



2020 TOP 100 GOOD PRACTICE STORY

Title of the Story: Sticky rice Almsgiving: The Restoration of Authentic Story of Chiang Khan

Destination Name: *(include any state, province or region)*

Chiang Khan, Loei

Country: Thailand

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Position: Managing Director Office of Designated Area 5

Nomination Category: *(Please check the boxes that indicate the focus of your story)*

- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Islands & Seaside
- Immediate responses in dealing with the COVID -19
- Post COVID -19 recovery
- One of the 17 SDGs* *(if yes, which one)* Click or tap to choose

*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

For further information on Tourism for SDGs: <http://tourism4sdgs.org/>

Find detailed instructions for submitting good practices [here](#)



DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

"Inequitable tourism will reflect a negative impact on local culture" That's the challenging issue Chiang Khan faced. When tourism started to take place, an unexpected change happened especially on the traditional culture and ritual. Local entrepreneurs responded to diverse cultures and forgot their own ideal identity. Lately, the approach of sticky rice almsgiving ceremony of Chiang Khan is somewhat different from the origin. Local residents only put the sticky rice to the monk's alms bowl and bring the food to the monks at the temple later on. The main issue is people tend to put other food than the sticky rice into the monk's alms bowl. Some food operators also sell the set of almsgivings in the modern form. This can make tourists misunderstanding about the authentic culture of this ceremony. Furthermore, tourists are being exploited by offering culture as a commodity. There are several cases of price fraud (unfair to tourists) and selling inferior food to tourists (affects the health of monks), and it causes a conflict among entrepreneur groups in the community. Thus, keeping it authentic and traditional way of culture is very important, so the community together with government sector decide to restore the traditional way of sticky almsgiving to be back as it should be.

Methods, steps and tools applied

To solve this problem, the concept of "Participation of all sectors" was applied through the activity of "Mind Plotting Activity on GSTC to Chiang Khan Practices 2019", which revealed the cause of the cultural problems that has been lost due to the tourism. The Designated Area of Loei Province together with all related sectors arranged the meeting and discussing through the community participation. As a result, Do's & Don'ts proposal was published and distributed to the public along with distributing the advertising video, auditing the fair distribution of the set of almsgivings by the municipal authorities, monitoring, and evaluating through surveys. Once the community and tourists realizing the value of the culture, they will get more understanding about the traditional ritual of this ceremony and collaborate in the conservation and restoration of the traditional culture.

Key success factors

- 1) Participation of all network partners is a key*
- 2) Feedbacks and opinions from local people are regularly monitored*
- 3) Government sectors including the dedicated sustainability coordinator of the area fully support in the preservation of local culture*



Lessons learned

- *The creation of cultural heritage can create a tourism value that tourists accept and decide to pay for the travel experiences.*
- *By tackling the impact of tourism on local culture both resurrecting and maintaining, it is necessary to create the participation of all sectors including government, private sector, educational institution, local stakeholders, community leaders, enterprises, local interpreters, local scholars, youths, and monks at all stages by the process of planning, implementation and evaluation.*

Results, achievements and recognitions

At the beginning of the activities, there were only 35 people who were interested in participating in this reformation, but as the activity continued through the community participation processes, there were 75 more people interested in participating. It certainly reflected the success of the activity. In addition, this operation was also honored to be a network model to drive the implementation of cultural capital development projects in accordance with the royal wisdom for a strong and sustainable community campaign in Thailand.

Additional references

Video: <https://youtu.be/8d67-RS-UI8>

