

Designated Areas for Sustainable Tourism Administration (Public Organization) - DASTA

Nomination for PATA Gold Awards 2023

Culture - Traditional performing and visual arts

1. Project Title: The Revitalization of Old Phetchaburi Town Riverside Community through the Establishment of Cultural Community-based Tourism.

2. Synopsis

The Old Phetchaburi Town Riverside Community is a tourism community located in Mueang Phetchaburi district, Phetchaburi province - a province in lower central region of Thailand, well-known for its ancient history, invaluable culture and unique arts that still maintained their vitality among the local community. This tourism community was founded from the collaboration between 3 neighboring communities along the Phetchaburi River, namely Khlong Krachaeng community, Riverside Old Market Community, and Wat Koh Community, in order to identify the site covering the areas of above communities as a tourism community and use it to promote the community-based tourism in the area. With its location at the heart of *Mueang Phetchaburi* (Phetchaburi city), the communities united over the rich culture and heritage that were preserved and passed down from generation to generation in these ancient communities. Through the use of community-based tourism as a development tool, the Old Phetchaburi Town Riverside Community was able to sustainably maintain and promote its art and cultural heritage through the creative tourism activities, by incorporating its endangered cultural heritage and traditional performing arts as its core tourism resources, and supported the development of the community at the same time. Among the many invaluable cultural resources in the area, the Old Phetchaburi Town Riverside Community chooses the most prominent and important art forms suitable to be promoted and integrated into the tourism activities. Being one of the rarest and most valuable traditional art forms in Thai culture and recognizable identity of the community, the chosen core tourism resources are *Nang Yai* (grand shadow play) and *Lakhon Chatri* (drama play performance) for traditional performance, and the unique characteristic of *Sakul Chang Muang Phetch* (the Arts of Phetchaburi School) for the visual arts. the Old Phetchaburi Town Riverside Community aims to provide tourists with enjoyable, hand-on experiences and informative tourism routes through creative activities filled with local value, culture, wisdom, way of life, history, architectures, performances, and other art forms of Phetchaburi Old Town. This not only encourages the increases in cultural value and its higher chance of future inheritance, but also generates job opportunities and fair income distribution in the community, directly leading to its goal of revitalizing the community and driving the Old Phetchaburi Town Riverside Community toward sustainable development.

Designated Areas for Sustainable Tourism Administration (Public Organization), or DASTA, is an organization with the missions to develop Thailand's tourism sector towards sustainability by using community-based tourism as a tool to improve quality of life and community happiness, and to preserve local identity, culture, nature, and environment achieving sustainable tourism. DASTA has supported and worked with various potential communities in the designated areas throughout Thailand, one of which is the Old Phetchaburi Town Riverside Community in Phetchaburi province, located under the responsible area of the Office of Designated Area 8 - Royal Coast Tourism Cluster. DASTA has been supporting the local working group by assisting in community-based tourism planning, management, and development, as well as how to manage cultural heritage, mainly through the utilization of creative activities, according to the contextual sustainable development goals of the area.

As the result of excellent management, strong local participation, resourceful support from relevant organizations, and invaluable local tourism resources in the area, the Old Phetchaburi Town Riverside Community managed to achieve its goals of increasing the community's liveliness by attracting tourists to visit and the younger generation to return by the operation and benefits of community-based tourism, such as job opportunities, fair income distribution, and better living standards. By placing value on the declining traditional culture and arts as main tourism element and community's identity, the community contributes to their continuation through its engagement with culture-integrated creative tourism activities, which directly boosting the restoration, preservation and promotion of these precious traditional arts. Additionally, community-based tourism also pushes the community towards comprehensive sustainability.

Nowadays, the Old Phetchaburi Town Riverside Community became one of the most well-known places to learn and enjoy the well-preserved Thai ancient art forms, as well as to learn about its adaptable community-based tourism development model and cultural resources management. Although it is already recognized by various public and private organizations, as well as visiting tourists for being a community that successfully restored and maintained the importance of cultural and artistic heritage in everyday life through the establishment of creative community-based tourism, as evidenced by the number of visitors, standards, and awards received by the community throughout the years, the community still continues to strive for more sustainable development by creating new creative activities based on local identity and resources, and collaborating with relevant organizations and initiatives to connect the local culture to wider and higher-value markets.

3. Full History of Project

Located in the heart of 1,000 years old Phetchaburi province, **the Old Phetchaburi Town Riverside Community** inherited an abundant heritage of invaluable, ancient culture and history of Thailand, as the area has maintained its title as the center of culture and arts since the Dvaravati era (7th - 11th century) with its

flourishing period during Ayutthaya era (1351 – 1767). The locals in this ancient community have inherited and passed forward the ancient traditional arts from generation to generation, creating many skillful artisans and experts who produced traditional artworks unique to the Phetchaburi style, ensuring the continued existence of their crafts and history by teaching new generations of local artisans. Having survived the tests of time, the most prominent arts in the area are the traditional performing arts and visual arts that are integrated inseparably into the culture and way of life of the community, which later acted as community identities in its tourism development plan. The most important local traditional performing arts are **Nang Yai performance** (grand shadow play) and **Lakhon Chatri** (traditional dance-drama performance), while other distinguished surviving forms of visual arts are the Phetchaburi-style arts of **‘Sakul Chang Muang Phet’** or the ‘Arts of Phetchaburi School’. Later with the gradual change of time and modernization, the communities in the area of Phetchaburi Old Town fell into a period of decline and lifelessness, as the direct result of the general loss of interests in traditional entertainment and arts, and a decline in job opportunities and local population, due to the decreasing numbers of the older generations and the relocation of the younger ones because of work or other engagement. This made the local culture and arts less important in the heart of locals and general public, resulting in insufficient preservation of the local culture and arts, endangering them to almost extinction. During this time, in 2012, the locals noticed the rapid change in the community and wished to revitalize the area and bring back the liveliness and happiness of the past. With this goal in mind, the local members joined hands to explore their community, identify the problems, target goals, and search for distinctive and suitable cultural heritage and tourism resources in the community to use as initial tourism resources for community-based tourism development. The community then collaborated with non-local experts to prepare a Community-Based Tourism (CBT) Master Plan to set the development direction according to suitable local contexts and its needs, utilizing Nang Yai as the communal identity and core tourism element. Later in 2017, **Muang Phetch Tourism Community Enterprise** was founded to manage, operate, and take care of the tourism development and tourism-related factors in the area of the Old Phetchaburi Town Riverside Community. With the establishment of community-based tourism in the area, **the local traditional arts** that play the cores of art and culture-integrated activities were being restored, preserved, and promoted through frequent engagement with locals and tourists. Besides the strong local participation, the success of community-based tourism development in the area was contributed by the support of various organizations and entities, from government, academic, public, and private sectors alike, especially by DASTA which supports the community with knowledge and development model on community-based tourism management, as well as creates development plans that focus on boosting the Old Phetchaburi Town Riverside Community to become a center of creative community-based tourism that generates fame, job opportunity and stable income to the community members. With 3 initial factors, namely its **rich cultural tourism resources, clear target goal, and community master plan**, the Old Phetchaburi Town Riverside

Community is able to preserve its arts and culture, solve community's lifelessness, and develop itself into a sustainable and well-known culture-focused community-based tourism in a short time period.

4. Technical Details

The various cultural heritage in the community may be divided into categories as follows:

- 1) **Traditional performing arts:** The surviving traditional performances are treasured and inherited from generation to generation in the Old Phetchaburi Town Riverside Community. The most prominent performances are Nang Yai performance and Lakhon Chatri. Considered to be one of Thai high-class performing arts, **Nang Yai performance** (or grand shadow play) is a narrated shadow puppetry play with large, traditional-style puppet characters made of cowhide. This performance is generally located in the central region of Thailand and was assumed to first appear in Sukhothai era (1238-1574), with evidence of Nang Yai from Ayutthaya era. Traditionally played in royal courts, Nang Yai incorporates various branches of Thai traditional arts - craftsmanship, dancing, music, singing, and literature – together, and retells stories of royalty and heroic deeds, mainly from the specific important literary works in Thai culture: from the *Mahabharata epic* (India's epic), *Ramakien epic* (Thai version of India's *Ramayana epic*), and later with the addition of *Inao* story (Thai version of Java's *Panji tales*). To create and perform such an exquisite masterpiece of art, experienced masters need to work with extreme concentration and patience in every step, thus the community chose Nang Yai to represent its cultural identity and act as the core element in the community development Master Plan by integrating Nang Yai into creative tourism activities, local products, souvenirs, decorations, and communal infrastructures along the tourist route, such as Nang Yai light poles. The collection of old and new Nang Yai puppets is stored and displayed in the more than 100-year-old **Nang Yai Museum** located in the sanctuary of **Wat¹ Plabpla Chai**, where Nang Yai-related tourism activities are being held. **Lakhon Chatri** (drama-play performance), is considered to be the oldest extant form of Thai traditional drama-play performance from Ayutthaya era (1351-1776). Populated in Central Thailand, it retells the story of royalty and is defined by performers who speak their lines with a lively musical accompaniment, featuring humors and rapid movements. Nowadays, the local Lakhon Chatri performing group also performs for visiting tourists as well as teaches their crafts to those who are interested for free.
- 2) **Visual arts:** As the most prominent and unique art style in the area, **Sakul Chang Muang Phet**, or the Arts of Phetchaburi School, was selected by the community to represent and promote

¹ 'Wat' means 'temple' in Thai

local unique art form to visiting tourists and the general public, by integrating the art into creative tourism activities. Characteristic to the local area, the arts of *Sakul Chang Muang Phetch* were developed and honed by generations of Phetchaburi artisans of the Phetchaburi School, who created the unique characteristics, the format of artwork, content, and skills, that maintain its value and fame until this day. Some of these art forms are stucco art (found as decorations in temples and other buildings throughout Phetchaburi), perforate paperwork (in the shapes of Thai traditional patterns and imagined animals in Thai literature), goldwork (traditional shapes of Phetchaburi's goldwork are based on nature and botany), painting (mural paintings on local temples' walls), and perforate cowhide work (in the shapes of characters in Thai literature, for Nang Yai performance). Nowadays, the community has integrated these local and traditional arts into creative tourism activities to present and popularize the local arts to visiting tourists and to a wider audience. The community takes care to encourage the presentation and promotion of the above local traditional arts, as well as other *Sakul Chang Muang Phet's* arts in any events held in the area, such as the works of gilded black lacquer, gilded lacquer with mirror decoration, banana trunks carving, fruit carving, wood carving, and Khon mask or Lakhon mask molding.

- 3) **Literature:** Other than the classic literature and folk dramas that play a main role in the storytelling of the traditional performing arts, the Old Phetchaburi Town Riverside Community also possesses other literature elements. Visited by Thai best-known royal poet **Sunthorn Phu** (or *Phra Sunthorn Vohara*) who arrived at the community by boat near Wat Phlabpla Chai (believed to be in 1845), he composed the Poem *Journey to Phetchburi* inspired by this voyage/trip. In the community, there are also learning stations at **House of Manas Janyong** that present the history and works of Phetchaburi-born Manas Janyong, the *King of Thai Short Stories* who wrote more than 1,000 stories, and at **House of Mitr Chaibancha's story**, a house full of collected films, posters, and souvenirs of the famous Thai actor's works.
- 4) **History and Architectures:** As a community rich in culture and traditional arts, the local historical buildings such as temples are must-visit landmarks, not only functioning as religious places of worship but also as tourist sites with their beautiful and traditional architecture, mural arts, and decorations that tell the local craftsmanship and history. Situated by the river in the town center, **Wat Mahathat Worawiharn** is an important temple in Muang Phetchaburi and a well-known landmark showcasing local craftsmanship of *Sakul Chang Muang Phet's* art style in its beautifully designed stucco decoration in the Buddhism ordination hall and pavilion, murals, and Buddha statues. Its architectural style is also iconic for its mixture of the late Ayutthaya (1688 - 1767) and early Rattanakosin style (1782-1851) with an adaptation of Khmer ancient monastery. **Wat Koh Kaew Suttharam** was built in the Ayutthaya period and has many

ancient sites, one of the most famous is the Ordination Hall (or Ubosot) where the aesthetic and complete ancient murals over 300 years old could be found. The Nang Yai Museum is located in the vihara hall of **Wat Plabpla Chai**, preserving and presenting delicate and handcrafted Nang Yai masterpieces. Some were also used in a welcome performance for King Rama V on his royal visit to Phetchaburi Province in the year 1910. Currently, the museum also held the highlighted creative tourism activities related to Nang Yai; Nang Yai's pattern perforating and performing workshops. The once-school-turned-cultural-landmark, **Kamavasri Pavilion**, is currently used as a storage and display place for old photos and items, telling the history of the Old Phetchaburi Town Riverside Community. The visitors can learn more about history from the Phetchaburi River at **Phetch River Treasure Museum** by discovering ever-changing antique object collections found from diving from Sukhothai and Ayutthaya eras, such as water pots and ancient coins.

- 5) **Gastronomy:** Known for its production of high-quality sea salt, key limes, and palm sugar, among other items, Phetchaburi is given the nickname 'City of Three Flavors' - for salty, sweet, and sour. The well-known local food includes *Khao Pad Rod Fai* (pink fried rice served on the train), *Kaeng Kua Hua Tarn* (toddy palm curry), *Khaw Chae* (rice in ice water), and *Kanumjean-Thotman* (fermented rice-flour noodles with fried fish cake). Phetchaburi is also known for its desserts, including *Khanom Mor Gang* (caramelized custard sweetened with palm sugar), *Khanom Tan* (toddy Palm Soufl ), and *Lod Chong Namtan Khon* (pandanus cendol with palm sugar fudge). Many local households are working as sweet makers, both as retail shop and supplier for restaurants and other communities. With such rich and unique cuisine, in 2021 Phetchaburi was chosen to be a part of the **UNESCO Creative Cities Network (UCCN)** as a **City of Gastronomy**.
- 6) **Festivals:** There are many cultural festivals and events held in the community throughout the year. For example, boat racing competitions in Phetchaburi River, and the Phra Nakhon Khiri Festival is a yearly fair with traditional performances, traditional crafts and creative activities throughout the event.

It is clear that the various cultural elements of the Old Phetchaburi Town Riverside Community are entwined and interconnected amongst themselves and the locals' way of life, whether it be traditional arts, architectural buildings, entertainment, local food, history, and belief, which can still be experienced in this old but alive community. For example, the art of Nang Yai performance incorporated visual art (drawing characters in Thai traditional style), craftsmanship (processing and perforating/stamping cowhide), music (performing), literature

(character and storytelling from Thai classical literature), and history (of the art itself and the community).



Available Tourist Activities at the Old Phetchaburi Town Riverside Community

Below is a list of tourist activities offered at the Old Phetchaburi Town Riverside Community. These tourist activities were developed with creativity and cultural preservation and promotion in mind, thus incorporating local cultural heritage and demonstrating locals' history, and skills as well as the determination to sustainably revitalize their community by conserving and promoting their culture through the usage of community-based tourism as a development tool.

- 1) Local trail and street arts: the community walking tour is the first tourist activity provided by the locals. Tourists can visit local landmarks and learning resources in the community on foot and choose the visiting places according to their own interests, with the help of available tourist information, maps, and directions throughout the community. Some popular landmarks are temples, houses, and Nang Yai Museum. Along the way, tourists may also enjoy the modern street art on the building's walls, as well as, the iconic Nang Yai-themed streetlights that represent unique cultural identity and provide locals and tourists alike with safety at night.
- 2) Nang Yai's pattern perforating workshop: This hands-on Nang Yai-related activity integrates the arts of perforating on paper and that of cowhide for Nang Yai together, letting tourists nail parchment paper into a Nang Yai style character and experience the delicate craftsmanship, history, and beauty of Nang Yai through their participation in a similar process of a Nang Yai master considered a high art of Phetchaburi artisans, thus encourages the appreciation, and the restoration of the endangered Nang Yai of Phetchaburi and raises its importance in the hearts of locals and visiting tourists alike. Initially, the community developed this activity as a creative tourism activity to accompany the visits to Nang Yai Museum in Wat Plabpla Chai, where tourists can enjoy the original collection of Nang Yai puppets. During the preparation to develop tourism in the area, the community identified the potential of this important resource and asked the temple's permission to open the previously closed collection to the public, with the aim to use Nang Yai as a unique local tourism resource distributing its cultural history and related knowledge to visiting tourists and the general public. This includes the ceremony of paying

homage and respect to Nang Yai teachers, the art of perforating in Nang Yai style, and the puppeteer's practice poses. Due to the nature of puppeteer's poses that require both strength and flexibility, the warm-up stretch is generally needed which develops further into a wellness activity (stretching exercise) boosting a fun and comfortable atmosphere for the participants.

- 3) Nang Yai grand shadow play demonstration and practice workshop: Unfortunately, the Nang Yai performance practice in Phetchaburi has been lost through time and only Nang Yai puppets remained. Therefore, the community is determined to restore the performance by integrating its performing practices into Nang Yai perforating workshop to raise awareness of the art and to support local experts with opportunities and additional income. With sustainability in mind, the community not only brings in the local artisans to demonstrate and teach their expertise to visiting tourists but also expands the influence to the younger generations, establishing a youth group with Nang Yai perforating and puppetry skills who in turn forward their knowledge to tourists and the younger generations; creating a continuous link between the local community and cultural conservation.
- 4) Paper workshop: Other crafts activities provided in the community are making *paper perforating art*, decoration paper with punch-out space creating Thai traditional style and imaginary animal shapes, and a *Puang Mahot*, a multicolor decoration made of cut-out layers of paper. Both local papercrafts are often hung together in local traditional festivals. This workshop provides tourists with knowledge of local art and culture while enjoying the hands-on experience and creating their own DIY-style souvenirs.
- 5) Gastronomy workshop: Learning with local chefs how to make local cuisine and desserts from the local secret recipes, exclusively for this activity. As a UCCN-certified City of Gastronomy with authentic and unique tastes, the tourists can fully emerge themselves in the traditional cuisine that presents the identity of Phetchaburi and Phetchaburi Old Town and Waterfront Community.

It can be clearly seen that the community not only passively preserves and restores local culture and heritage but also further develops them into relevant importance in everyday life by integrating them into innovative creative tourism activities, enforcing the sustainability of community revitalization and development. By increasing the engagement between culture and humans, it helps boosts culture restoration, appreciation, and preservation, ensuring that the culture will be passed on to future generations.

DASTA's Sustainable Community-based Tourism Development

Established in 2003, DASTA is a tourism-related organization on the supply side of Thailand's tourism industry responsible for supporting, managing, and driving the targeted communities in the designated areas to

achieve sustainable development through community-based tourism, and ultimately push Thailand's tourism industry toward stable sustainability. One of DASTA's designated areas is the area of Royal Coast Tourism Cluster, which covers the area of the west coast of Thailand including 4 provinces, namely Phetchaburi, Prachuap Khiri Khan, Chumphon, and Ranong. Due to the unique cultural characteristics of the area, the tourist destinations in this area are mainly focused on becoming creative tourism destinations based on the invaluable heritage, way of life, and wisdom of local communities.

Recognizing the readiness of the locals and the abundant cultural heritage suitable as initial tourism resources, DASTA began to cooperate with the Old Phetchaburi Town Riverside Community to enhance its potential and develop it into becoming a community-based tourism community. The collaboration helped support and formulate a community-based tourism plan centered around preserving and maintaining the Old Phetchaburi Town Riverside Community's local cultural heritage, namely the ancient performance and visual arts, by integrating community's fundamental information on cultural inheritance, local wisdom, arts, gastronomy, history, geography, and populations into the plan. DASTA also supported the locals with systematic knowledge in various community-based tourism-related aspects, such as trainings, market connectivity activities, and skill development workshops on tourism management, promotion on online platforms, preparation for awards and standards, and other technical skills, that can be utilized and further incorporated into the development of the local community-based tourism management and service, by the community members themselves in the future.

With challenges and suggested solutions identified after each activity/project assessment, DASTA worked to ensure the community's comprehensive development (economic, social, and environmental aspects) and to guide the community according to the needs of the community, and acted as like-minded friends, to support the new development target, opportunity and collaboration in the community's ever-developing path to sustainability, and to establish guidelines and tools for community-based tourism management, to solve the target issues in the community and to achieve the sustainable practice of tourism. For example, some of DASTA's Sustainable Tourism Development Tools used in the Old Phetchaburi Town Riverside Community are the **9+1 Building blocks**, a community-based tourism development model that encourages the local community's participation, focuses on 10 elements (finding like-minded friends, creating activities, presenting local resources, identifying local authentic characteristics, establishing connections, creating accessibility, identifying audiences, calculating resources consumed by tourists, identifying benefits from receiving tourists and exchanging opinions). The **Co-creation** (Co-thinking, Co-planning, Co-Acting, Co-Responsible, and Co-Benefiting) **and Co-ownership** are development tools that encourage the participation of the local communities and relevant stakeholders, including academic sector, government sector, private sector, and public sector. **Creative Tourism Model** raises awareness of local identity and heritage and encourages their preservation by adding value through the development of creative activities and products. DASTA helps the community design a hands-on experience,

that showcases local value and identity through fun activities that encourage cultural preservation. **The Criteria for Thailand’s Community-based Tourism Development** (or CBT Thailand criteria) - developed in accordance with the Global Sustainable Tourism Criteria (GSTC) – is a tool to improve the target community’s living standards, to preserve local cultural resources and identity, and to systematically develop the tourist destinations in the target area toward sustainability, with emphasizing on the local participation.

With its successful community-based tourism management and adaptable practices, the Old Phetchaburi Town Riverside Community has become a **model community for sustainable tourism development** of DASTA, providing interested communities with a comprehensive development model and related knowledge to develop in the same direction in their own community. With its target to achieve sustainable tourism development, the model consists of 4 main sections and 10 steps, including, (1) Local resources (local participation, cultural resources, community’s target goals, and community’s Master Plan), (2) Community-based tourism management (creative tourism activities, partner communities, social media, and fair distribution of profits), (3) Successful tourism community (tourism awards), and (4) Development (continuous development). The community is also widely recognized by various tourism organizations, agencies and interested individuals for its excellent community-based tourism management and operation, as evidenced by the number of visiting tourists and various awards and standards received by the community. The community also acts as knowledge center sharing its culture, history, and arts with interested individuals and entities, through publications and hands-on activities, to raise awareness and promote its local artistic craftsmanship to the wider public, preserving its authentic arts and identity for the appreciation of future generations.

Below are some of the notable activities and projects implemented by the collaboration of DASTA and the Old Phetchaburi Town Riverside Community:

year	Implemented activities/projects	Results
2018 - 2022	1. Assessment of community potential base on the Criteria for Thailand’s Community-based Tourism Development (yearly)	Results of the assessment to be used as lessons learned for the next tourism development plan, with suggested development guideline
2019	1. Training workshop on “Community-based tourism knowledge for practical use” and on tourism experiences planning that lead to systematic community-based tourism. 2. Testing the community’s tourism route 3. Training workshop on “Community-based tourism’s benefits connectivity model” by using an income distribution tool.	The community created a local tourism route that can be promoted to tourists and suitable tour operators. The tourism service system and fair income distribution are installed in the community with understanding among members.
	4. Creating a community-based tourism development plan.	The community had a community-based tourism development plan (2019-2021).
	5. Designing tourism promotion publication and tourism marketing under the development project of tourism routes connectivity in Thailand’s West Coast tourism area (Phetchaburi province and Prachuap Khiri Khan province)	Tourism promotion publication (tourism brochures and provincial tourism handbooks)

year	Implemented activities/projects	Results
	6. Training workshop on “the utilization of the Criteria for Thailand’s Community-based Tourism Development in local community-based tourism”	The community learned about the Criteria for Thailand’s Community-based Tourism Development.
	7. Workshop meeting of the year 2019 to report the activity/project results and to encourage participation from stakeholders in Thailand’s West Coast tourism area	The community reviewed and summarized the results of implemented activities/projects, as well as acknowledged community’s assessment results and the tourism development guideline for next year.
2020	1. Managing knowledge of sustainable tourism management	Publication of a book on Old Phetchaburi Town Riverside Community, a promoting video, and a PowerPoint presentation on local community’s wisdom and knowledge
	2. Creating and promoting creative tourism	Tourism promotion publication (tourism brochures and exhibition toolkit) for promoting local creative tourism in a tourism event/market
	3. Testing and assessing creative tourism activities, creating community’s tourism route according to local way of life and community identity in Thailand’s West Coast tourism area.	After local creative tourism activities were tested by tourists, the community received assessment results and suggestions from tourists in order to help future development of community’s activities.
	5. Learning from experience from community-based tourism and creative tourism implementation, in the regional tourism network model of Thailand’s West Coast tourism area.	The community summarized the results of implemented activities/projects, as well as acknowledged community’s assessment results and the tourism development guideline for next year.
	6. Potential development for local guides, according to community’ way of life in Thailand’s West Coast tourism area.	Community committee gained story telling skills.
	7. Workshop on pricing and budgeting for local creative tourism activities, in order to boost the community to connect with sustainable tourism markets	The price of local products and services are suitable to the locals, tourists and tour operators.
2021	1. Preparing the community to apply for Amazing Thailand Safety & Health Administration (SHA) standard	The community understood the importance and the operation of Amazing Thailand Safety & Health Administration (SHA) standard.
	2. Creating and promoting community-based tourism	A video was created to introduce the community’s tourism and creative tourism activities.
	3. Project to boost Phetchaburi to become a UCCN for sustainable tourism	The community was a part of the target group on community level to help boost Phetchaburi to become UCCN. It received potential developing workshop as tourism model community in support of creative city in Gastronomy.
	4. CBT Market Development	The community connected its tourism routes to tour operators’ sale channels. The local and non-local tour operators and tourism businesses tried the community’s tourism activities.
2022	1. Preparing the community to apply for Amazing Thailand Safety & Health Administration (SHA) Standard and SHA+ Certificate	The community received Amazing Thailand Safety & Health Administration (SHA) Standard และ SHA+ Certificate.
	2. Preparing the community to support the growth of MICE (Meetings, Incentives, Conference & Exhibitions) business.	The community learned about MICE from community aspects and presented its community tourism activities to MICE tour operators.
2023	1. Supporting the community to receive the ASEAN Community-based Tourism Standard	The community received the ASEAN Community-based Tourism Standard.
	2. Supporting the promotion of creative tourism activities and traditional performances at the 36 th Phra Nakhon Khiri Festival	The community presented and promoted creative tourism activities and traditional performances at the 36 th Phra Nakhon Khiri Festival.

year	Implemented activities/projects	Results
	3. Training workshop and potential development for local public relations on community-based tourism online promotion	The community learned video making skills and how to promote its tourism on online channels.
	4. Follow-up and assessment of creative tourism activities	Results of the follow-up and assessment were used as guidelines for future activities development.

With the collaboration of the local community, DASTA has prepared **the 3-years Community-based Tourism Development Plan for the Old Phetchaburi Town Riverside Community (2023-2025)** and is implementing it to further develop the area in accordance with revised goals and issues in the community.

5. **Cultural or Historical Impact of the Project**

The impact that developing community-based tourism, contributed by DASTA, has on the cultural heritage and traditional arts, in addition to its preservation can be categorized into the following points;

The increase in awareness and importance of the local ancient culture, traditional performing art, and visual art resulted in cultural preservation and continuation in the area: Through the generating of job opportunities and benefits brought by establishing creative community-based tourism with local culture and arts as its core elements, the locals recognized the importance of restoration and preservation of local traditional resources, thus became more willing to take part in tourism operation, which directly contributed to the increase of surviving chance of this ancient culture. To preserve ancient arts in the era of modernization where less value was placed on the ‘old-fashion’ traditional arts and entertainment is considered one of the most important and challenging tasks for many cultures. Hence, the increase in engagement between traditional arts and people (locals and non-locals alike) via creative tourism activities plays important role in the increase of relevance of culture and traditional arts in everyday life, thus lessening their chance of disappearance and encouraging the inheritance of such an invaluable ancient heritage. For example, as one of the rare ancient forms of art, Nang Yai is being preserved and promoted in the community, resulting in the restoration and continuation of the art in the community, as evident from the increase in a number of interested people, including those from the younger generations, learning more about the craftsmanship, and of academic studies researched on the art itself. If knowledge of Nang Yai continues to be distributed to a wider audience and general public, it is harder for it to disappear.

The Increase in awareness and importance of the local ancient culture, traditional performing art, and visual art among non-locals: DASTA supports the community by enhancing its skills in storytelling and promoting its tourism and by connecting the community to tourism high-value markets to present its culture and arts to a wider audience, such as in events, festivals, and on online platforms. It also supports the community with knowledge on value-added products and services which received much interest from visiting groups, individuals and the public. Through the fun, hands-on experience, the tourists will be able to appreciate and try their

hands in recreating the delicate works of Phetchaburi's artisans, in addition to learning about local arts, culture and history from local guides. Good experience encourages the connection between visitors and the locals, the interest to further study on the subject, the return visits or just the good memory, all of these possibilities already contribute to the continuation of the arts.

The revitalization of the community: By utilizing community-based tourism as a development tool in the community, the locals successfully achieved their main objective of sustainable community revitalization. Community-based tourism provided a sustainable solution to the community as it not only encourages the locals' collective participants in the preservation of its culture and heritage, but also helps bring in visiting tourists which increases the demands of local services and products, creating job opportunities and fair income distribution in the area, leading to the increase in population and liveliness, both from visitors and returning younger generations.

6. Uniqueness of the Project

The project's uniqueness lies in how the Old Phetchaburi Town Riverside Community uses community-based tourism as a development tool to achieve its target goal of revitalizing its community by utilizing available cultural heritage as core tourism resources in the creative tourism to invite tourists to visit generating income and job opportunities, which in turn attract younger generations to come back to live and work in the community, increasing the community's liveliness and economic stability. Through the preparation and operation of community-based tourism, the community realized the importance of culture and encourage its preservation by tourism, hence encouraging the engagement between community, tourists, and ancient cultural heritage and traditional arts, and subsequently establishing its relevance as the significant development factors that affected economic, social and environmental aspects of the community, as well as solving the problems in the community and to develop it towards sustainable development. The community is a cultural community-based tourism model, with strong participation from the locals and related entities. Culture preservation in this context, therefore, is not only a passively accomplished goal but plays a crucial role in the active push for culture preservation by utilizing itself as an element in community-based tourism operations which in turn leads to more preservation, creating the mutually beneficial development circle.

7. Awareness Generated by the Project

Awareness generated among the local community: Through the establishment of community-based tourism and its effects on target problems in the area, namely the liveliness, cleanness, and cultural restoration and preservation, the Old Phetchaburi Town Riverside Community become **more aware of the importance**

and value of its local culture, as well as the benefits of its preservation. As the resulting benefits do not focus on leading members, landlords, or activity-owners, but fairly profit the members and the community as a whole through the increase in tourists and general revenue, and through better waste management, public facilitators, and overall improved standard of living, most of the locals are willing to take part in the continuous development and operation of community-based tourism, seeing their personal benefit in addition to the improvement of the community. Their participation, in turn, will boost the preservation and promotion of local culture and arts through engagement with creative activities, subsequently, the well-preserved culture and arts-integrated activities will attract more tourists. This creates a cycle of mutual benefits and a mindset of preservation among the locals. Moreover, through the DASTA's tourism development management model, the collaboration and unity among the locals are strengthened by the necessary work, problems solving, and tolerance, as well as the cooperation between the community, the local authorities, and the relevant entities.

Awareness generated among the non-local visitors/tourists: Local community-based tourism directly generates awareness amongst the visiting tourists and the general public by knowledge-sharing through various publications (onsite and online) and by encouraging tourists to engage and learn about the culture, arts and traditions of the Old Phetchaburi Town Riverside Community by participating in culture-based creative activities through hands-on experience and storytelling by local experts. While the locals take pride in their own culture through admiration and the exchange with tourists and recognition of tourism organizations, the tourists get to appreciate the authenticity of local culture and participate in its preservation and promotion by being a part of the continuation of the local culture and art. The community promotes its creative tourism and local culture for a wider audience through different platforms, leading to getting more recognition and interest from more people and spreading knowledge to a larger number of people.

8. Roles and Responsibilities of Persons Involved

Aside from the participation of the local community which plays the key driving force in the Old Phetchaburi Town Riverside Community's tourism development, the integrated cooperation from various organizations, both from public and private sectors, also contributes significantly to the development of the community toward sustainability. Some of the organizations are:

Government organizations and agencies

Designated Areas for Sustainable Tourism Administration (Public Organization) or DASTA, supports the Old Phetchaburi Town Riverside Community to coordinate, facilitate and develop the community-based tourism and sustainability in the area. It generates knowledge on creative community-based tourism management among the locals, leading to the establishment of efficient and standardized tourism services, tourism management, as well as, its guideline. Moreover, it also helps the community coordinate with

government organizations, local authorities, public entities and private establishments in order to create beneficial and effective cooperations on sustainable community-based tourism destination development in the area.

Phetchaburi Provincial Tourism and Sports Office supports the community in its potential development and the development of tourism destinations in the area. It also improves local facilities to support tourism and encourages the community to achieve tourism standards.

Tourism Authority of Thailand (TAT), Phetchaburi Office, supports the community in tourism marketing, and tourism promotion activity. It holds business matching events between the community and tourism businesses, as well as encourages the community to connect with wider tourism markets.

Phetchaburi Provincial Cultural Office supports the community on cultural aspects in its cultural tourism, local products, and tourism route. It pushes for the continuous inheritance of the *Sakul Chang Muang Phet*, as well as other types of cultural resources in the local community.

Phetchaburi Governor's Office is responsible for the provincial basic infrastructure development and the distribution of the budget for the local authorities' operations on the tourism destinations and activities development, especially on the project to boost Phetchaburi to become a City of Gastronomy, a part of UNESCO Creative City Network.

State Railway of Thailand promotes local tourism packages and tourism publications on travelling routes by trains which connected tourism communities.

Thai Tourism Promotion Association (TTPA) supports the tourism-related operations of the Community Enterprise, in addition to encouraging and promoting local tourism packages and publications.

Office of the Permanent Secretary, Ministry of Culture, holds learning activities to encourage the inheritance of the local knowledge and wisdom on the art of making Nang Yai and its performance. It also helps establish the Cultural Learning Center.

Academic institutions

Arsom Silp Institute of the Arts, by Arsomsilp Community and Environment Architect, cooperates with the locals as the community architects to design the community's Master Plan that plays vital role in setting the physical development direction of the community in compliance with the community's identity and context. The institute also generates knowledge on how to be a good host community and encourages the locals to learn additional skills for secondary jobs.

Silpakorn University supports the local model community development through creative and sustainable tourism, in order to elevate Phetchaburi province to become a creative city. The university is an important driving force that pushes Phetchaburi to become a UNESCO Creative City Network in Gastronomy.

Museum

Nang Yai Museum, Wat Phlabpla Chai, supports the preservation and ensures the inheritance of Nang Yai performance. As a museum, it collects and preserves Nang Yai puppets, as well as educates and promotes the craft, art, history and importance of Nang Yai to both locals and tourists. Nang Yai-related creative tourism activities are held here.

Private establishment

Thai Chamber of Commerce generates knowledge on business planning through trainings and workshops.

Besides the organizations and entities mentioned above, there are other contributors that support the development of the Old Phetchaburi Town Riverside Community's sustainable community-based tourism, such as organizations of awards and standards, tour operators, and interested individuals that visit the community, adding up to the development of its local community-based tourism.

9. **Local Community Involvement**

Although the integrated support from outside factors is important in the development of a community-based tourism, the strong and willing participation of a target local community is the most crucial factor of all; as no long-lasting preservation nor sustainability could be created and maintained without the participants of real owners of the local heritage. Outside factors should give guidance and encourage the local community to participate, but they should not force or take control over the development, reducing the importance of the community's participation. In this regard, the Old Phetchaburi Town Riverside Community was initiated by the local themselves and has had an excellent determination and clear goal since the beginning. With the support of DASTA in establishing and managing the strategic community-based tourism management, the community became a group with strategic development, adaptable practices, and well-managed rules and regulations set up by the locals themselves.

The **Muang Phetch Tourism Community Enterprise** is founded by the locals to manage tourism-related operation in the Old Phetchaburi Town Riverside Community's area. Its operation model only uses community-based tourism as a tool to develop the sustainability, it emphasized the importance of activities that represent authentic value and culture of the community, not only focusing on revenue from tourism. The main goals of the community are the revitalization of the Old Town area with better living standard, and a better economy that attracts the repopulation of the younger generations, as well as culture and environment preservation. Through the operation of community-based tourism, the community profited from preservation of

local culture and arts, improvement of communal infrastructure and environment, and increase of overall income distribution, resulting in better living standards, liveliness and sustainable development in the community. The Community Enterprise aims to develop a tourism business model that encourages local participation and management and a development model that places the local way of life, culture, and local economy as an important factor. The Community Enterprise is operated by the working committee, which mainly consists of president, vice president, secretary, treasurer, registrar, and other committee members if needed. The Community Enterprise set up rules, regulations for members, as well as established behavior guidelines for visitors. All Community Enterprise members are welcome to participate in tourism activities and other tourism-related operations, such as meetings where they can vote, share ideas, identify problems, and find solutions together. As the tourism community is the collaboration of 3 neighboring communities, at least a representative of each community must participate in each planning process, to ensure that every community's opinion is heard. Fair income distribution is an important factor of the community-based tourism principles; hence the community took care to provide fair distribution among the members, this includes the direct income that participating members received from their work in tourism operation and the Community Enterprise dividend and indirect benefits that also profit non-members and the community as a whole by the increase in general demands of local goods and services from local establishments to support the incoming visitors and tourists, boosting general income in the area. Moreover, the whole community also get benefits in term of a better living environment due to the improvement of community's infrastructure and facilities that were developed for tourism services. Nowadays, the community itself actively promotes, develops, and reaches out to new opportunities for collaboration on top of the already engaging organizations. It has also recently engaged with the MICE tourism market, and as it has promoted its tourism online during the Covid-19 pandemic, large numbers of tourists are interested in visiting the community, boosting a new wave of incoming visitors in the post-covid era.

10. Impact and Results of the Project

DASTA, as the main tourism organization engaging with the Old Phetchaburi Town Riverside Community, has carefully worked with the community to ensure the establishment of sustainable development through the use of community-based tourism by securing the balance of sustainable development in 3 aspects, namely economic, social, and environmental aspects.

In the economic aspect, the establishment and operation of the community-based tourism in the community boost a significant increase in revenue in the local community and encourages fair distribution of income and job opportunities in the community, creating new business establishment, such as modern cafés and accommodations which was not needed before. This situation was caused by the demands of the new generation's tourism preferences, which gives the younger generation opportunities to move back and

find work in the community, continuing the local cultural heritage and way of life with pride. With the establishment of community-based tourism, the community became more sustainable and self-reliant with economic stability because the additional income generated by tourism prevents fragile dependency on outside factors. Although the revenue generated by community-based tourism is an important income in the community, it only functions as a side income, hence the locals are not deeply damaged by the unexpected Covid-19 pandemic like other mass tourism destinations, as its primary earnings were still operational. Additionally, after the community has adapted to the situation, a new income and promotion channel via online platforms also helps support the overall economy and attract a large number of interested tourists to visit after travel was allowed.

Below is a table of revenue and visiting tourists the community recorded during the year 2019-2023;

year	Number of tourists (person)	Revenue from tourism services and products (Baht)	Remark
2019	458	174,075	-
2020	728	168,470	Covid-19
2021	209	40,963	Covid-19
2022	1,538	256,496	Covid-19 recovery
2023*	544	287,980	Covid-19 recovery
Remark*: Number of tourists and revenue collected as of March 2023			

Other than the direct income above, the community also receives financial and material aids from other sources, for example, awards prizes, or donations. The improving economy is not only affected community enterprise members but also non-members, therefore the effect of community-based tourism is good for the whole community.

In the social aspect, community-based tourism raises awareness amongst the locals on the importance of the local heritage and its preservation, as well as encourages them to take pride in their own heritage through frequent engagement with it in tourism operations, resulting in the promotion, restoration, and continuation of the heritage. At first, the locals didn't realize the uniqueness and importance of local cultural heritage but after brainstorming to identify local identity and sharing experiences with visitors, they became aware of their special characteristics and proud to present their heritage and hometown. The community-based tourism also encourages The Old Phetchaburi Town Riverside Community to create networks of like-minded people that will support each other in the journey towards sustainable development. Hence, over the years, the community has built positive relationships and mutual understanding with many organizations, institutions, and individuals through collaboration, boosting its development further toward sustainability and becoming an entity with bargaining power and resilience, especially the partner communities that connected tourism routes as each other's alternative destinations, creating a bound and mutually beneficial relationship. As development tool,

the community-based tourism presents a solution to social problems in The Old Phetchaburi Town Riverside Community, namely increasing income and job opportunities that directly cause the revitalization and repopulation in the local area, and solidifying the unity among locals through collective participation in tourism operations. The most important result is the remigration of the younger generations that return to work or establish their own business in the area, such as a modern style cafés and accommodations to support the needs of visitors. Tourism brings not only money but life and children back home. Moreover, as a model community of DASTA and a culturally focused model community with good examples in various aspects, the Old Phetchaburi Town Riverside Community provides many communities with adaptable knowledge and good practices to help them develop and set onto a path of sustainable development. With such an extensive network, the Old Phetchaburi Town Riverside Community becomes a well-known tourist community that functions as an adaptable model and knowledge resource, successfully earning its prestige on the national stage, evidenced by awards and standards received.

As a community in urban areas, environmental problems such as waste management are unavailable, however, such problem is solved as the result of the community-based tourism. Firstly, the preparation of landmarks, buildings, and surrounding areas for the tourism operation, resulted in better waste management, infrastructure, and safety (street lights). Later, the locals maintained the cleanliness and order of the community, in order to proudly show their hometown when tourists arrive, which in turn impressed the visiting tourists gaining good reviews.

During the unexpected Covid-19 pandemic, the Old Phetchaburi Town Riverside Community has demonstrated its well-management in adaptability and resilience by timely adapting safety measures, and other means to keep both the community members and the economy safe and stable. It was able to methodically adjust and protect itself in an unprecedented situation without receiving the full backlash that happened to many tourism destinations worldwide, and steadily rebuild its tourism in the post-Covid era. This crisis not only showcases the community's immunity in the face of uncertain situations, but also exhibits exceptional results in boosting its recovery after the continued impact of Covid-19, indicated by the rising number of visitors and revenue mentioned before. The local participation with Co-Creation mindset generated by the development of community-based tourism in the Old Phetchaburi Town Riverside Community was the main factor that pushed the community through this crisis.

11. Conclusion

The utilization of community-based tourism as a tool to mobilize all round development at the Old Phetchaburi Town Riverside Community, particularly the revitalization of the community through the local cultural and traditional arts preservation, is observingly effective with active and enthusiastic participation from all locals and relevant entities, who are determined to push the Old Phetchaburi Town

Riverside Community toward sustainable development. DASTA not only supported the community to realize and take pride in its culture and arts but also encourages the community's potential in developing and providing quality tourist services and local products that bring about more economic value to the consumed resources. Although DASTA didn't directly help preserve the local culture, its main action (via preparation, support, and coordination) of establishing strong community-based tourism practice in the community is deeply connected to the development, restoration and preservation of the culture and arts made by the locals as it played an important factor that integrated in every preparation and working process of community-based tourism in the Old Phetchaburi Town Riverside Community, especially in the creative tourism activities offered by the community. With good practices and lessons learned, the Old Phetchaburi Town Riverside Community is looking forwards to creating a new signature recipe from local palm sugar, encouraging the interested younger generations to participate in Nang Yai and related activities, and providing great and safe tourism experiences to a wider audience from tourism markets, while holding onto the core of community-based tourism.

12. Other Supporting Materials

1) Video

- Phetchaburi Old Town and Waterfront Community:

Link: <https://youtu.be/2OrLKxcKO50>

- Nang Yai, the Grand shadow play:

Link: <https://www.youtube.com/watch?v=nIJ9OJA7r8c&t=120s>

2) A list of awards and standards at the Old Phetchaburi Town Riverside Community

Link: <https://drive.google.com/drive/folders/1UAoXUS0Gb-F5PqjHneSZftSiRghOUDJI?usp=sharing>