

Abstract

Project Code: RDG4800030
Project Title: The Artist's Residence Excursion Arrangement and Management
in Chiang Rai Province
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The purpose of the Artist's Residence Excursion Arrangement and Management in Chiang Rai Province is to study and find out the pattern of excursion of artists' residences in Chiang Rai which is considered to be a new issue in Thai society.

The 11 artists' residences and artist themselves are samples of this study. The study found that the tourism products of the artist's residence excursion can be divided into 2 main categories. One is in form of tangible products that are the works of that artists, media, documents and training and workshop offering. The other form is intangible ones such as art appreciation and understanding and the inspiration of the artists themselves and their style of arts working.

The research method of collecting data is using questionnaire to obtain data from tourists in Chiang Rai and group discussion and seminar participated by artists and people involving in cultural tourism was ducted. It is found that the existing and residing of artists in province of Chiang Rai is well aware and interests to tourists especially the excursion program of artists' residents.

It is notable that tourists' perception of artist's residence excursion is not different from other form of excursions which should be brought into concerns to people involved. The pattern of excursion according to the result of this research participating by artists and people involved can be summarized into 4 patterns of artists' residence excursions as follow

1. Artists' residence in particular areas
2. Artists' residence excursion by artists skills or arts style
3. artists' residence excursion with training and workshop conducting both in short and long period of time
4. artists' residence excursion arranging as a festival or seasoning

The final result and suggestion from the study is to set up the sequencing of excursion for tourists in order to finally add value to the artists' residence excursion program and benefit both artists and tourists. The maximum value pressed on the excursion across on those 4 patterns of excursions.

Keywords: Artist's Residence, tourism products