Title of the Story: AUTHENTIC NAN

Destination Name: (include any state, province or region)
NAN OLD CITY

Country: Nan province, Thailand
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Nomination Category: (Please check the boxes that indicate the focus of your story)
☐ Localizing the destination supply chain
☐ Decarbonizing the destination supply chain
☒ Culture & Communities
☐ Environment & Climate
☐ Nature & Ecotourism
☐ Tourism Reset & Recovery

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

**Issues Faced**

Nan Old City, a remote mountainous province of 0.5 M population, has been culturally enriched. It has absorbed cultures of Sukhothai, Chaing Mai, Xishungbanna and Luang Prabang and indigenous cultures of 11 ethnics. Nan attracts approx. 1 M Thai tourists annually but is internationally little known. Since the cabinet’s designation of Nan Old Town in 2005, GPP per capita raised to 2,400 USD. 10 museums, 25 galleries and art spaces, learning centers in silverware craft and textiles reflect its cultural assets. Craftsmanship is being transferred formally and informally. Though Nan GPP used to be among the lowest, our strength is inherited mindset. UNDP report 2003 ranked Nan highest scores in participation. With “Na Moo” culture of consulting all stakeholders, communities have maintained boat racing festival for centuries, can mitigate disasters as well as provide more effective and sustainable approach to developmental action plans. UNESCO supported Buddhist Sangha Culture Revival Project in collaboration with Xishuangbanna in 2007, the skill is still being transferred in 4 temples. With 9th years collaboration with Chiang Mai University, old buildings have been preserved partly supported by a public raised fund. Nan is of good quality of life, health and environment. WHO’s “A Safe Community” in 2013 follow by international meeting in 2015 then ASEAN Environmentally Sustainable Community award in 2017 are evidences. Nevertheless, according to globalization, new generation people are interested in modernization and other culture by social media. Most of young people study and work outside Nan province. How to preserve and develop with Nan culture is challenge issue.

**Methods, steps and tools applied**

Nan inherited cultures can be seen in everyday activities not just a specially designed event. These fascinate Thai tourists. They brand Nan as culture rich and slow life city. Nan in Lanna script and murals are widely recognized and are on 1M souvenirs during 10 years. Silverwares are highly praised with a National Artist Laureate. It generates at least 6.25 M USD a year (32B=1USD). Although silverware craftsmanship has been transferred, the high cost of materials limited its new trainees. At least 72 qualified traditional textile groups are registered. Textile cluster generate at least 6.25 M USD a year. Minimalist textile designs have been tried and widely accepted. Nan foster skill transferring through existing channels while looks for more attractive one. Since 2014, a group of youth interested in crafts and folk arts (DNYC) has been initiated. DNYC’s interests are matched with artisans who will to transfer his skills. DNYC have showed its ability to perform folk arts and organized cultural events. As young generation mixes and matches Nan cultures to modern context, awarded baristas came to Nan. 300+ café have emerged. Coffee and cultures are creatively merged and value added. Balanced growth vision of healthier, no huger & poverty, equitable and sustainable community has been constructed by all sectors of Nan since 1996. The vision has been backed and fostered by 8th-12th National Economic and Social Development Plan: NESDP, 20 Years National Strategy 2018-2037 (focused to Competitiveness, Human Capital Development and Strengthening, Social Cohesion and Just Society) lead to master plans, action plans at provincial to sub-district level. Public sector’s action plans have been developed in align with the mentioned strategies with relevant indicators. Nan 2 local governments; Nan City Municipality (NCM) has wrapped these to a policy of live better & longer lives
for 12 years. Nan Provincial Administrative Organization (NANPAO) has simplified to Nan Oneness Policy based on believes that education and opportunity can leverage families from poverty, hunger and inequity. Young generation who earn their incomes in Nan can effectively balance our aging society. Although, our inherited crafts and folk arts have been successively transferred for centuries. We take the opportunity seriously to foster our native afford to be more constructive, more systematic, more synergistic and more sustainable than what we have achieved solely by our own.

**Key success factors**

We take opportunity to engage passionate actors, artisans, skilled monks and young generation to lead our sustainable future that will inspire more public sector esp. subordinates of central government to modify action plans to be more aligned toward SDG. Nan is also transferring invaluable crafts and folk arts to our young generation which young gen worldwide may interested will be exemplified to the network thus best practice will be shared. "Build upon inherited wisdom in creating a sustainable development" is to promote youth participation in inheriting local cultural heritage toward sustainability “Nan Youth: Inherit, Conserve, Develop, and Build upon Creatively.” It aims to develop the youth’s abilities by supporting them to develop their potential to conduct activities that benefit the community. With regard to the youth’s different ability levels, the project encourages the youth to fully display their potential with an understanding of their love. E.g. Mr.Korakot Jaipang a young man 20 years old, who inherits the wisdom of conservation of woven fabrics and weaving from ancestors has received the outstanding Youth National Award 2020, OTOP Artist Award 2020 and PATA Gold Award for Youth Empowerment Initiative extending the product from woven fabrics to be a social business enterprise (SE) under the Nan Ner Jaow brand that has a wide variety of products and is sold as OTOP products at the provincial level. He has supporting and promoting career development to elevate income of Women’s Groups in the Nan Old City to build image and raise awareness of Tourism Products of the “Nan-Ner-Jaow” brand and has receiving the PATA Gold Award in Woman empowerment category. The product development project under the “Nan-Ner -Jaow” brand has been driven forward to build on the local wisdom, reflect the identity, improve the quality of life, and sustainably generate income for the community and keep the Cultural Heritage, Living Culture, Authenticity and A Unique “Sense of Place”
Lessons learned
Since crafts and folk arts are closely bounded with community’s way of life, from heart of Nan Old City to ancient salt mines and mountain resorts. Therefore ‘crafts and folks arts’ is a collective term. Nan has continued our civil society in partnership with public sector. Community who proud of their heritage can step-in and be systemically supported by public-civil partnership eg. a Mien aged female can sell her beautifully embroiled traditional pant online for 320 USD., encourage by a lifelong learning centre at district level. Monks who have transferred Sangha crafts to young monks and novices are now expand their transferring skill to youths. Kong temple and community turn to a social enterprise. Special welfares boarding schools established silverware skills and textiles craftsmanship transferring projects to their disadvantage students. But after COVID outbreak, most activities have been modified to minimalist concept to lower cost but with clear identity, aiming at young gen. NANN OLD CITY is a place of senses of AUTHENTIC NAN, Nan’s People, Nan’s Product and Nan’s wisdom is an Intellectual capital concept to develop NAN on the basis of craft, art, culture, and traditions and focuses on distributing income among the people in the community. It aims to build community strength and teach its members the value of tourism to improve their living standards and, consequently, be happy living a self-sufficient life. It can be said that this operation truly reflects the concept of Nan.

Results, achievements and recognitions
Nan GPP per capita was ranked 60th in 2017. Fortunately since Nan uniqueness has been propagated, Thai tourists are steady increasing each year from 0.18M (2009) to 0.94M (2018). Incomes from tourism is increased from 17.5 M USD to 83.3 M USD (328=1USD) or 4.8 times. Annual growth is 4 %. However, daily expenditure of each tourist has increased disproportionately of 50% during 12 years. Silverwares and jewelry clusters with international standard generate 6.25M USD a year. More than 500 textile shops & vendors are in Nan, some vendors are urging the development of Nan’s handwoven products under Nan-Ner-Jaow brand, it has created and added value to the products and services on the basis of the cultural capital and unique local wisdom, as well as developed environmental factors that boost creativity to further develop tourism products and services. It has also created jobs for the women’s groups, provided women opportunities to take leadership in management roles in coordinating, promoting and supporting the community’s groups. This operation adheres to the Section B of GSTC – D or the Global Sustainable Tourism Council Criteria for Destinations, which is to maximize benefits for the host community and minimize negative social and economic impacts by providing local career opportunities (B2); it focuses on supporting laws on equal employment opportunities and training in tourism and providing career opportunities for local people, especially women, elders, and disabled people. With the success in developing and promoting the marketing of the women’s weaving groups under the Nan-Ner-Jaow brand, it generated a total income of 168,188USD or an average of 2,803USD per household per year and the people in the area had an 80.60 percent of well-being. The average Gini coefficient for the Nan-Ner-Jaow community is 0.233 which is lower than the median of 0.500, showing that the Nan-Ner-Jaow weaving group has a very good level of income; this shows that the Nan’s handwoven products under the Nan-Ner-Jaow brand, which built on the life assets, cultural capital, and tourism capital, has not only created jobs and directly brought in revenue for the local women and elders, but also indirectly drove forward the art and culture conservation tourism of the “Living Old City” toward a long-term sustainable development goals (SDGs). Nan architect & crafts have been integrated to hotels, shops and café’s. 200+ small/boutique hotels,
home and farm stays have been opened in recent years. 300+ Cafés continuously grow. Walking street of local foods and crafts have been organized. These opportunities benefit all sectors as well as the low income, students and elders. Young entrepreneurs continuously come back to Nan. Young organizers of cultural events also emerge.

Additional references

NAN OLD CITY is a place of senses of AUTHENTIC NAN

1. Nan records rowers and exercises from paintings and music .1
https://www.youtube.com/watch?v=BD2ClIMv8GY

2. NAN : Let’s Go .2
https://fb.watch/57IC9Fz4T9

3. Jaow brand-Ner-NAN .3
https://www.youtube.com/watch?v=HezO6n3mn9Y
https://www.youtube.com/watch?v=AkJIAqmdKyU&t=17s
https://www.youtube.com/watch?v=gJYk0kSeyY