

Murals At Pomin Temple In Lanna District: Social Identity And Cultural Transmission Of The People Of Nan Province In The Context Of Global Tourism

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Abstract

Most tourists who have been to Thai temples and have viewed Thai murals with untrained eyes may not immediately recognise a three-story structure on walls. It could be since Thai mural paintings are difficult to focus on since they are crammed with vivid characters that look identical in detail and personality. This strategy gives various advantages to the economics, location, and local people, significantly in emerging places in Asian continents like as Thailand, Laos, Vietnam and Malaysia and Indonesia. Nan area has been a significant global tourist places over few decades. Due to a sharp increase in tourism, this province runs the risk of falling short of its ecotourism goals. Scenario planning was chosen as a crucial method to assist Nan province in preparing and planning growth in demand to reduce the hazards of expanding ecotourism in Nan. Four hypothetical futures for Nan were created using specific assumptions about significant variables and driving factors. The most significant reasons to include in the scenarios were found via STEEP analysis. Additionally, suggested markers for tracking the growth of low-carbon tourism cities were made.

Keywords- murals, tourism, hypothetical, low-carbon.

Introduction

One of the many important worldwide megatrends is urbanization [1]. Worldwide, industrialization and urbanization are accelerating, resulting in significant release of greenhouse gas. The contradiction between rapid expansion and equitable growth will worsen. Furthermore, the current urbanization rate appears untenable for moving to a minimal carbon metropolis. Thus, cities and enhancements to the life's quality are criteria of the new urbanization development model, and the creation of carbon less places is a vital idea to sustainable growth. Tourism to cultural and natural places has grown in popularity in recent years as a result of globalization and urbanization [3]. As seen in Fig. 1, ecotourism is a subcategory of justifiable

tourism. The International Ecotourism Society (TIES) defines as "responsible travel to wilderness areas that conserve the natural world, sustains the welfare of the inhabitants, and involves interpretation and education" [4]. Primary idea of global tourism is to minimize consequences, respect host philosophies, provide assistances to local people, and maximize enjoyment.

This study concentrated on "low-carbon tourism" behaviour in Taiwan. In this study, a successful group of 387 Taiwanese was obtained. The findings revealed that respondents were active in low-carbon travel on their own initiative, rather being inclined by the opinions of important people or groups. In a case analysis of a Chinese heritage site, Wu et al. [9] investigated the formation of a sustainable tourism network. To gather fundamental information for this study, survey questionnaires and interview techniques were employed. The findings demonstrated that a person's educational degree or career may influence their perception of minimal tourist destination. Moreover, habitual behaviour was the greatest obstacle for visitors, whereas inhabitants were quiet and followed the tourists' wants and choices. This study offered a inclusive tourist community system that addresses not only the factors of significance, intention, and practise from human behaviour, but also the procedures, infrastructure, administrative systems, and procedures at the community phases.

Ecotourism is growing increasingly popular in Thailand, attracting experts from a variety of disciplines. The Designated Areas for Sustainable Tourism Administration (DASTA) was established for reasons related to the establishment of the sustainable to the destined region. Ecotourism has recently emerged as an alternative strategy for conventional ecotourism since the notion that it minimises undesirable consequences while maximising benefits for local people and the environment. Thailand offers several tourist regions, both organic and social, and so has an excellent chance to promote economic destination. Ecotourism and minimal tourism have grown in fame in several Thai provinces, including Chiang Mai, Mae Hong Son, Sukhothai, Trat, and Nan [10].

Thailand has conducted several low-carbon tourist studies. Sangpikul [11] investigated how ecological tour operators provide to long-term tourist advantages at tourism places and in local society. According to the findings of the interviews and observations, ecological travel companies played an essential role in contributing economic advantages to tourism regions. Furthermore, they encouraged social advantages via activities and learning amongst locals and tourists, as well as minimized tourism stability. Thongdejsri et al. [12] highlighted the plans acquired from the pilot program for enhancing tourism in Sukhothai City, which they analyzed for future use in other selected regions. The findings found that local restaurateurs and residents offered comparable comments on the project's effectiveness, with an emphasis on stakeholder involvement as a significant success element.

Furthermore, the participants believed the minimal tourism brought socioeconomic and cultural advantages to communities. Furthermore, the plans learned and the tourist expansion procedure might be replicated in other designated locations with the collaboration of key stakeholders. This research advocated the development of ecotourism indicators for dimension, assessment, and visualization.

Nan Province is a minor place in northern Thailand. The region has a significant past as well as a distinct philosophy. Nan has been a favourite among travellers for many days, especially during tourism and historical tourism have gained popularity in recent years. In 2018, Nan Municipality was given the ASEAN Clean Tourist City Standard (ACTCS) [13]. The traditional approach aims on cities with higher tourists that have cultural and significant features. The ACTCS indicators are based on hygiene, waste management, sustainability and rigidity awareness, health security, and urban planning. Security and tourism facilities and amenities, and green areas are all priorities. Nan's goal was to establish the province as an ecotourism destination while also encouraging environmentally friendly resource utilization and protection. Nan's tourism earnings were predicted to be 1,882.03 million baht in 2015, up 19% from 2013 [14-15]. In recent years, the amount of tourists in Nan has increased quickly, as have the harmful effects on the natural environment. Furthermore, Nan faces the possibility of failing to fulfill the ecotourism objective owing to a mix of reasons.

1.1 Nan province

Thailand's northern province is called Nan. Cheng Yi, Phrae, and Phayao are the neighbouring provinces, going clockwise from the south. It shares a border with Laos' Sai Song Ben Province in the northeast. Considering how isolated it is and how infrequently it interacts with other kingdoms, Nan Governorate has always preserved its independence. The first dynasty was founded near Mueang Pua (also known as Varanagara) in the late 13th century. The Phukha dynasty, which has ties to the founder of Vientiane, Fa-ang, is the current ruling family. He started to connect with the Sukhothai dynasty, nevertheless, as going south was simpler than going east or west. He relocated the nation's capital to what is now the city of Nan in the fourteenth century. The Sukhothai Dynasty was rapidly fading by the 15th century, and the Difficulty was an ally of the Lanna Kingdom. Although the Vietnamese weren't posing a danger, King Kaen Thao of Phayao sought Tilokaraj, king of Lanna, for assistance in 1443 as he planned to invade the neighbouring kingdom's territory.



Fig.1. Nan Province



Fig.2. Nan province's walking street

2. Methodology and Results

Simulation Building is a technique used to investigate various conceivable futures in a methodical and creative manner. This method was first utilized as a corporate strategy by Royal Dutch/Shell in the 1970s. Scenarios will offer probable possibilities that may occur under certain assumptions. Scenarios construct futures in which we may evaluate different policies and tactics by concentrating on important drivers and uncertainties. This technique has become extensively employed as a strategic tool not just for the growth of

organizations, but also in other sectors of future development, such as tourism. Page et al. [16] explored scenario planning as an approach to understanding the prospects of travel in Scotland in 2025. During the period when Lanna was under Burmese rule, the people of Dijang rebelled several times and tried unsuccessfully to gain independence. In 1714, it was officially incorporated into the territory of Burma. Until 1783, when Burma was defeated by Siam, it was difficult to choose to surrender to Siam. But after the estuary incident in 1893, Siam was forced to hand over most of the eastern disaster to French Indochina. However, it was difficult to maintain a certain degree of independence from the Siam Dynasty, and it was not until 1931 that it was fully incorporated into the territory of the Kingdom of Thailand and became a government.

During this process, it found that the tourism, commerce, art culture, history and other aspects of the entire Nan province are inextricably linked with the Phumin Temple. First of all, the particularity of the murals in Phumin Temple has driven the local tourism, aviation, catering, handicrafts, manufacturing and other aspects. The creation of local culture, art and art has also been greatly influenced. Many artists have used the murals of Phumin Temple as their creative inspiration, thus creating many excellent works. It is also closely related between various industries.

2.1 Classification of focal problems

The primary problem indicates the upcoming question that an enterprise is facing. This research aimed on developing Nan Province into the top positions and cultural tourist places in ASEAN.

2.2 Rank Significance and Vagueness

The identified factors were rated according to their uncertainty and significance effect with respect to the primary problem. Moreover the significant and unpredictable drivers establish significant and meaningful upcoming situations to be part of the destination set, this stage dictates the result of the final scenarios. The essential and unpredictable driving services, namely new group indigenous and tourism development, were chosen to develop situation logic in the next stage.

2.3 Identifying Scenario

The interplay of the most essential and uncertain drivers is used to create the scenario logic. Figure 4 depicts the evaluation architecture of scenario logic for two of the most essential and unpredictable driving variables, namely, new generation homegrown and tourism growth. Two qualities are chosen for each driving force, reflecting two polar orientations in which the forces at work might move in the future. The examination of tourism driver growth focuses on one end of intensification and the different end of business. The spike suggested a huge increase in the tourist sector, but the

business rate signified the expansion of tourism in the province. One end of the spectrum is proactive, while the other is reactive for the next generation of homegrown drivers. The proactive indicated people have a significant impact on city growth, but the reactive reflected that new-age people relocate to various big cities where they earn more money and old local people control city enhancement. Each state is created by investigating the implications of various paths on the central problem within the constraints established by the interplay of main driving factors.

The scene of local traditional meals symbolizes business as normal. There does not exist a trigger phase that distinguishes the journey from the previous stage. The individuality of renowned tourism destinations is still in the hands of senior native people. Tourism is increasing at a regular rate. Due to a lack of purchasing power, a new city development project is now on hold. The younger generation relocates to other large cities where they may make more money. There are limits to low carbon in some industries, such as tourism and lodging, but there are also significant gaps in public transit, waste organization, and environmental issues related to air quality from burning biowaste. Locally produced, nutritious fusion cuisine paints a vision of low-carbon growth in cities, led by a proactive new generation of indigenous individuals. Low-carbon activities are kept with traditional culture. Numerous innovative business models, particularly on small and medium sizes, are being implemented, such as sharing bikes, green homestays, rooftop solar self-generation, locally produced goods with a carbon footprint, etc. However, because of the gradual expansion of purchasing power and tourism, consumer appeal is still at a low level.

Many new business models are being launched, particularly on a smaller or larger scale, including bike sharing, greenhouse stays, rooftop solar self-generation, locally produced goods with a carbon impact, and others. Due to the modest increase in purchasing power and tourism, the market's attractiveness is still low. Fast food is a metaphor for an overabundance of tourists and foreign investment, with little regard for the environment and carbon emissions. Traditional culture can handle to thrive for statistical reasons with minimal deployment from various populations. Environmental issues are becoming worse, particularly due to heavy traffic and abundant municipal trash. Locally produced, healthful food is the ideal situation for a city that wants to become a low-carbon tourism destination. Important market factors and low-carbon actions are brought up jointly. Economically viable innovations include in green products, renewable sources, various transportation, electric vehicles, and waste-to-resources. A wide variety of financially viable activities has the potential to transform Nan into one of Thailand's top tourist destinations.

By leveraging the tourist industry as their primary source of income to control economic expansion, safeguard the environment, and conserve

natural resources, the places of Nan want to uphold their historical and identification of tradition. Both towns place a strong emphasis on tourism or environmentally friendly development to promote sustainable tourism. Nan introduced to the idea of a sustainable city, which blends GHG emission alternatives with managing resources and the demands of the local population to reach net-zero emissions.

3. Result and Discussion

The duration of the study was pushed back from 2017 to 2030 since it was necessary to provide a prediction of greenhouse gas emissions from MSW. The quantity of MSW produced and greenhouse gases released from Nan and LPB cities were estimated by employing the CAGR as a driver under the BAU scenario. Both the population and the number of tourists were predicted to grow linearly in both cities. The most recent and comprehensive data available in 2017 was utilized to analyse the greenhouse gas (GHG) outputs of Nan and LPB. A CAGR of 9.77 percent from 2004 to 2018 was chosen for LPB as the driver for the forecast of future MSW generation and GHG emissions. Assuming a CAGR of 4.69%, the production of MSW and GHG emissions in Nan were forecasted over the period of 2017–2030. Figure 5 shows the anticipated emissions of greenhouse gases from MSW in Nan and LPB from 2017 to 2030. In LPB, the total annual MSW production and greenhouse gas (GHG) releases in 2017 were 28,040 tonnes and 13,890 tCO₂e, respectively. According to the BAU scenario, the GHG emissions from MSW in 2030 would be almost three times (54,257 tCO₂e/year) more than the emissions in 2017. In 2017, Nan's municipal MSW generation and GHG emissions were anticipated to be 22,826 tonnes and 11,117 tCO₂e, respectively. According to the BAU scenario, MSW emissions in 2030 would produce GHG at a rate that is around 2 times (31,128 tCO₂e/year) higher than those in 2017. Up to 2030, MSW emissions in Nan and LPB rose steadily along with population growth and economic expansion. The findings have sparked worries about MSW's contribution to climate change. Figure 3 illustrates the greenhouse emission of Nan province as the global tourism methodology. Table 1 illustrates the different scenarios based on various place points like Y1, Y2 and Y3.

Table.1. Global wastage in nan province based on different scenarios.

<i>Scenario</i>	<i>Y1</i>	<i>Y2</i>	<i>Y3</i>
<i>S1</i>	<i>39.830</i>	<i>60.170</i>	<i>0.0</i>
<i>S2</i>	<i>34.130</i>	<i>0.0</i>	<i>65.870</i>
<i>S3</i>	<i>40.79</i>	<i>36.40</i>	<i>23.10</i>

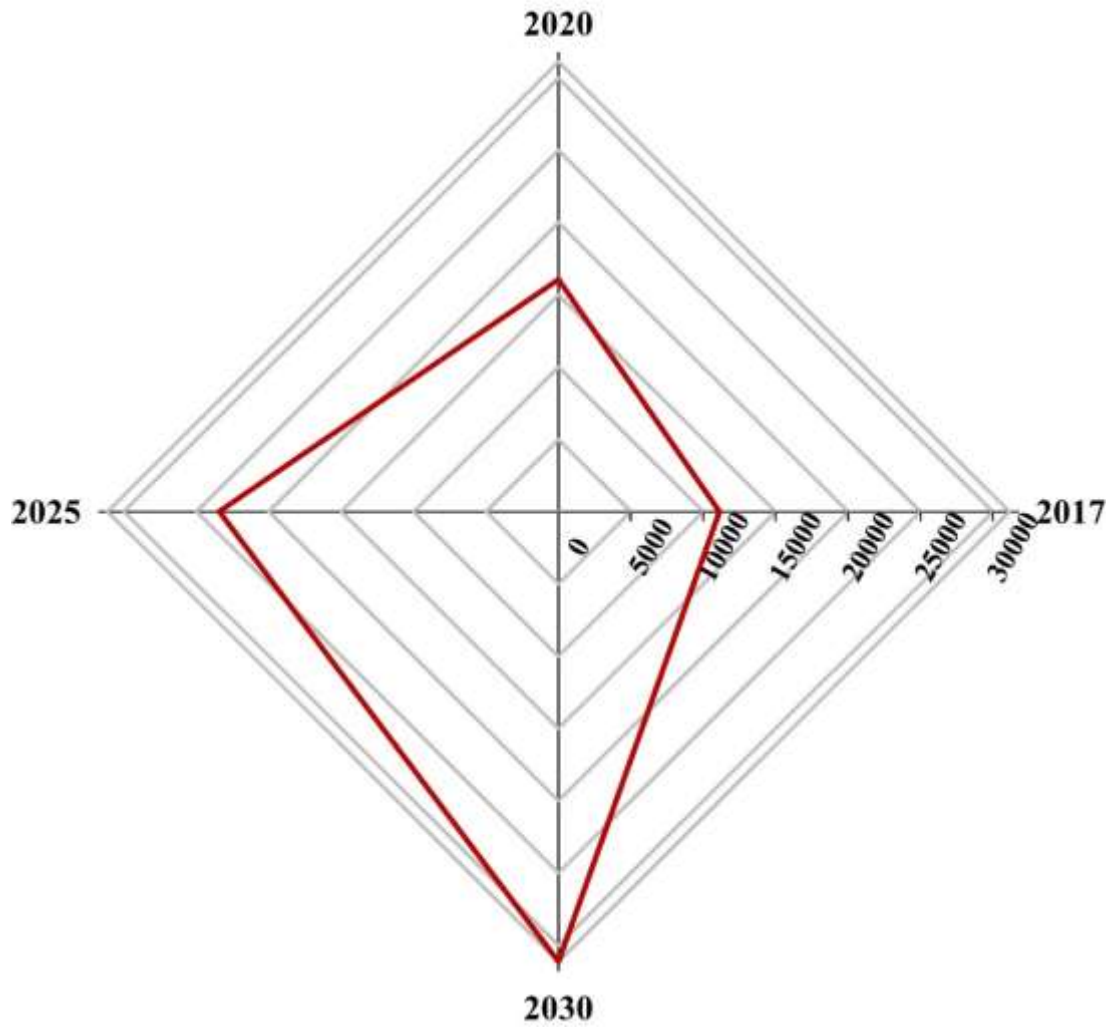


Fig.3. Projection of Greenhouse gas emission in Nam province

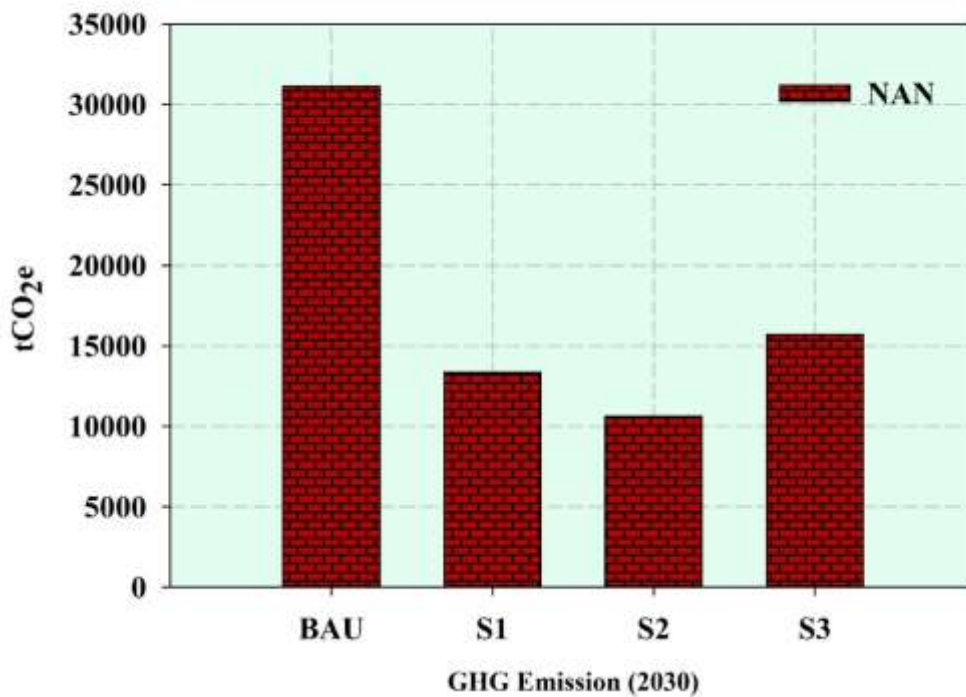


Fig.4. On-site waste sharing ratio of Nan province

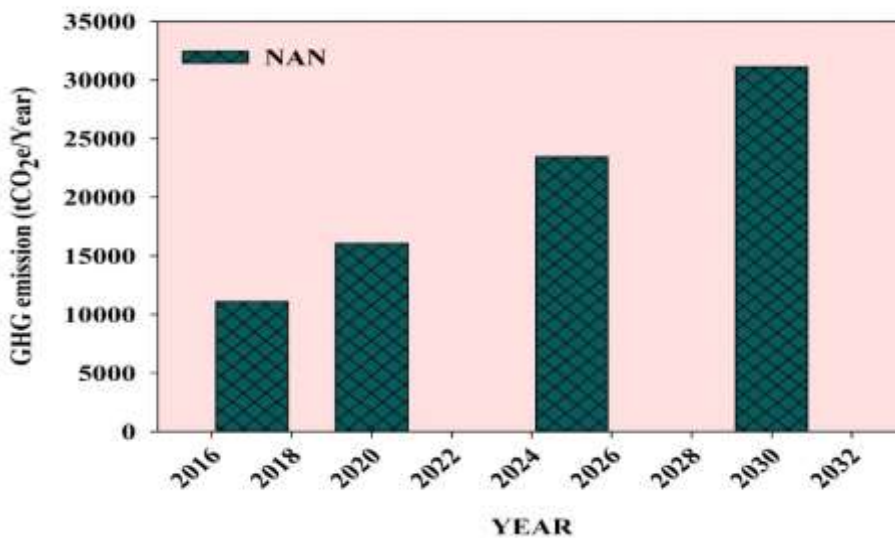


Fig.5. Global tourism till 2032 for Nan province

Figure 4 demonstrates the ratio of on the place trash identifying to sorting of off-site waste in the development of scenario that resulted in Nan's 2030 net zero emissions. In this situation, it is presumable that MSW is sorted at the locations where garbage is produced. Plastic, garbage, steel, and glass that have been gathered individually are not to be combined with other materials or garbage, such as food scraps. Without off-site identification, the secondary segmentation of volumes from on-site filtering could be thrown of in various places. In the solid waste industry, the onsite sorting of waste

percentages for Nan and LPB that attained net-zero transmission were analysed. Figure 5 illustrates the Global tourism till 2032 for Nan province.

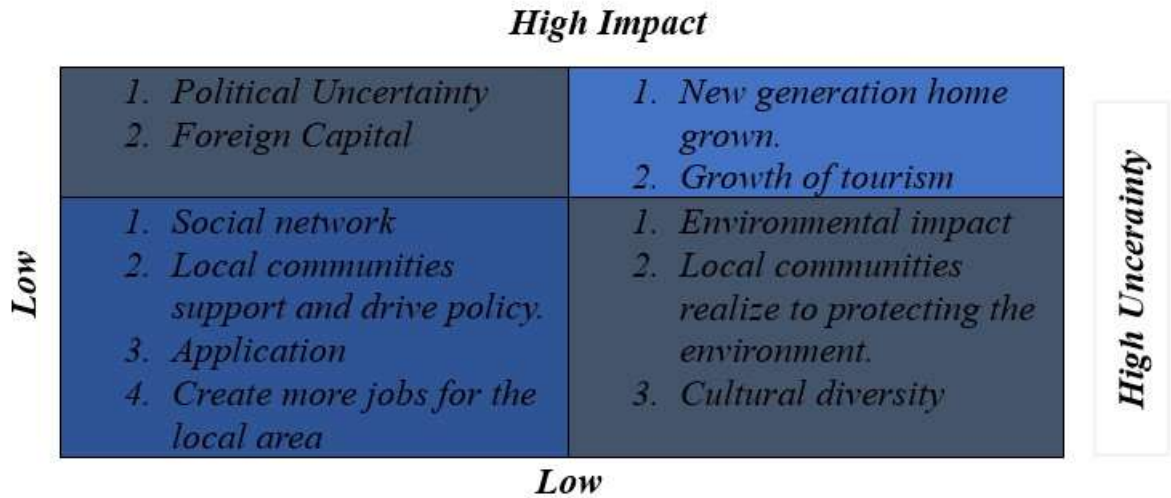


Fig.6. Uncertainty and impact of driving services position

Figure 6 depicts the outcomes of the rating of all driving forces' significance and ambiguity. The two most significant and unreliable factors, namely the growth of tourism and the indigenous new generation. Homegrown new generation and tourism growth. Two characteristics are chosen to indicate the two polar orientations in which each driving force may move in the future for each driving force. The analysis for the expansion of the tourism industry concentrated on the escalation and business as usual ends of the spectrum.

Conclusion

Most tourists who have been to Thai temples and have viewed Thai murals with untrained eyes may not immediately recognise a three-story structure on walls. It could be since Thai mural paintings are difficult to focus on since they are crammed with vivid characters that look identical in detail and personality. Local stakeholders concur that low carbon may enhance Nan tourism and be viewed as playing a critical part in the city's long-term sustainability. Additionally, it has been shown that active young people from the local community may have a significant impact on how a city develops in the future. As civic leaders, decision-makers, entrepreneurs, investors, skilled workers, reputable tourists, and other roles, they may contribute to low-carbon activities. The biggest threat to the development of minimal places is maximum tourism and investment from foreign people with little regard for the environment. It can harm the tourism industry and local people's lifestyles, in addition to having detrimental impacts on the environment and pollution.

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