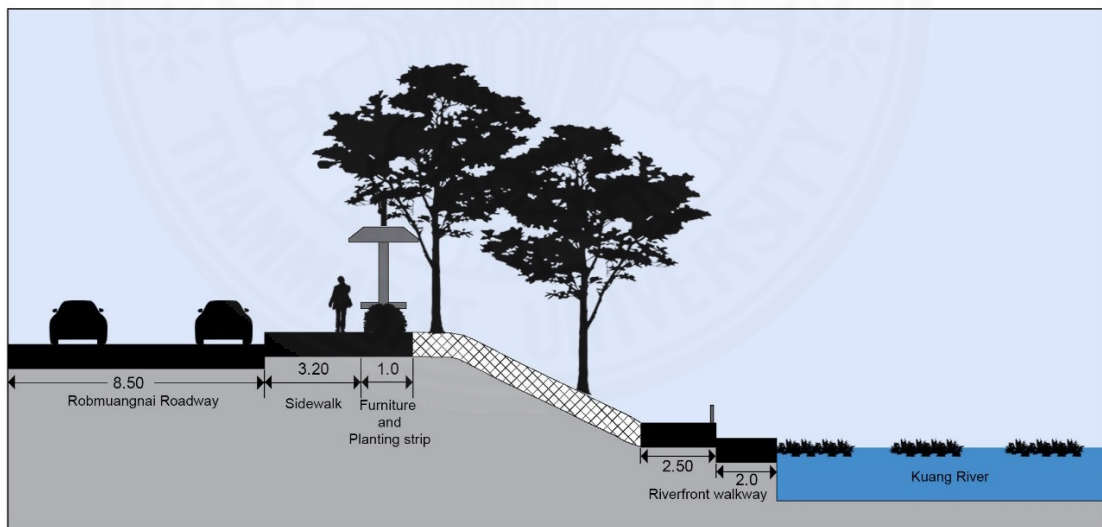


Figure 6.4 Section of the new proposed Kuang riverfront area.

Source: Researcher, 2019.



Figure 6.5 existing riverfront condition in Lamphun old town.

Source: Researcher, 2019.



Figure 6.6 Perspective collage of the riverfront area in Lamphun old town.

Source: Researcher, 2019.

Figure 6.3 and 6.5 elaborated on the existing condition of Kuang riverfront area which consisted of 8.50 meters of Robmuangnai roadway in one road direction, 3.20 meters of sidewalk, 1.0 meters of furniture and planting strip on the sidewalk, and 4.50 meters of riverfront walkway. The sidewalk is wide and has footpath furniture to service people, the slope contains big trees that provide shades but the existing slope area is unmaintained, the riverfront walkway is also wide, unmaintained and blocked the user by barriers, and the Kaung River filled with lots of plant. This area is unmaintained, people do not utilized the space because the space has no function, no use, and no activity happened on this space.

Figure 6.4 and 6.6 elaborated on the new proposed design on the Kuang River by the researcher. Kuang River is the local recreational asset of Lamphun old town that needs improvement. The researcher expanded the footpath and reduce road lanes on Robmuangnai road in order to support the slow transport infrastructures by adding 2.50 meters of the bicycle lane and 2.50 meters of the walkway. On the slope of the Kaung River, the researcher maintained the existing unique trees to provide shades for users, added plants on the slope to welcome users to sit and use the space, extended another step on the riverfront walkway to accommodate more use and people such as turned the walkway to be a commercial space, allowed users to be able to access and engage to the river without any barriers, cleared of water plants in the river and added water activity such as kayaking. This space can be a space to accommodate people that come to visit walking street on Friday as people can have space to chill and relax after their shopping. Adding use, activity, and improve on the landscape could bring more users to use space and it could slow down users' tourism behavior to spend more time in Lamphun old town which also benefits the other aspects such as economic around the area.

DEVELOPMENT OBJECTIVE 2: To strengthen the local cultural assets through the development of social slow tourism infrastructures, consisted of the recommendation strategies below:



1. Phra Kong Ruesi temple
by researcher, 2018.



2. Chang si temple.
Retrieved 18 June, 2019. Source:
https://www.facebook.com/pg/WadChangSi/photos/?ref=page_internal



3. Tha Nang Gate by researcher
2018.

Figure 6.7 Conceptual masterplan of social slow tourism infrastructure in Lamphun old town proposed by researcher.
Source: Researcher, 2019.

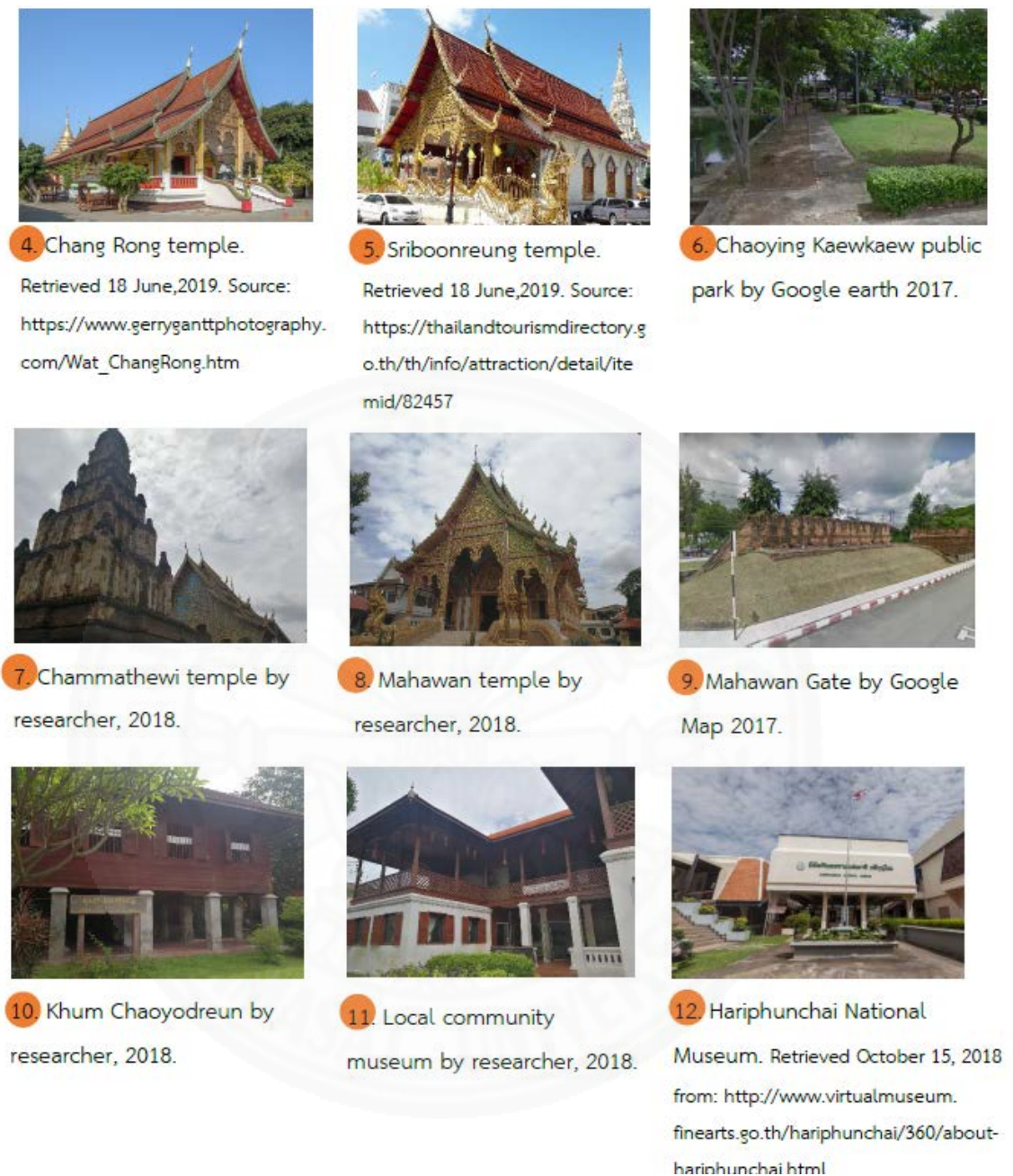


Figure 6.7 Conceptual masterplan of social slow tourism infrastructure in Lamphun old town proposed researcher.

Source: Researcher, 2019 (Cont.).

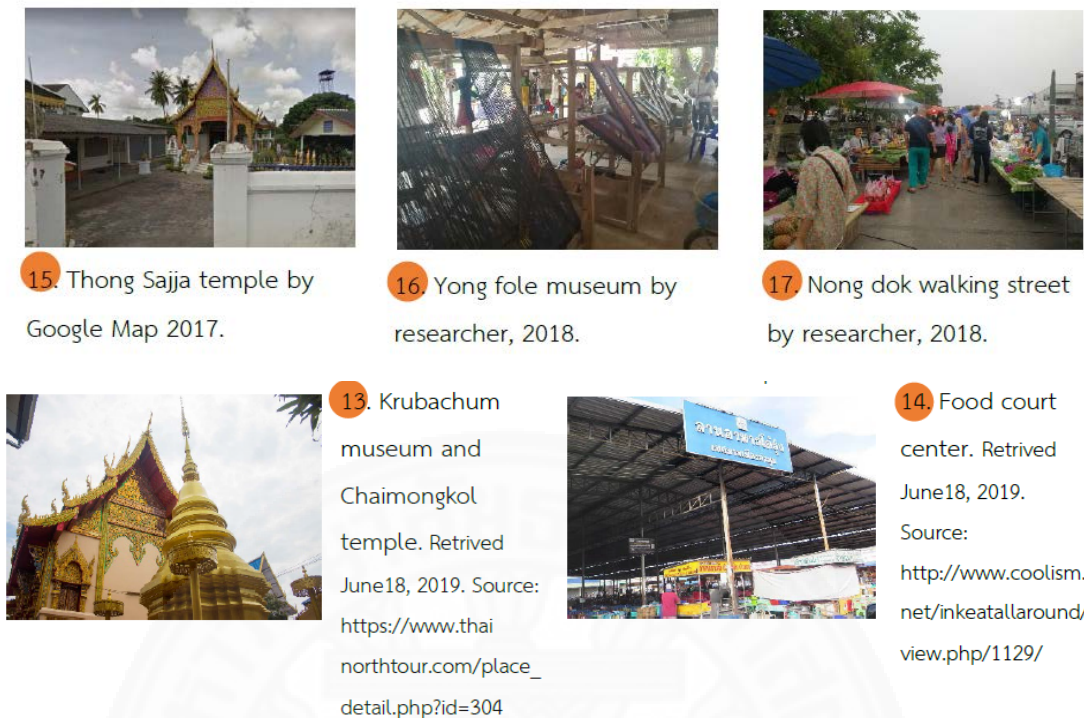


Figure 6.7 Conceptual masterplan of social slow tourism infrastructure in Lamphun old town proposed by researcher.

Source: Researcher, 2019 (Cont.).

The recommendation strategies of social slow infrastructures development in this research mostly based on the result of the site visit by the researcher because the respondents perceived the problems of social infrastructures differently. With the helped of the data from the site visit, the researcher came up with the recommendation strategies of social slow infrastructures development as follow:

1) Improve the public relations on the other not well known tourist attractions in the old town, such as the antique fabric of Yong People Museum, the craft workshop of Tung and Yi Peng lamp, temple etc. as generated by local people through internet search engines such as Google, Yahoo, Baidoo, etc. and social media such as Facebook, Instagram, etc. in order to spread the news to reach more tourists according to the result of tourism behavior to allow tourists to get to know other local tourist attractions.

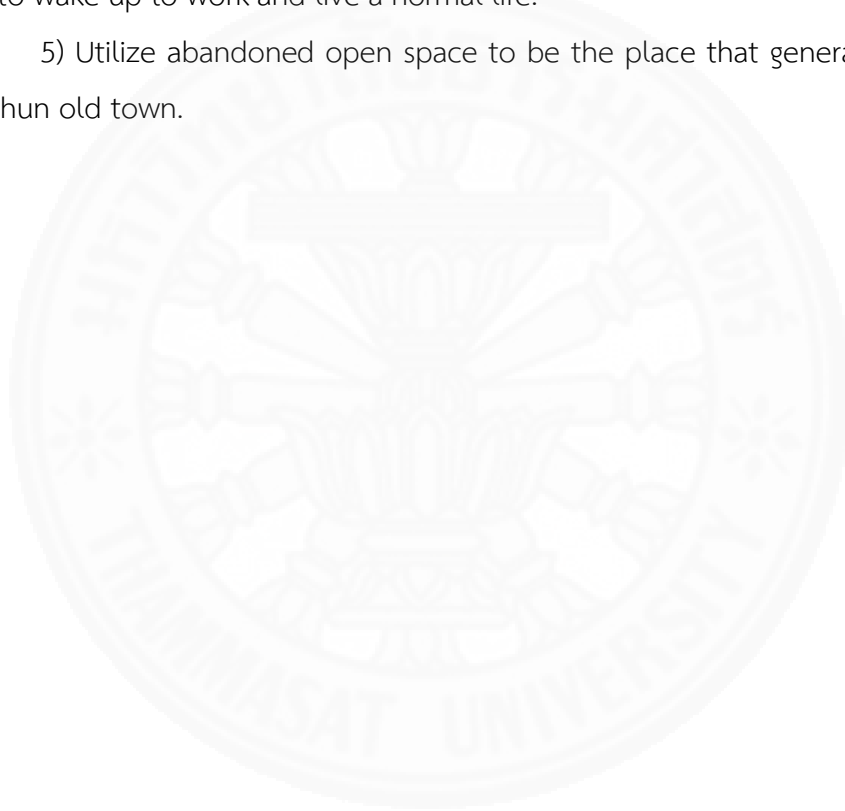
2) Provide more tourist attractions or activities that allow tourists to get involved with local people. It should be the activities generated by local people such

as homestay or the workshop of the local cultural heritage.

3) Create a package of local activities that continues for several days, but should not exceed 3 days and that activity should contain different interests in order to attract the attention of tourists and help slow down their tourism in the old town.

4) Provide more night activities in which it should be the activity that does not cause noise pollution and it should stop by 10 p.m. (according to the existing night activity time and behavior of local people) so as not to disturb the local people who have to wake up to work and live a normal life.

5) Utilize abandoned open space to be the place that generate activities in Lamphun old town.



DEVELOPMENT OBJECTIVE 3: To provide safe and better mobility for slow transport tourism infrastructures, consisted of the recommendation strategies below:

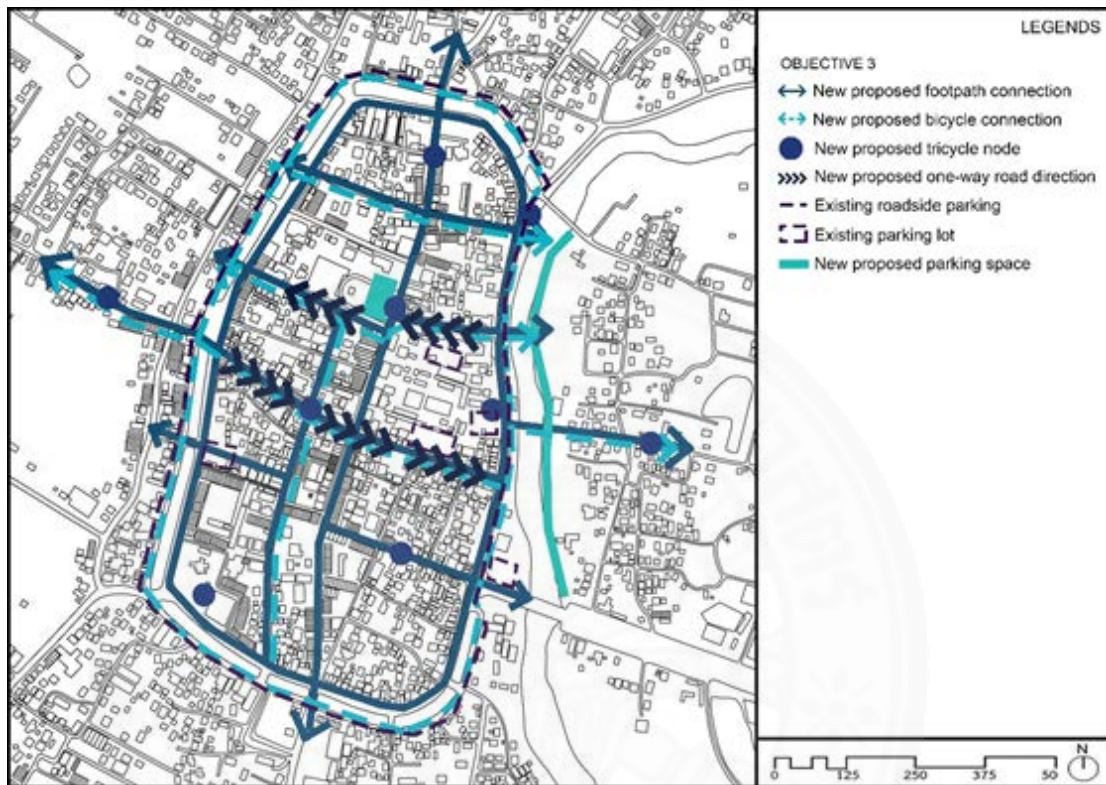


Figure 6.8 Conceptual masterplan of transport slow tourism infrastructure in Lamphun old town.

Source: Researcher, 2019.

The development of slow transportation infrastructures in Lamphun old town is possible according to the results from the questionnaires that the traveling styles of the local people group, civic action group, and foreign visitor group are consistent with slow transport which are walking, cycling, and tricycle taxi. According to this results, the recommendation strategies of transport slow infrastructures development in Lamphun old town are as follow:

1) Encourage walking tourism travel within the old town by walking. Walking is a lowest-speed transport type that can slow down tourists to spend more

time in the old town and it can also contributed a good impact to the area in the other aspects such as local economic.

1.1) Improve the connection of footpath to spread and connect to other local tourist attractions that are not well known as well as other proposed social infrastructures according to the figure 6.9 below.

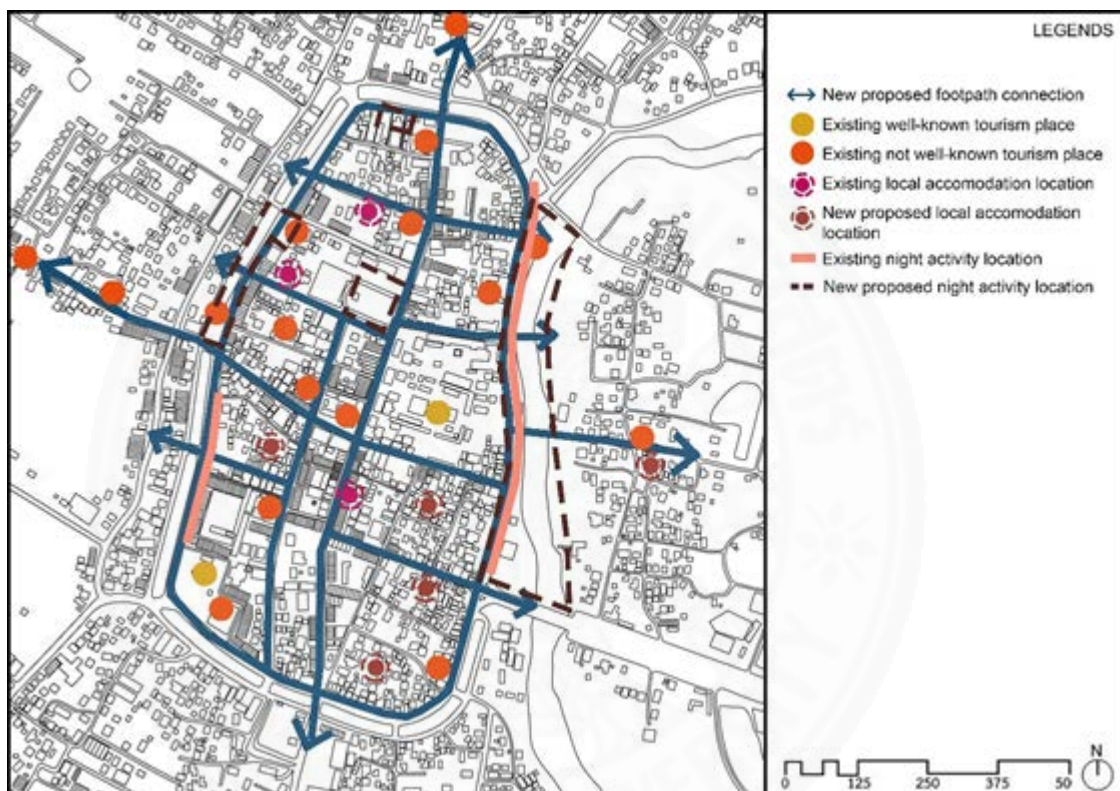


Figure 6.9 Footpath connection and social infrastructures in Lamphun old town.

Source: Researcher, 2019.

1.2) Improve footpath pavements and provided safety and facilities for walking such as shading, benches, etc. for the comfort, pleasant, and convenient of users as well as expanding the footpath according to the figure below.



Figure 6.10 Existing footpath condition on Chaing Mai - Lamphun road.

Source: Researcher, 2019.

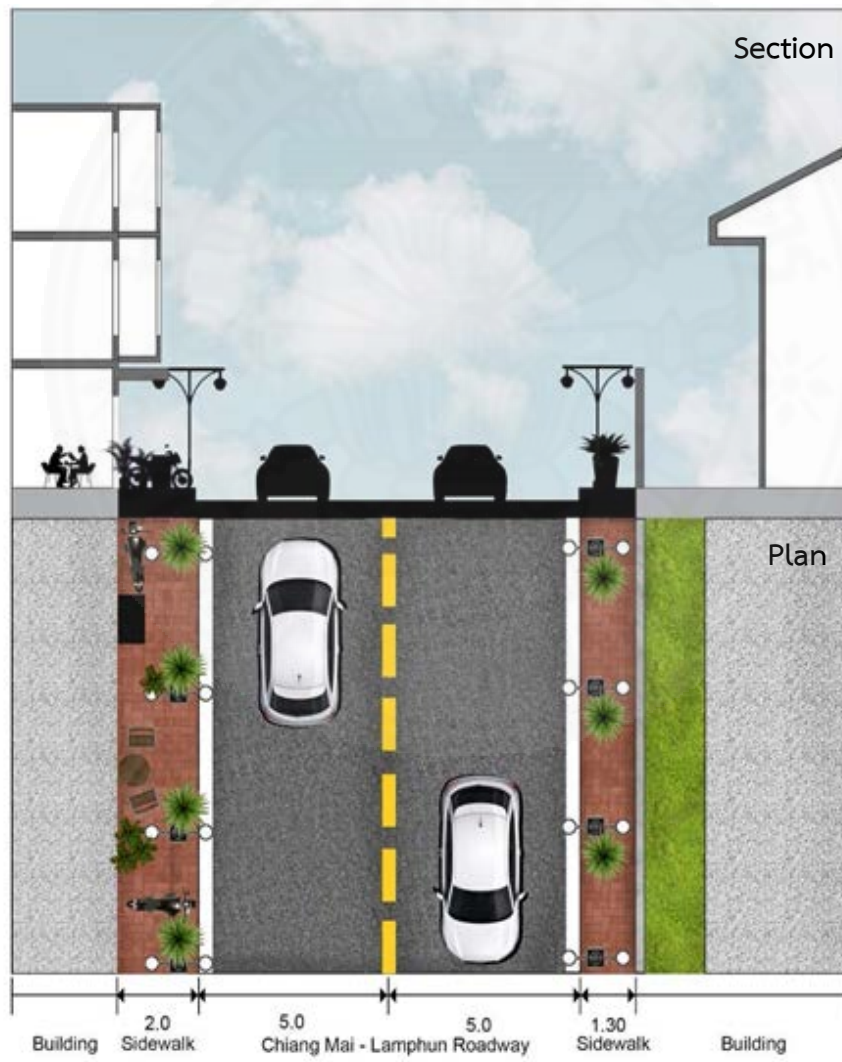


Figure 6.11 Section-plan of the existing footpath condition on Chaing Mai - Lamphun road.

Source: Researcher, 2019

Figure 6.10 and 6.11 above elaborated on the existing condition of the footpath on Chaing Mai – Lamphun road that one side of the footpath was narrow and was blocked by potted trees and street lighting. Another side of the footpath had a wide walkway but also was blocked by things from shophouse. Chaing Mai – Lamphun road had a wide road lane which possible to expand the footpath width.

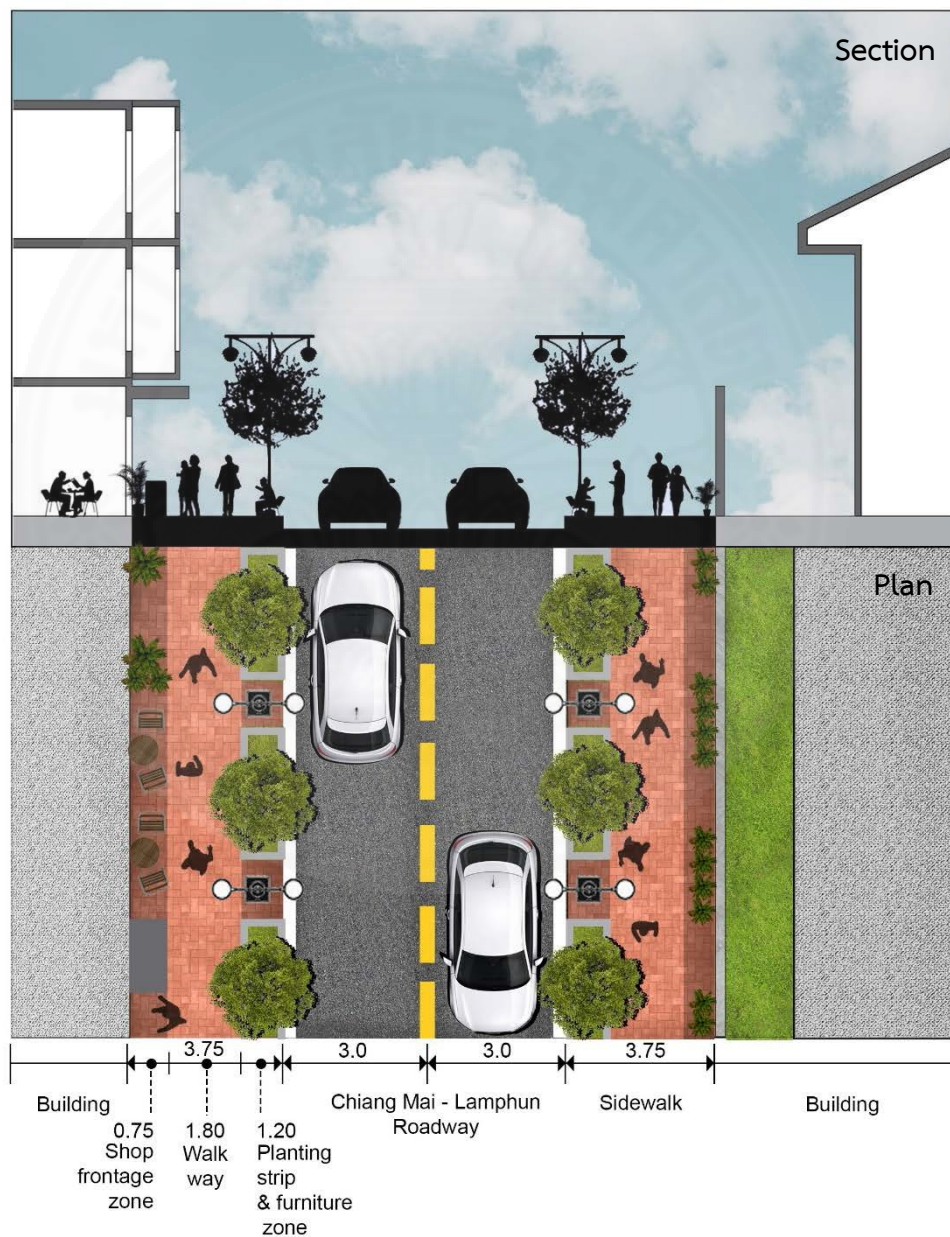


Figure 6.12 Section-plan of the new proposed footpath condition on Chaing Mai - Lamphun road.

Source: Researcher, 2019.

Figure 6.12 elaborated on the new proposed footpath condition on Chaing Mai – Lamphun road by the researcher by expanding the footpath width and reducing the road lane width in order for car to slow down the speed. The walkway should be at least 1.80 meters in order for two wheelchairs to pass on one another. The planting strip and furniture zone should be at least 1.2 meters. These numbers are according to the Global Street Design Guide by Global Designing Cities Initiative, National Association of City Transportation Officials (2016). The new proposed design adding on the footpath facilities such as benches and perennial trees for shades. The new design also proposed the shop frontage zone to limit things from shophouse not to invade the walkway.

And in order to walk safely and for the safety of other slow transport infrastructures, the intersection should be raised and clear for the awareness of the car driver to slow down while passing the intersection as shown in the figure 6.13 and 6.14 below represented the junction on Chaing Mai – Lamphun road.



Figure 6.13 Existing intersection condition on Chaing Mai – Lamphun road.

Source: Google map, 2017.



Figure 6.14 Raised intersection on Chaing Mai – Lamphun road

Source: Researcher, 2019.

2) Encourage travel in the old town by using bicycles through the provision of a bicycle route for tourism that connects to other tourist attractions in and out of the old town (figure 6.15), provide bicycle facilities, proper and safe bicycle parking and lanes (figure 6.16 and 6.17), arranging bicycle rental shops for tourists who cannot bring their own bicycles.

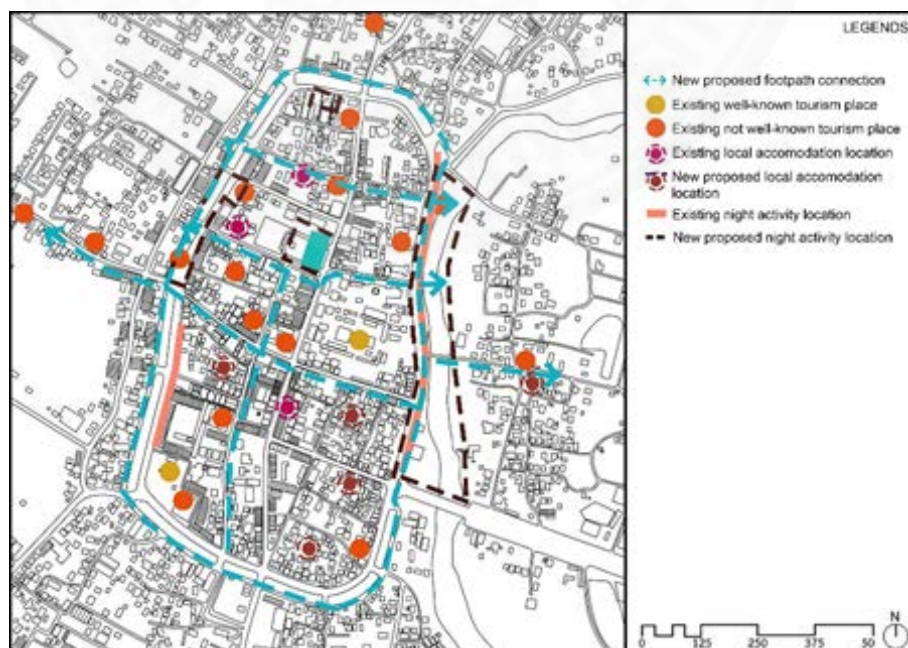


Figure 6.15 New proposed bicycle routes in Lamphun old town.

Source: Researcher, 2019.

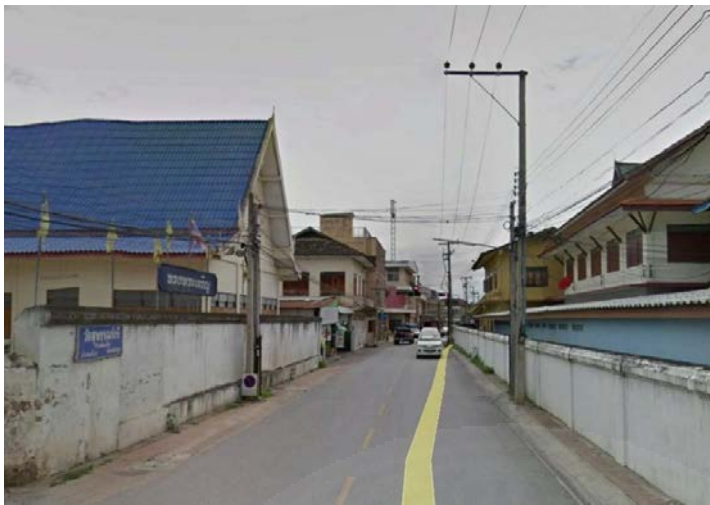


Figure 6.16
Existing street
condition on
Chaimongkol road.
Source: Google earth
pro, 2017.

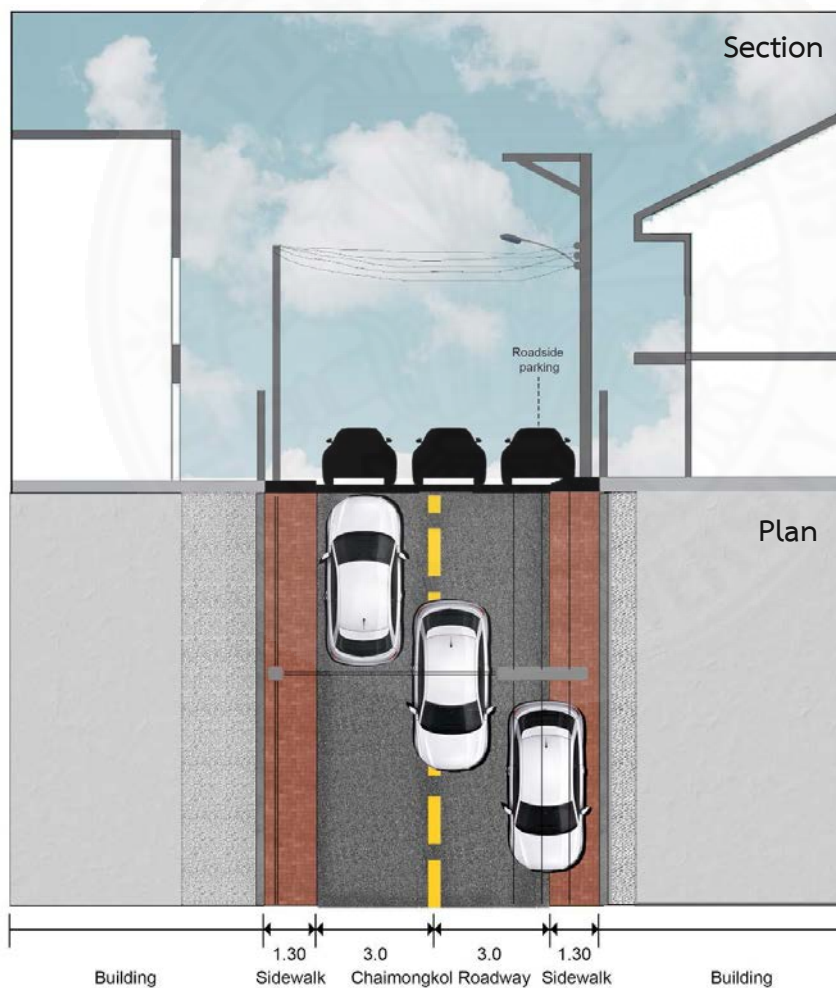


Figure 6.17 Section-plan of the existing road condition on Chaimonkol road.
Source: Researcher, 2019.

Figure 6.15 show the proposed bicycle route for tourism in Lamphun old town in which to have an interconnected route to other tourism places in Lamphun old town. Figure 6.16 and 6.17 show the existing road condition on Chaimongkol road that had two road lanes. One side of the footpath was unclear and had a bad pavement, another side of the footpath was blocked by roadside parking which was unable to walk.



Figure 6.18 Bicycle route proposed on Chaimonkol road.

Source: Researcher, 2019

Figure 6.18 elaborated on the new design on Chaimongkol road. Chaimongkol road is one of the roads that the bicycle lane is presented. The new design reduces the road lane into one road lane and one-way direction in order to slow down the cars and to support other types of slow transport. The new design expanding the footpath to have at least 1.80 meters walkway with trees and street lights, adding at least 2.10 width of bicycle lane according to the 'Making Space for Cycling' written by Cambridge cycling campaign (2014). The bicycle lane is visible and separate from the road and footpath by the use of color and bicycle divider. There should be no obstacles on the bike path and no other types of transport are allowed on this path except a tricycle taxi.

3) Encourage more use of public transportation by using a tricycle taxi in the old town. A tricycle taxi should be located in an area that can be easily found such as important tourist attractions in the old town. There should be the provision of foreign language knowledge to drivers in order for the drivers to be able to serve foreign tourists and also encourage conservation and promotion of tricycle driving among the new generations in which at the present, most of the tricycle drivers in the old town are elderly.

4) Speed limit in Lamphun old town should not exceed 30km/hr. in order to generate safety for the users of transport slow tourism infrastructures according to Danny Dorling, Halford Mackinder Professor of Geography at the University of Oxford (n.d.).

5) Propose a new direction route, to have one-way traffic and roadside parking are not allow on Chaimongkol road, Mukda road, Attharos road, and Vankam road, in order to support the slow transport infrastructures that mentioned above strategies. The improvement of the slow transport such as the expanding footpath, the provision of bicycle lanes and tricycle taxi would be able to change the behavior of the people from fast transport to slow transport, they will not require fast infrastructures such as car park.

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APPENDICES



APPENDIX A





คณะสถาปัตยกรรมศาสตร์และการผังเมือง มหาวิทยาลัยธรรมศาสตร์ THE
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Questionnaire paper 1.2

Conducting research on the subject of “The Design Recommendation for Slow Tourism Infrastructures in Lamphun Old Town, Meung Lamphun District”

Dear Respondents

This questionnaire is prepared for the research according to the Urban Design and Development Program (International), the course of UD 700 Individual study, aims to study, analyze, design and recommend tourism infrastructures in the old town area of Lamphun. And aims to be useful for the development of knowledge in urban design and development. This questionnaire consists of

Part 1 Personal information of the respondents

Part 2 Information on tourism behavior of the respondents

Part 3 Information on the needs and opinions on problems and guidelines for the development of tourism infrastructures in Lamphun Old Town area

However, the information obtained from you will be used only for this research study. Not used for any other purpose

Best regards

.....

(Pimchanok Chimhiran)

Master degree student, 2nd Year

Urban Design and Development International Program, Thammasat University

Part 1: Personal Information

1.1 Gender ☐ Male ☐ Female ☐ Other (.....)

1.2 Age (.....)

1.3 Where are you from (Your Home Country)? Country (.....) City
(.....)

1.4 Occupation ☐ Student ☐ Office worker ☐ Business Owner ☐ Retired person ☐
Other (.....)

Part 2: Tourism Behavior information

2.1 Do you come to Lamphun old town area with your partners/friends/accompanies/travel
companion? If yes, how many of people (including you) coming to Lamphun old town area?
(.....)

2.2 Do your travelling partners having the characters with special needed below?

☐ Children ☐ Elderly ☐ Disabled ☐ None ☐ Other
(.....)

2.3 Is this your first time visiting Lamphun old town area? ☐ Yes ☐ No

2.4 Where is your previous destination?

☐ Bangkok ☐ Chiang Mai ☐ Chonburi (Pattaya) ☐ Sukhothai
☐ Chiang Rai ☐ Other (.....)

2.5 How do you know Lamphun? (You can choose more than one answer)

☐ Tour operator ☐ Friends / colleagues / relatives ☐ Magazine ☐

TV / Radio

☐ Internet (Google, Yahoo, Baidu, Yudao, etc.) ☐ Social media (Facebook, Twitter,

Youtube, Instagram, etc.)

2.6 How do you travel to Lamphun? (You can choose more than one answer)

☐ Train ☐ Private bus / Public van ☐ Private car ☐ Bicycle ☐ public bus/van

2.7 How do you travel within Lamphun old town area? (You can choose more than one answer)

☐ Private bus ☐ Motorcycle taxi ☐ Tricycle taxi ☐ Bicycle
☐ Walk ☐ Private car ☐ public bus

2.8 Do you spend the night in Lamphun? If yes, where do you stay while travelling in Lamphun?

(Please specify your accommodation's name)

.....

2.9 How do you choose your accommodation for staying in Lamphun?

☐ Near transportation hub ☐ Surrounded by natural environment ☐ Near tourist attraction places
☐ Surrounded by local people and services ☐ Others (.....)

2.10 Do you prepare to spend money for local tourism products or services in Lamphun?

☐ Yes ☐ No

2.11 What kinds of spending do you prepare for local tourism products or services in Lamphun?

(You can choose more than one answer)

☐ Local meal, restaurant or café ☐ Local transport (bicycle, tricycle, minibus, motorcycle taxi)
☐ Souvenirs ☐ Local accommodations Other (.....)

Part 3: Information on the needs and opinions on problems and guidelines for the development of tourism infrastructures in Lamphun Old Town area

Part 3.1: Information on the need of foreign visitors toward development guidelines of tourism infrastructures in Lamphun Old Town area

3.1.1 Do you want to have a development on slow tourism infrastructures in Lamphun Old Town?

☐

Yes

☐

No

3.1.2 Your needs for the development of slow tourism infrastructure in Lamphun Old Town

Guidelines for the development of slow tourism infrastructure in Lamphun Old Town area	Score level (Opinion)				
	5	4	3	2	1
Transportation development and travelling					
Environmental and landscape development in the area					
Creating, preserving and supporting cultural activities, arts, lifestyle, and local wisdom					
Creating and supporting trade and services that are unique and interesting.					

Note: Score level 5 means the most agreeable, 4 means agreeing a lot, 3 means agreeing at a moderate level, 2 means rarely agreeing, 1 means disagreeing

Part 3.2: opinion of foreign visitors toward tourism infrastructure problems that happened in Lamphun old town area

3.2.1 Environmental Infrastructures	Yes	No
Not enough trees or shading in the old town area		
Lack of good landscape design for city moat		
Lack of good landscape design for Kuang River		

3.2.2 Social Infrastructure	yes	No
No space or facility for disables, children, and elderly		
Lack of public toilet		
No workshop or demonstration center for doing cultural heritage		
Not enough night market		
No homestay or place to get in touch with local people		
Unclear or no signage that leads to tourism places		
Signage lack of international languages		

3.2.4 Additional suggestions

.....

.....

3.2.3 Transportation infrastructures		
3.2.3.1 Road condition	yes	no
bad pavement		
crack and potholes		
faded paint marking		
heavy traffic		
3.2.3.2 Footpath condition	yes	no
unconnected footpath		
narrow footpath		
bad pavement		
not enough street lighting		
not enough bench or facilities		
no shading		
3.2.3.3 Public transportation	yes	no
not enough public transport		
not enough public transportation stop		
Bad public transport stop condition (hot, no shading, no seat, lack of facility)		
3.2.3.4 Bicycle	yes	no
No proper bicycle lane		
Bicycle lane lack of safety		
No parking lot for bicycle		
Bicycle parking lacks of safety		
No facilities for bicycle		
3.2.3.5 Car parking	yes	no
not enough or no parking area		
Parking lot lack of safety		



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Questionnaire paper 1.2

Conducting research on the subject of “The Design Recommendation for Slow Tourism Infrastructures in Lamphun Old Town, Meung Lamphun District”

Dear Respondents

This questionnaire is prepared for the research according to the Urban Design and Development Program (International), the course of UD 700 Individual study, aims to study, analyze, design and recommend tourism infrastructures in the old town area of Lamphun. And aims to be useful for the development of knowledge in urban design and development. This questionnaire consists of

Part 1 Personal information of the respondents

Part 2 Information on tourism behavior of the respondents

Part 3 Information on the needs and opinions on problems and guidelines for the development of tourism infrastructures in Lamphun Old Town area

However, the information obtained from you will be used only for this research study.
Not used for any other purpose

Best regards

.....

(Pimchanok Chimhira)

Master degree student, 2nd Year

Urban Design and Development International Program, Thammasat University

Part 1: Personal Information

- 1.1 Gender ☐ Male ☐ Female ☐ Other (.....)
- 1.2 Age (.....)
- 1.3 Occupation ☐ Student ☐ Office worker ☐ Business Owner ☐ Retired person
☐ Housewife ☐ unemployed ☐ Freelancer

Part 2: Tourism Behavior information

- 2.1 Frequency of traveling to Lamphun old town?
☐ Everyday ☐ 1day / week ☐ 2-3 days / week ☐ 1day / 2 weeks
☐ Once a month ☐ 1 day / 2-3 months ☐ Once a year
- 2.2 What is your tourism styles in Lamphun old town?
☐ Temples, architectures, historical sites ☐ Restaurants/café ☐ Local community
☐ Market & Walking Street ☐ Relaxing with natures ☐ Buying local product
- 2.3 What is your traveling styles in Lamphun old town?
☐ Private car / motorcycle ☐ Bicycle ☐ Walk ☐ Public bus / minibus
☐ Tricycle taxi
- 2.4 Who is your traveling partners.....And how many of them.....
 Do your travelling partners having the characters with special needed below?
☐ Children ☐ Elderly ☐ Disabled ☐ None ☐ Other
- 2.5 Do you prepare to spend money for local tourism products or services in Lamphun?
☐ Yes ☐ No
- 2.6 What kinds of spending do you prepare for local tourism products or services in Lamphun?
 (You can choose more than one answer)
☐ Local meal, restaurant or café ☐ Local transport (bicycle, tricycle, minibus,
 motorcycle taxi)
☐ Souvenirs ☐ Local accommodations ☐ religious good/merit

Part 3: Information on the needs and opinions on problems and guidelines for the development of tourism infrastructures in Lamphun Old Town area

Part 3.1: Information on the need of foreign visitors toward development guidelines of tourism infrastructures in Lamphun Old Town area

3.1.1 Do you want to have a development on slow tourism infrastructures in Lamphun Old Town?

☐

Yes

☐

No

3.1.2 Your needs for the development of slow tourism infrastructure in Lamphun Old Town

Guidelines for the development of slow tourism infrastructure in Lamphun Old Town area	Score level (Opinion)				
	5	4	3	2	1
Transportation development and travelling					
Environmental and landscape development in the area					
Creating, preserving and supporting cultural activities, arts, lifestyle, and local wisdom					
Creating and supporting trade and services that are unique and interesting.					

Note: Score level 5 means the most agreeable, 4 means agreeing a lot, 3 means agreeing at a moderate level, 2 means rarely agreeing, 1 means disagreeing

Part 3.2: opinion of foreign visitors toward tourism infrastructure problems that happened in Lamphun old town area

3.2.1 Environmental Infrastructures	Yes	No
Not enough trees or shading in the old town area		
Lack of good landscape design for city moat		
Lack of good landscape design for Kuang River		

3.2.2 Social Infrastructure	yes	No
No space or facility for disables, children, and elderly		
Lack of public toilet		
No workshop or demonstration center for doing cultural heritage		
Not enough night market		
No homestay or place to get in touch with local people		
Unclear or no signage that leads to tourism places		
Signage lack of international languages		

3.2.4 Additional suggestions

.....

.....

3.2.3 Transportation infrastructures		
3.2.3.1 Road condition	yes	no
bad pavement		
crack and potholes		
faded paint marking		
heavy traffic		
3.2.3.2 Footpath condition	yes	no
unconnected footpath		
narrow footpath		
bad pavement		
not enough street lighting		
not enough bench or facilities		
no shading		
3.2.3.3 Public transportation	yes	no
not enough public transport		
not enough public transportation stop		
Bad public transport stop condition (hot, no shading, no seat, lack of facility)		
3.2.3.4 Bicycle	yes	no
No proper bicycle lane		
Bicycle lane lack of safety		
No parking lot for bicycle		
Bicycle parking lacks of safety		
No facilities for bicycle		
3.2.3.5 Car parking	yes	no
not enough or no parking area		
Parking lot lack of safety		

BIOGRAPHY

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Publications

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