

Lanna Modernization in Extension Route: Enhancing Creative Tourism Initiatives along the Lampang-Phrae-Uttaradit-Phitsanulok Railway Route in Northern Thailand

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Abstract

This research aimed to expand and enhance the creative tourism route along the State Railways of Thailand's northern railway line, specifically extending the previous Chiang Mai-Lampang route to include Phrae, Uttaradit, and Phitsanulok provinces. Through this route expansion, the study focused on improving route configurations and introducing novel products and services aligned with creative tourism objectives. Through a mixed-method approach, the study integrated multiple data collection strategies from a total of 274 individuals: in-depth interviews with 35 key informants, focus group discussions involving 65 participants by purposive selection, meanwhile, the quantitative component, 174 respondents were selected from a finite population of 320 tourists through non-probability quota sampling, with the sample size determined using Krejcie and Morgan's table. These respondents were all tourists who had purchased commercial railroad travel experiences in 2023. These qualitative and quantitative methodologies, alongside participatory action research principles and field studies, provided comprehensive insights into the development of creative tourism initiatives. Rigorous validation processes ensured the 0.84 reliability test of research instruments. The analysis revealed an extension of the route from a previous study on the Chiang Mai to Lampang railway journey in Northern Thailand, encompassing Lampang, Phrae, Uttaradit, and Phitsanulok Provinces, highlights the historical essence of rail travel and introduces creative tourism activities, fostering a deep connection with the region's culture. Continuous feedback gathering ensured an audience-centric experience, inspiring curiosity and engagement among travelers. Novel products and services were developed, reflecting the distinct identities of the provinces and reimagining them to align with the region's cultural landscape. This immersive journey celebrates the area's rich heritage and diversity. The study's findings can inform future endeavors in creative tourism development, enhancing travel experiences along the Chiang Mai to Phitsanulok railway journey.

Keywords: Railroad tourism, Creative tourism, Route pattern and service initiatives, State railways of Thailand

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Introduction

The State Railway of Thailand (SRT), established in 1890 during the reign of King Rama V as the Royal Railway Department and restructured to its current form in 1951, is a state enterprise under the Ministry of Transport tasked with managing Thailand's railway operations to foster societal well-being and economic growth. With over 130 years of service, SRT has played a pivotal role in Thailand's transportation infrastructure. Despite its longstanding mission to create stability and contribute to the Thai economy and society, it faces persistent challenges, leading to continual financial losses. These challenges stem primarily from inefficiencies in management, infrastructure, finance, investment, property management, and organizational structure, among others, resulting in an imbalance between income and expenditure.

To address these issues, the State Railway of Thailand has implemented various policies and strategies to increase revenue streams. One such strategy involves enhancing the efficiency of the rail transport system and developing railroad travel to support local economies and promote domestic tourism. This initiative aims to bolster the organization's income while simultaneously contributing to the sustainable development of grassroots economies. Through these efforts, the State Railway of Thailand aims to play a vital role in promoting domestic tourism and fostering economic growth at the local level.

Train travel offers a leisurely option for travelers who prioritize experiencing the journey itself. Passengers have the opportunity to appreciate the scenic beauty and natural landscapes visible through the train windows throughout the year (Kalaya et al., 2022). This mode of transportation not only provides unique tourism experiences, but also boasts affordable travel costs and lower carbon emission compared to other forms of travel. Moreover, it facilitates the development of activities aimed at encouraging tourist spending. With the flexibility to accommodate overnight stays, trains serve as a catalyst for expanding tourism activities and strengthening connections with communities along the railway routes. This immersive travel experience lends itself well to the concept of creative tourism, allowing for the presentation and delivery of value beyond the journey itself (Richards, 2020).

Creative tourism and experience tourism, while related, offer distinct approaches to travel engagement. Experience tourism focuses on passive participation where tourists primarily observe or experience pre-arranged activities and attractions (Pine & Gilmore, 2019). In contrast, creative tourism, as defined by UNESCO's Creative Cities

Network, emphasizes active participation and authentic engagement where tourists develop their creative potential through interactive experiences with local culture and communities (Richards & Raymond, 2020). This research specifically embraces creative tourism's participatory approach, allowing travelers to become co-creators of their experiences through hands-on involvement with local traditions, arts, and heritage along the railway route (Richards, 2020). The integration of both approaches enhances the overall tourism value proposition while maintaining the authenticity of local cultural experiences (Tan et al., 2013).

Enhancing creative tourism through railroad travel involves the creation of a curated tourism experience. This comprises activities both on board the train and at various stops along the route, as well as service products designed to evoke emotional connections and resonate with tourists' cultural sensibilities. The research focus spanned four provinces in Thailand: Lampang, Phrae, Uttaradit, and Phitsanulok; from the previous research phase titled "Lanna Modernization Railroad Travel," which initially concentrated on the Chiang Mai – Lamphun - Lampang Province route. Researchers endeavored to extend and link the route to include Lampang – Phrae - Uttaradit – Phitsanulok Provinces. The aim was to incorporate stops and overnight stays at secondary tourism cities in order to broaden tourism-related spending, thereby bolstering local businesses and leveraging entrepreneurial capabilities.

The research team drew upon the historical significance of train travel during the reign of King Rama V to inform the design of creative travel experiences by train. Central to this approach was capturing the essence of train travel from bygone eras, leveraging historical narratives, cultural landscapes, traditional dwellings, and community life along the railway lines. Furthermore, the application of nostalgic tourism principles aimed to imbue the journey with deeper meaning and resonance, encouraging travelers to reflect on the past while embracing the present moment.

The outcome of the research has yielded creative tourism routes and activities along the Northern Railway mainly focused on Lampang, Phrae, Uttaradit, and Phitsanulok Provinces. These innovative products and services, complementing the creative tourism experience, have undergone enhancement and received recognition and certification from various sectors. Consequently, they have stimulated spendings in provinces that serve as secondary tourist destinations. This redistribution of income to local areas has contributed to the acceleration of the country's competitiveness through creative tourism, further bolstering the development of the grassroots economic system.

Objectives

1. To develop and propose new route configurations and innovative tourism activities, in collaboration with the State Railways of Thailand, for the Chiang Mai to Phitsanulok railway journey in Northern Thailand, encompassing Lampang, Phrae, Uttaradit, and Phitsanulok Provinces.
2. Creating novel products and services aligned with creative tourism objectives for the State Railways of Thailand's Chiang Mai to Phitsanulok railway trip in Northern Thailand, covering Lampang, Phrae, Uttaradit, and Phitsanulok Provinces.

Conceptual Framework

The researchers conducted a comprehensive review of pertinent documents and literature, synthesizing concepts and theories relevant to the study. This process included an examination of research documents, books, and research articles. Subsequently, the research framework was established and presented as follows;

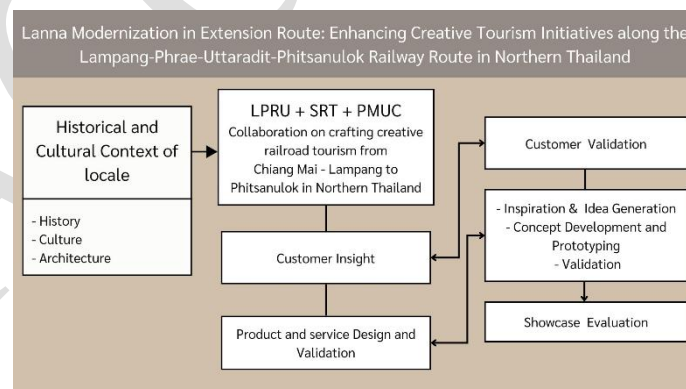


Figure 1 Conceptual Framework

Research Methodology

The researchers utilized a mixed-method research approach, incorporating both qualitative and quantitative methodologies. In the qualitative aspect, participatory action research (PAR) principles guided the study. Quantitative data, on the other hand, was collected through questionnaires. Analysis and synthesis of data involved examining content sourced from documentary research, in-depth interviews, field studies, focus-group discussions, and questionnaires. Subsequently, a descriptive narrative was formulated to consolidate the findings. This methodological approach ensured precision and adherence to research standards. The researchers outlined specific steps and methodologies to facilitate the research process.

1. Population and Samples

The study employed a mixed-method approach with a total sample of 274 individuals. For the qualitative component, 100 participants were selected through purposive sampling: (1) 35 participants for in-depth interviews, comprising tourism experts, business operators, and stakeholders; and (2) 65 participants for focus group discussions, including executives from the State Railways of Thailand, Provincial Offices of Tourism and Sports across six provinces (Lampang, Lamphun, Chiang Mai, Phrae, Uttaradit, and Phitsanulok), directors from Tourism Authority of Thailand offices (Lampang, Chiang Mai, and Phitsanulok), Provincial Police Regions 5 and 6 executives, and members of the Intra-Tourism Industry Council.

For the quantitative component, questionnaires were administered to 174 (Thai and international) respondents, a sample size determined from a finite population of 320 tourists using Krejcie and Morgan's (1970) table. The selection employed non-probability quota sampling to ensure representation across different tourist segments who had purchased commercial railroad travel on SRT and LPRU inaugural collaboration projects in 2023.

2. Research Instrument

The qualitative research instruments, including in-depth interviews, focus-group discussions, and field data collection, were meticulously developed based on a review of pertinent concepts and theories, ensuring alignment with operational definitions. Prior to the objectivity test, these instruments underwent rigorous accuracy checks by three experts in tourism development, ensuring their validation process upheld reliability and validity standards. Concurrently, the development of quantitative research tools followed a systematic approach, commencing with the compilation and scrutiny of secondary data from various sources to delineate research scope and objectives. Subsequently, questionnaires were meticulously crafted and evaluated by three experts to ensure accuracy, appropriateness, and content validity. Following a trial run with 30 individuals outside the study population, data analysis confirmed reliability coefficients exceeding the 0.70 threshold. Subsequent refinements and pretesting with the target group ensured the content accuracy and effectiveness of the tools.

3. Collection of Data

The researchers established a qualitative data collection approach, dividing it into primary and secondary sources. Primary data collection involved gathering data from in-depth interviews and focus group discussions with the four key informant groups until saturation was achieved. Meanwhile, secondary data collection was conducted through a comprehensive literature review of books, research articles, and online resources to enhance understanding of concepts and theories. Various equipment and tools, such as video cameras and audio recorders, were utilized for data recording during the interviews and discussions. In quantitative data collection, researchers gathered data from respondents during commercial railroad travel in 2023 after finishing their trip.

4. Data Analysis

The researchers employed content analysis and enhanced the trustworthiness of the findings through data triangulation, integrating information from multiple sources. This process generated a comprehensive body of knowledge regarding route patterns, activities, and service innovations, encompassing aesthetic, historical, and social values. Quantitative data were analyzed using SPSS for Windows. Descriptive statistics, including frequency, percentage, and mean, were calculated and presented in tabular form to complement the qualitative findings. This approach facilitated clear visualization and improved understanding of the data analysis results.

Results

Improving route configurations and introducing innovative tourism activities along the State Railways of Thailand's Chiang Mai to Phitsanulok railway journey in Northern Thailand, encompassing Lampang, Phrae, Uttaradit, and Phitsanulok Provinces

This step involved delving into the historical context of the locale and examining its emerging architectures which reflect Lampang's socio-cultural perspectives. This foundational concept was essential for crafting narratives and serving as a guiding principle for the research.

Exploring the historical and cultural context of the railroad tourism route across four provinces of Thailand

The historical and cultural context of the railroad tourism route was examined across four provinces traversed by the railway line: Lampang, Phrae, Uttaradit, and Phitsanulok. The economic prosperity and cultural vitality of these provinces are closely linked to their rich Buddhist heritage, as reflected in the extensive construction of temples, religious sites, and cultural artifacts. These developments demonstrate centuries of patronage by ruling elites and sustained societal adherence to Buddhist principles. Beyond its religious significance, Buddhism has also played a formative role in shaping local economic activities, particularly through merit-making practices that influence social and economic behavior (Siri, 2007).

In the era of nation-states in antiquity, the extent of a state was determined by the power and reputation of its ruler. During the zenith of the Lanna kingdom, a former independent state in the northern part of Thailand, under Phraya Kue Na's reign, the state rose to its peak with prosperity abounded. However, internal strife and external conflicts, notably with Ayutthaya and the Burmese, led to Lanna's decline and eventual subjugation as a Burmese colony in 1558. Under Burmese rule, local governance remained somewhat autonomous, allowing trade within Lanna to thrive. However, the Burmese imposed changes in leadership and administrative structures in later periods, leading to unrest and eventual rebellion, resulting in the restoration of local governance (Ongsakul, 2009).

Post-Burmese expulsion, Chiang Mai saw the appointment of new governors, notably Phraya Kawila, whose efforts led to economic revitalization and increased trade with English merchants. Trade in the Lanna region encompassed both intra-regional and long-distance routes, facilitated by bustling market systems and caravan trade

routes. Chiang Mai emerged as a pivotal trading hub, connecting with regions as far as Yunnan, Shan State, Burma, and Luang Prabang (Ongsakul, 2009). On the other hand, waterborne trade along the Ping, Wang, and Nan rivers further reinforced Lanna's economy, particularly in commerce with Bangkok, enriching local lords and nobles through taxation and product monopolization (Choochat, 1982).

The abundance of forest resources in Northern Thailand attracted Western interest in forestry ventures, catalyzing economic changes. British companies, including the British Borneo Company and Bombay Burma Trading Corporation, capitalized on these resources, contributing to regional economic growth (Chongvatana, 1974). However, conflicts over logging and border security prompted the establishment of the Chiang Mai Treaty in 1873 to regulate trade and resolve disputes, underscoring the intersection of economic interests and geopolitical concerns (Ongsakul, 2009).

In the early 1900s, a shift from overland to naval trade routes, coupled with the construction of the Northern Railway, reshaped trade dynamics. The railway, completed in 1921, facilitated efficient transportation between cities, further stimulating economic activities (Ongsakul, 2009). Siam's governance approach towards Lanna transitioned from a royal alliance to territorial administration, influenced by British colonial perspectives. This led to governmental reforms and centralized economic control, aligning with colonial models of governance (Khrouthongkhieo & Chularatana, 2014).

The establishment of the Northern Railway in 1921 marked another significant economic transformation, streamlining trade and fostering modernization in Northern Thailand (Zimmerman, 1931). The construction of the Northern Railway received serious attention from the Siamese government in 1883 when British engineers, Mr. Archibald R. Colquhoun and Mr. Holt S. Hallett, surveyed the route from Chiang Saen to Bangkok (Hallett, 1890). Subsequently, in 1885, they sought permission from the government to commence railway construction, proposing a route through Muang Rahaeng (Tak Province) to facilitate communication between India, China, Burma, and Siam. However, the Siamese government rejected the proposal due to concerns over potential loss of benefits and increased British influence in the region, particularly in forestry concessions.

Fearing further loss of benefits, the Siamese government formulated a policy to construct the Northern Railway using funds from the royal treasury. In 1887, Sir Andrew Clark and the Pan Company, led by Richard McTaggart Lowther, were hired to organize the railway line from Bangkok to Nakhon Chiang Mai and Chiang Saen. This undertaking involved multiple phases, totaling eight stages (Thaidee, 2011). The Northern Railway project was initiated separately from the Bangkok-Nakhon Ratchasima Railway, with a junction at Ban Phachi Junction in Phra Nakhon Si Ayutthaya Province. King Chulalongkorn envisioned the railway extending from Lopburi through Pak Nam Pho, Phitsanulok, Uttaradit, Nakhorn Lampang, all the way to Chiang Mai and Chiang Saen. Construction commenced in December 1897.

Progress on the Northern Railway was impeded when construction reached Doi Khun Tan, a large mountain that separated Lampang and Lamphun provinces. Tunnels had to be excavated through Doi Khun Tan to facilitate train passage. Tunnel drilling commenced in 1907 under the supervision of German engineer Emil Eisenhofer. The Khun Tan tunnel, with a width of 5.20 meters, a height of 5.50 meters, and a length of 1,352.15 meters, was completed in 1915.

The Khun Tan Tunnel was inaugurated on June 28, 1918, after 11 years of excavation. Subsequently, a bridge, named Tha Chomphu Bridge, was constructed to connect the Khun Tan Tunnel to the Chiang Mai terminal station. Overall completion of Bangkok – Chiangmai route was completed in 1920, this marked the culmination of the Northern Railway project, with the Chiang Mai Provincial Railway Station inaugurated on January 1, 1921 (Muenrad, 2002).

Lampang, Phrae, Uttaradit, and Phitsanulok emerging arts and architectures

During the reign of King Chulalongkorn, also known as King Rama V, the Siamese government initiated the construction of the northern railway line, connecting important cities in the region. As a result, the areas surrounding various train stations emerged as key hubs for goods delivery and bustling commercial activity, evolving into the most fashionable commercial districts of the time. These districts comprised store buildings and residential properties for local inhabitants, including Siamese civil servants employed in various capacities within the northern cities (Chutima, 2014). Notably, these structures were erected around the same period.

The integration of Western culture into Siam's ancient trading areas along the railway line can be traced back to the reign of King Mongkut, or King Rama IV, following the Bowring Treaty negotiations with England. This treaty facilitated more flexible trade arrangements, fostering an exchange of Western culture and ideas. Subsequently, during the reigns of King Rama V and Rama VI, Thailand experienced significant modernization, influenced by alliances with Western nations and the king's visits to Europe (Sukhavadhana, 1977). This period witnessed advancements in various sectors, including education, healthcare, and infrastructure, driven by the recruitment of foreign expertise. Western architectural styles, such as the use of reinforced concrete, became prevalent, shaping the design landscape of royal buildings, government structures, and residential homes, reflecting a blend of Western influences and local preferences (Chudhavipata, 2009).

Assawangkul (2012) categorizes Western architectural styles that emerged in Thailand into three distinct categories: 1) *The Hip House*, originating during King Rama IV's reign, represents the initial wave of European-style architecture introduced to Thailand through extensive trade with Western nations and the assimilation of scientific knowledge. This architectural style, reminiscent of European wooden houses, is characterized by its distinctive hip roof, lacking gables and featuring all sides converging like a pyramid. Initially confined to palace constructions, it later extended to the residences of nobles. 2) *The Manila House*, a modification of the hip roof style that emerged around King

Rama V's reign, resembles a two-story wooden house with a raised basement. While maintaining the hip roof characteristic, this style incorporates elements of a gable roof, often featuring a gable in the front and eaves covering three sides. Typically constructed with wood or half-timbered materials, Manila Houses served not only as residences but also as shops within the Chinese commercial community. These structures, colloquially known as "Ruen Rong," typically feature ground-level storefronts with living quarters situated behind, evolving over time into the iconic shophouse architecture seen throughout Thailand. 3) *The Gingerbread House*, reflecting Victorian architectural influences, emphasizes opulent decoration with intricate woodwork and ventilation fins. Emerging concurrently with the popularity of Manila Houses, Gingerbread Houses gained traction in palaces, temples, and subsequently among nobles during King Rama V's reign through King Rama VII's era.



Figure 2 The Hip House "Yok Sai Building, Lampang"



Figure 3 The Manila House "Moung ngwe zin house", Lampang



Figure 4 The Gingerbread House "Kanjanawong House"

The integration of western art into the northern region can be delineated into three distinct periods. Initially, during the era of religious dissemination by missionary groups, these organizations played a pivotal role in modernizing the country by leveraging western culture and civilization as a means to propagate religion. Concurrently, they introduced modern western subjects and established institutions such as schools, printing houses, hospitals, and churches (Wongkhomthong et al., 2006). Subsequently, the lumber trade era saw the influx of Burmese Shan barons engaging in forest concessions, leading to economic prosperity and the emergence of commercial hubs in Lampang, Lamphun, and Chiang Mai provinces. This period witnessed the proliferation of western-style architecture, including commercial buildings, offices, companies, and temples. Lastly, with the advent of railway transportation, the expansion of railway networks spurred urban development, giving rise to new roadways connecting to existing cities. This facilitated the introduction of modern construction equipment and western construction technologies, resulting in the construction of distinctive and remarkable structures. Many of these architectural marvels have endured over time and are still preserved to this day.

Collaboration on crafting creative railroad tourism from Chiang Mai - Lampang to Phitsanulok in Northern Thailand

To streamline the collaboration in organizing train tourism, the research team forged partnerships with network partners and relevant agencies including State Railway of Thailand. This collaboration was formalized through the signing of memorandums of understanding (MOUs), representing the mutual agreement of two or more parties to cooperate and adhere to specified conditions for planned activities. The MOUs outlined the parties' commitment to work together in achieving shared objectives, serving as a testament to their dedication to collaboration. Additionally, the MOUs served as evidence of the signatories' commitment to providing assistance in terms of resources, knowledge, and personnel.

Collaboration on defining railroad tourism target customer (Customer Insight)

Among two sectors within the collaboration framework, researchers and State Railways of Thailand's executives from the Passenger Services Division and Marketing Division were tasked with overseeing the management of national rail tourism, forming an advisory group for the research team. Together, they defined railroad tourism target customers to understand tourist behavior. A total of 174 respondents participated in the survey, which focused on commercial railroad travel operations. The collected data is presented as follows:

Table 1 Railroad tourism target customer

	Items	Frequency	Percentage
Gender	Male	71	40.80
	Female	103	59.20
Age	18 – 25 years old	7	4.00
	26 – 33 years old	4	2.30
	34 – 41 years old	24	13.80
	42 – 49 years old	41	23.60
	50 – 57 years old	32	18.40
	58 – 65 years old	45	25.90
	Over 65 years old	21	12.10

Table 1 Railroad tourism target customer (Cont.)

	Items	Frequency	Percentage
	Marital Status		
	Single	54	31.00
	Married	112	64.40
	Divorced	8	4.60
	Educational Background		
level	Lower than secondary school or Vocational Cert.	5	2.90
level	Lower than diploma or higher vocational Cert.	10	5.7
	Undergraduates	100	57.5
	Post-graduates or higher	59	33.90
	Occupation		
	Freelancers	4	2.30
	Service sectors	40	23.00
	Business	13	7.5
	Officials	71	40.80
	Company employees	26	14.90
	Others	20	11.50
	Travel frequency per year		
	Once a year	41	23.60
	Twice a year	17	9.80
	Over 3 times a year	116	66.70
	Travel duration of each		
	1 – 2 days	25	14.40
	3 – 4 days	69	39.70
	5 – 6 days	43	24.70
	Over 6 days	37	21.30
	Travel information sources		
	Webpage	34	19.50
	Social media	56	32.18
	Friends and relatives	12	6.90
	Mass media	13	7.50
	Tourist information center	4	2.30
	Tourism clubs and associations	32	18.40
	Organization invitation letters	23	13.22

The survey included 174 respondents, predominantly female (59.20%), with the majority aged between 58 and 65 years (25.90%). Most respondents were married (64.40%) and held a Bachelor's degree (57.50%) or higher (33.90%). The primary occupations were civil servants/state enterprise employees (40.80%) and service sector workers (23.00%). Regarding travel behavior, most respondents traveled three times per year (66.70%), with trips lasting 3-4 days (39.70%) or 5-6 days (24.70%) on average. Information about travel arrangements was primarily obtained from websites (19.50%), followed by Facebook pages and tourism associations/chambers of commerce (18.40%)

Based on the information provided and researchers observations during the period of commercial railroad travel operations from 2022 to 2023, the target customers was identified as primarily older adults who traveled with their families, along with travel enthusiasts seeking to escape and immerse themselves in history and culture. To better cater to these demographics, it is essential to enhance route patterns and introduce creative tourism activities. Moreover, service innovation focusing on creative tourism-oriented offerings should be developed to meet the evolving preferences of travelers. The emotional value delivered to target customers can bring cultural immersion, historical knowledge, adventure and exploration, convenient and comfortable travel, and the creation of memorable experiences. Through this journey, customers have the opportunity to intimately engage with the rich cultural heritage of Northern Thailand, dive into its history through immersive narratives, admire its stunning landscapes, and travel comfortably without the hassle of navigation. Ultimately, the aim is to provide a sustainable and memorable travel experience that fosters a deeper connection with the region's heritage and environment.



Figure 5 Target Customers

The project's core value focused on fostering unity among team members and stakeholders, empowering them to act as a guiding force in practical endeavors and business growth as follow; *"To deliver an enriching and genuine travel encounter, enabling patrons to interact responsibly and sustainably with the cultural and historical essence of Northern Thailand."*

The creative tourism train travel on the Northern Railway Extension (Chiang Mai - Lampang to Phitsanulok) has been conceptualized through the following tagline and slogan.

**THE GREAT NORTHERN ADVENTURE:
UNCOVERING THE PAST ON A NORTHERN
THAILAND'S RAILROAD LEGACY**

Figure 6 Project Tagline

RIDE THE RAILS, UNCOVER THE HISTORY

Figure 7 Project Slogan

Improving route configurations and introducing innovative tourism activities along the State Railways of Thailand's Chiang Mai to Phitsanulok railway journey in Northern Thailand, encompassing Lampang, Phrae, Uttaradit, and Phitsanulok Provinces

Collaborating with executives from the Passenger Services Division and Marketing Division, researchers devised a two-day route pattern along the northern railway route that does not disrupt public-service schedules. This initiative aims to promote the allure of "Unseen Thailand" train tourism, capitalizing on the historical essence of rail travel. The chosen routes traverse diverse landscapes, including forests, mountains, rivers, and national parks, offering a unique experience inaccessible by road or foot. Integrating storytelling and effective public relations communication, tourism route management emphasizes the charm of train tourism, which is gaining popularity. The objective is to attract both foreign and Thai tourists, stimulating spending during their travel experiences and thereby enhancing economic value. In commencement of the two-day railroad travel trip, the first day used the route from the previous research phase titled "Lanna Modernization Railroad Travel," which initially concentrated on the Chiang Mai – Lamphun - Lampang Province route. Researchers endeavored to extend and link the route to include Lampang – Phrae - Uttaradit – Phitsanulok Provinces on the second day.

Table 2 Route pattern of a two-day railroad travel trip

ETA	Times Stopped	ETD	Station
Lanna Modernization - First Day			
08.35	4 h. 55 min.	08.10	Chiang Mai Station (Origin Point)
14.03	27 min.	13.30	Lamphun Station
14.44	26 min.	14.30	Km. number 6 9 0 + 3 4 0 Tha Chomphu White Bridge (Lamphun Province)
16.17		15.10	Khun Tan Station (Lampang Province)
			Nakhon Lampang Station (Overnight)
Lanna Modernization (extended route) -Second Day			
		08..30	Nakhon Lampang Station
10.30	1 h. 45 min.	12.15	Baan Pin Station (Phrae Province)
13.25	1 h. 5 min.	14.30	Pang Ton Phueng Station (Uttaradit Province)
16.30			Phitsanulok Station (Destination)

Source: Passenger Services Division and Marketing Division, State Railway of Thailand.



Figure 8 Thailand's train route structure
Source: Develop from Program Management Unit for Competitiveness (PMUC)

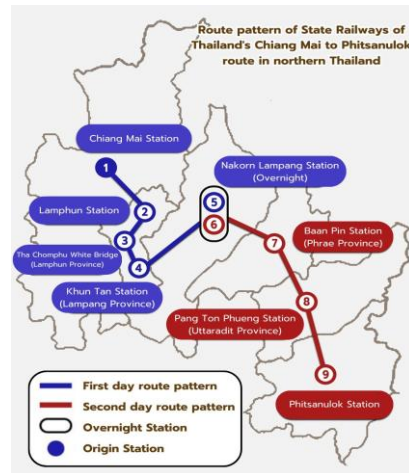


Figure 9 Route patterns of State Railways of Thailand's Chiang Mai to Phitsanulok railroad travel route in Northern Thailand

Introducing creative tourism activities, the objective was to design an immersive and captivating travel experience that fosters a deep connection with the rich history and culture of the region. Through compelling storytelling and informative content, the goal was to provide travelers, including older adults, history enthusiasts, culture seekers, adventurers, and families, with a unique journey that leaves a lasting impression. Utilizing various channels such as social media, on-site travel experiences, and in-car information systems, the aim was to create an atmosphere that is both immersive and engaging, evoking feelings of nostalgia and adventure. The key message revolves around offering travelers a one-of-a-kind experience that allows them to connect with the region's history in a meaningful way. By continuously gathering feedback and making necessary adjustments, the experience remains audience-centric, ensuring it meets the diverse needs and interests of travelers. From providing background knowledge to revealing impactful moments and reflecting on the significance of the railroad, the journey is designed to inspire curiosity, engagement, and reflection among travelers long after the experience ends. The activities include;

(a) *Engage in a Guided Tour*, led by knowledgeable guides, offering insights into the region's history and showcasing unique architecture.



Figure 10 A Guided Tour from Professional Tourist Guides

(b) *Train Journey through Northern Thailand*, savouring the breathtaking scenery along the route from Lampang to Phitsanulok, including picturesque hills, verdant landscapes, and historical villages.



Figure 11 Along the Route from Lampang to Phitsanulok

(c) *Cultural Experiences with live music performances* in the contemporary Lanna style aboard the train, featuring the Quartet Contemporary Lanna Combo and the String Lanna Contemporary Duo, providing both pleasure and a glimpse into local aesthetics.



Figure 12 Live Music Performances

(d) Explore *Phitsanulok's Historic Sites* with extended time for customers to visit temples, museums, and culturally significant landmarks, offering a deeper understanding of the region's rich history.



Figure 13 Trip to Phitsanulok's Historic Sites

(e) Capture *retro-style photos* at Baan Pin, where the railway first arrived in the northern region, offering a nostalgic photo shoot experience for all passengers



Figure 14 Retro-style photo Shots

Creating novel products and services aligned with creative tourism objectives for the State Railways of Thailand's Chiang Mai to Phitsanulok railway trip in Northern Thailand, covering Lampang, Phrae, Uttaradit, and Phitsanulok Provinces: Working in collaboration with executives from the SRT Passenger Services Division and Marketing Division, researchers synthesized and crystallized the distinct identities of the six provinces, serving as the primary inspiration for service innovation in creative railroad tourism across the entire project as follow;

Lampang, with a historical convergence of Thai, Chinese, and European architectural styles reflects its multicultural heritage, shaped by the influx of British lumber concessions, Burmese laborers, and the thriving timber trade along the Wang River. *Phrae*, the region's rich artistic heritage harks back to the Lanna Kingdom, celebrated through elaborate temple architecture and traditional crafts, while *Uttaradit* artistic identity showcases a blend of Lanna, Ayutthaya, and Sukhothai influences, exemplified by intricate teak carvings and temple murals. *Phitsanulok's* artistic essence reflects the grandeur of Sukhothai and Ayutthaya, with treasures like Phra Buddha Chinnarat and fine ceramics highlighting the province's cultural richness. The research team drew inspiration from two key aspects of travel: (a) inspiration during the journey, which informs the design of train-related elements such as decor and photography scenes, highlighting the natural landscapes and station structures along the route; and (b) inspiration from the destination, where the team studied the overall picture and notable details to design subsections specific to each province.



Figure 15 From Inspiration to Mood and Tone Design

Mood and Tone

Incorporating diverse cultural contexts and intriguing elements into design guidelines entails more than just adhering to colonial patterns and earth tone colors. It necessitates a holistic approach that prioritizes balance and coherence. The principle of addition and subtraction serves as a foundational tenet, guiding designers to streamline and refine the overall composition. By selectively reducing extraneous details that may contribute to visual clutter, the focus shifts towards accentuating the essential elements and enhancing the beauty of primary forms. This process involves a meticulous simplification rather than distortion, ensuring that the integrity of the original shapes remains intact. Additionally, ornamental details derived from thorough analysis of distinctive features are strategically integrated to amplify visual interest and significance. Careful color selection further complements this approach, allowing for tone control while preserving the overarching coherence of the project's aesthetic vision.

Regarding the concept of “*Cultural Landscape through Craftsmanship Frame*,” the mood and tone are evoked through the portrayal of striking visuals crafted from a unique perspective. This encompasses elements such as door frames, windows, slats, and intricately carved woodwork. Drawing inspiration from these artisanal details, the presentation aims to encapsulate the essence of cultural landscapes, employing design terms to articulate the interplay between craftsmanship and visual narrative.

Design Style: The Colonial - Thai architectural style emerged during the reign of King Rama V as part of efforts to modernize and align with Western standards. This modernization sought to emulate Western nations, although the overall aesthetic may not appear contemporary by today's standards. Instead, it evokes a sense of nostalgia, harkening back to the era when it was originally conceived.

Design ideas: Revolves around incorporating elements of Colonial style and local art to represent the unique identity of each location. Whether it is blending these influences or focusing on a singular aspect of cultural identity, the design should align with the overarching goal of evoking the ambiance of prosperous train travel during the era of Modernization. Each component serves a distinct purpose within the design framework while ensuring coherence and cohesion to maintain the overall aesthetic direction.

Color Scheme: In the realm of art, mood, and tone, employing an analogous complementary color scheme characterized by earth tones is paramount. This scheme typically includes hues such as yellow, orange, and green, which possess a harmonious relationship and can be adeptly adjusted to complement each other. However, working with green, particularly vibrant shades, presents a unique challenge due to its intensity. It is crucial to exercise caution and refrain from utilizing excessively flashy greens. Instead, a balanced mixture of white, gray, and brown should be incorporated to achieve a natural, subdued green tone. This approach ensures seamless integration with the surroundings, imbuing the design with a sense of organic cohesion and aesthetic allure.

Motifs and Ornamentation: The strategic incorporation of captivating motifs and patterns throughout the project's design elements serves to captivate the audience and delineate distinct characteristics among the representations of each province. Maintaining coherence in these elements ensures a cohesive visual narrative throughout the project.

Redesign products and services for creative railroad tourism: Service Cabin

Each cabin incorporates the same level of detail but is uniquely styled, drawing inspiration from the concept of “*Cultural Landscape through Craftsmanship Frame*,” an artistic motif prevalent across the six provinces. This motif is employed to adorn the train cabins, aiming to transport passengers back to the Modernization era while maintaining contemporary comfort and amenities in accordance with current Thai railway standards. The decor features decorative patterns and colors in an earth tone theme, blending traditional aesthetics with modern conveniences.

Table 3 Design on train passenger cabin

Description	Design
<p><i>Lampang cabin</i>, adorned with an arch intricately carved with the design of a Puranakatha pot, symbolizing abundance and prosperity. The arches are finished in dark brown or oak colors, drawing inspiration from the ancient Moug Ngwe Zin house and Lampang Railway Station, where white walls contrast with brown wood fretwork. However, the overall aesthetic maintains an earth tone color theme, with curtains decorated in brown fabric and a front strip featuring Thai fabric or native cloth. The head of the seat is draped in navy blue fabric adorned with a gold commemorative brooch symbol. Warm lighting fixtures on the ceiling enhance the cozy ambiance of the cabin.</p>	
<p><i>Phrae cabin</i>, using a hue reminiscent of green eggs, inspired by the Khum Chao Luang Muang Phrae building, the color tone is adjusted to complement the brown seats within the cabin. Wooden trim strips, alternating between dark brown and light brown, adorn the interior, creating dimension and depth. Drawing inspiration from the architectural details of Khum Chao Luang and Ban Pin Station, the pattern of the “openwork arch” is derived from the intricate wooden fretwork. These patterns, resembling white stenciled designs within wooden frames divided into triangular compartments, echo the aesthetic of the Ban Pin train station and contemporary structures with similar wooden motifs.</p>	
<p><i>Uttaradit cabin</i>, served as a vital link between the northern and upper central areas, traversed by railway lines weaving through agricultural lands, forests, and rural communities. Its cultural landscape bears influence from both Lanna and central Thai traditions, blending elements from Sukhothai and Ayutthaya. The design theme of the “Uttaradit Cabin” draws inspiration from the yellow cream hues of the Uttaradit Provincial Cultural Hall, harmonized to complement the brown tones of the cabin seats. Dark and light brown wooden stripes adorn the interior, adding depth and texture. The stencil facade, inspired by the architectural motifs of the Uttaradit Provincial Cultural Hall and Don Sak Temple, further enhances the cabin's aesthetic appeal.</p>	
<p><i>Phitsanulok cabin</i>. Phitsanulok, as the crossroads between the northern and central regions, serves as a gateway to both Lanna and Ayutthaya cultures. While predominantly influenced by Ayutthaya traditions, Phitsanulok also incorporates elements of Lanna and Sukhothai artistry into its cultural landscape, reflecting a long history of cultural amalgamation. The design theme of the “Phitsanulok Cabin” draws inspiration from the city's ancient sites, adopting a brick orange hue that complements the cabin's brown seats. Dark and light brown wooden stripes adorn the interior, adding depth and texture. A stencil arch, reminiscent of Thai flower hangings, further enhances the cabin's aesthetic appeal while contributing to its dimensional quality.</p>	



Figure 16 Example of Train’s Cabin Design

Redesigning Train Ticket: The Vintage

Utilizing the concept of Vintage Ticket, reminiscent of travel tickets from bygone eras adorned with relevant illustrations, adds a nostalgic and collectible quality to the activity. Similar to postcards that encapsulate memories of journeys to various destinations, this research project integrates symbols representing each province alongside distinct patterns. The three modes of transportation—train, tram, and horse-drawn carriage—are depicted in earth tones to evoke the intended mood. Incorporating a retro aesthetic in the background of the ticket further enhances its vintage appeal.

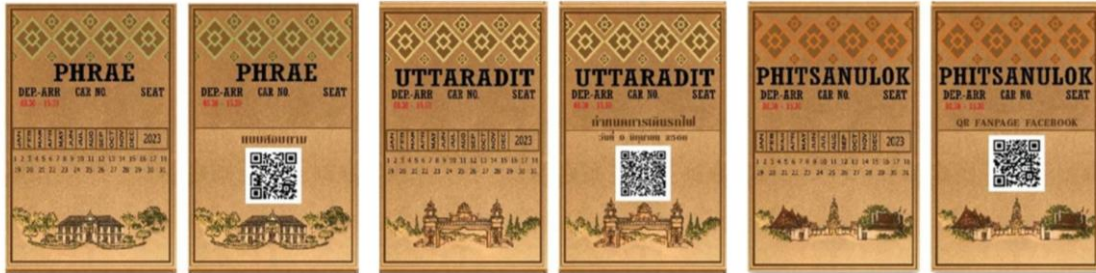


Figure 17 a Retro-train Tickets

Redesigning Food Package: Immersive Railway Dining Experience

The design concept, titled “Railway Expedition Through Terrain,” aims to capture the essence of the diverse landscapes encountered during a train journey, focusing on rice fields, forests, built architectures, and local communities. Earth-tones like cream, white, orange, yellow, dark and light browns, and greens are utilized to harmonize with the natural surroundings. Inspired by the iconic inverted upside-down railway bridge in Uttaradit Province, the style, dubbed “Symbiosis of Forest and Railway Bridge,” blends the landscape's beauty with architectural elements reminiscent of the Northern Railways construction era. Practical implementation includes packaging featuring train imagery on the lid, incorporating cut-out stencils resembling windows for a peek at the contents. Sturdy, large cardboard boxes are employed to accommodate both food and beverage containers, ensuring convenient packaging for travelers.



Figure 18 Food Package

Redesigning products and services for creative railroad tourism: The Culinary

The research team developed three food and snack menu items, including a lunch option for in-car service, along with two snack items, aiming to support restaurant operators or local community enterprises while aligning with the organization's core values. The lunch menu, titled “*When Bavarian Engages Muang Phrae*,” draws inspiration from the unique architectural style of the Ban Pin Railway Station, reminiscent of Bavarian architecture found in western Germany and the Alsace region of France. This concept introduces Bavarian food culture, featuring dishes like Bavarian sausage paired with “Khanom Jeen Nam Yoi Mueang Phrae.” This dish, originating from the Long District, showcases the traditional recipe of Khanom Jeen Nam Yoi, a delicacy unique to the region. The meal comprises fresh noodles served with “Nam Prik Nam Yoi,” a special chili paste made to complement the noodles. By incorporating these local flavors into the menu, the research team aims to promote and preserve the culinary identity of the northern region while ensuring food safety standards are upheld.

For snacks, the first concept, “*Lamphun: Kingdom of Longan*,” celebrates the renowned golden-fleshed dried longan from Lamphun, recognized as a “Geographical Indication” by the Department of Intellectual Property, Ministry of Commerce in 2016. This certification signifies the product's unique ties to the region's geographical elements and local expertise. The concept, termed “Golden Lamphun Texture,” will be embodied in traditional English and Scottish baked goods, such as Scones, historically served at Scottish coronations. The dessert, with varying pronunciations—scones or scones—will be complemented by Phitsanulok's Ok Rong Thong mango jam and mixed berries.

The second concept, “*Baan Pin: The Bavarian's Haft-timber Civilization*,” draws inspiration from the Haft-timber architectural style reminiscent of the French Alsace and Germany Bavaria regions. This architectural heritage, akin to a “geographical indication,” harks back to the shared history of these regions. The concept introduces the local dessert Kouglof (French) or Gugelhupf (German), a traditional cake baked in a round mold with a central hole. The dessert's etymology traces back to Old German, signifying “hat” or cloth, possibly alluding to its historical use. This dessert, which requires yeast for baking, has roots dating back to ancient Roman times, with evidence of round desserts

resurfacing around the 15th century. Notably, the dessert has a significant historical connection to Alsace, where it was traditionally baked to welcome the Three Magi (Gauthier et al., n.d.).

Table 4: The Culinary

Food and Snacks Menu	Picture
<p>◆ “When Bavarian engaged Muang Phrae” ◆</p> <p style="text-align: center;">Appetizer</p> <p>MiangKham: Phisanulok - Style Wrapped Snacks</p> <p style="text-align: center;">Salad</p> <p>Stir-fried Mon’s Noodle with Nam Yoi Dip served with Cucumber and Carrot Sticks</p> <p style="text-align: center;">Main Course</p> <p>Bavarian’s Sausage Served with Homemade Sourcroust and Mashed Potatoes</p> <p style="text-align: center;">Dessert</p> <p>The Madeleine</p> <p style="text-align: center;">Tea / Coffee</p> <p>Rose Tea: Cold / Hot</p>	
<p>◆ “ Lamphun: Kingdom of Longan” ◆</p> <p style="text-align: center;">Dessert</p> <p>Longan Scones served with Longan - Mango Jam</p> <p style="text-align: center;">Drink</p> <p>Hot / Cold Rose Blend Tea</p>	
<p>◆ “ Baan Pin: The Bavarian’s Haft-timber Civilization” ◆</p> <p style="text-align: center;">Dessert</p> <p>Kouglof filled with dried banana and glazed lemon wedge with Icing</p> <p style="text-align: center;">Drink</p> <p>Hot / Cold Chamomile Blend Tea</p>	

Harmonizing Tradition and Modernity: 'Purachakra', theme song for Creative Tourism on the Northern Railway

The song composition titled “Purachakra: Contemporary Creation to Set the Atmosphere in the Dimension of Creative Tourism on the Northern Railway” embodies the fusion of northern musical heritage with contemporary music development to evoke the experience of train travel and convey historical narratives through detailed musical analysis. Synthesizing traditional elements with modern twists, the composition infuses Lanna Thai elements into contemporary music, serving as a catalyst for creative songwriting endeavors. The compositional process commenced with the conceptualization of the song's title, “Purachakra,” signifying “a city that moves cyclically through time,” which laid the groundwork for the thematic exploration. Structurally, the composition adheres to an ABA cycle, mirroring the cyclic nature of the city, and employs jazz theory chord structures to enrich the sonic palette. The integration of Common Tones principle in music theory ensures coherence with the evolving urban landscape. The musical ensemble comprises an octet, featuring piano, electric bass guitar, and drum set, forming the rhythm section. Additionally, cultural integration is achieved through the inclusion of local Lanna and Thai musical instruments, reflecting the region's distinct identity. An in-depth study of sound range structure informs the compositional process, facilitating harmonic cohesion in the song's sound.



Figure 19 Theme Song 'Purachakra' Production

Discussion

The Cultural Heritage-based Route extends through four provinces—Lampang, Phrae, Uttaradit, and Phitsanulok Thailand which was built upon the previous study of creative train tourism in the northern region. This expansion, from the original three provinces of Chiang Mai, Lamphun, and Lampang under the name Lanna Modernization. Incorporation with a blending of Lanna, Sukhothai, and Ayutthaya civilizations, it aims to foster a deep appreciation for the cultural diversity and architectural heritage of Northern Thailand, thereby stimulating tourism and societal development. Findings from nine stakeholder groups demonstrated positive returns, with an investment of 1 Thai baht yielding an economic and social return of 1.91 Thai baht. This aligns with Rauscher's notion of generating social benefits through business activities (Rauscher, 2012). Evaluating the monetized value against operational costs underscores the social impact generated per 1 Thai baht invested, indicating promising prospects for future positive impacts.

The history at all stops along the route allows passengers to immerse themselves in the region's rich past and the historical significance of Thailand's Northern Railway, emphasizing the importance of preserving and promoting historical sites as valuable tourist destinations and educational resources. Additionally, the train journey showcases the natural beauty of Northern Thailand, from majestic mountains and lush forests to serene plains and vibrant orchards, underscoring the sustainable management of natural resources for future generations. The agricultural identity of the region is highlighted during the journey, revealing the vital role of agriculture in shaping the region's economy and culture. Furthermore, the presence of temples and religious sites along the route emphasizes the spiritual aspects of Northern Thailand's way of life, advocating for the preservation and promotion of these sites as cultural and spiritual landmarks. The architectural inspiration drawn from iconic buildings and structures in the provinces enhances the visual experience for passengers, celebrating the fusion of local architectural elements with the train's aesthetic. This holistic rail travel experience offers passengers a profound understanding and appreciation of the identity of Lampang, Phrae, Uttaradit, and Phitsanulok provinces, aligning with the Katsoni et al. (2016) notion that cultural heritage provides enriching travel experiences and encapsulates the harmonious coexistence of historical influences, local traditions, and natural and cultural landscapes.

The quantitative findings from 174 respondents provided strong support for the target market identification and service design decisions. The demographic profile reveals that 59.20% of travelers were female, with the majority (25.90%) aged between 58-65 years, suggesting a mature market segment with disposable income and time for leisure travel. The high percentage of respondents with undergraduate (57.50%) and postgraduate degrees (33.90%) indicates an educated audience interested in cultural and creative experiences. Notably, 66.70% of respondents travel more than three times per year, with 39.70% preferring trip durations of 3-4 days, aligning well with the designed two-day railway route. Social media (32.18%) and web pages (19.50%) emerged as the primary information sources, informing the project's marketing strategy. The predominance of civil servants/state enterprise employees (40.80%) among travelers suggests a stable customer base with predictable vacation patterns. These quantitative insights validate the research's approach to route development and service design, particularly the focus on cultural heritage and creative tourism activities that appeal to educated, mature travelers seeking meaningful experiences.

The planning of routes and onboard activities and services significantly contributes to enhancing the overall train travel experience from Chiang Mai to Phitsanulok. The research team utilized design principles to ensure passengers remained engaged, entertained, and comfortable throughout their journey. The discussion of onboard activities and service products includes proposals such as "Tasting Local Food," which introduces passengers to the diverse and delicious cuisines of the various provinces along the route. This approach aligns with Wu et al. (2017), who suggest that by integrating various elements into the design of train travel routes, traditional journeys can be transformed into memorable and engaging experiences. Such initiatives enable travelers to forge a deep connection with the cultural identity, history, and geography of the provinces, enriching their overall travel experiences.

The inclusion of a Cultural Show aims to spotlight the rich cultural heritage of Northern Thailand, featuring music and dance performances with a contemporary twist. This approach enhances the ground area's role in providing entertainment for passengers while simultaneously promoting the region's unique art and culture, thereby fostering local identity. Onboard entertainment, such as live music by bands like Rio Lanna and the Central-Thai Contemporary Trio Band, serves to complement the visual landscape, engaging passengers throughout their journey. By incorporating topographical history and attractions, this initiative ensures passengers remain actively involved during their travels. This approach aligns with Bayraktar & Selcuk's (2022) concept of enhancing travel experiences through participatory cultural exchange, allowing travelers to feel like co-creators of their journey. This active participation not only fosters a deeper appreciation and connection with the area but also contributes to its conservation efforts.

In essence, our onboard activities and service offerings from Chiang Mai to Phitsanulok are meticulously crafted to deliver an unforgettable travel experience. Leveraging the rich cultural heritage, delectable cuisine, and scenic beauty of the four provinces, we prioritize passenger comfort and engagement throughout the journey. Through a blend of diverse activities and services, train travel transcends mere transportation, offering a distinctive opportunity to delve into and appreciate the distinctiveness of each province along the route.

Suggestion

Suggestion for implementation

1. Facilitating tourism along train routes presents an opportunity to showcase the historical charm of rail travel, passing through scenic landscapes inaccessible by other means. Integrating storytelling and public relations communication enhances the appeal of train tourism, attracting both domestic and international visitors and boosting economic activity in provinces across Thailand.
2. Establishing connections between train services and local transportation systems benefits both tourists and community members, providing convenient access to various attractions and generating additional income for local residents.
3. Fostering collaboration among stakeholders, including the State Railway of Thailand and other relevant operators, is crucial for effective railway tourism management. By coordinating efforts and resources, Lampang Rajabhat University serves as a central coordinator, ensuring seamless integration and delivery of tourist services.
4. Aligning train tourism schedules with local events and festivals stimulates economic activity and enhances tourist experiences. By integrating train travel with cultural festivities, such as Loy Krathong and regional traditions, tourists are encouraged to participate in various activities, benefiting local communities.
5. Overcoming challenges related to the image and perception of train travel involves improving cleanliness, safety, and punctuality standards. Initiatives such as the Train Travel Safety Guide aims to enhance the overall passenger experience and address common concerns, laying the groundwork for successful railway tourism management.

Suggestion for further research

1. Expanding railway tourism networks within Thailand and connecting to neighboring countries taps into the tourism potential of different regions and facilitates the distribution of visitors from major cities to secondary destinations. Additionally, cross-border rail connections offer opportunities for international travel.
2. Utilizing diverse media formats and languages in public relations efforts promotes train tourism to both domestic and international audiences, leveraging Thailand's culinary delights and traditional festivals to showcase the country's tourism potential and boost its economy.

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