

CTR Research Seminar – Tourism & Culture, Heritage Unit  
**Elephant and Tourism Development in Chiang Mai, Thailand**

**14:50~16:20 Monday 23 July**

**CTR Conference room**

タイ、チェンマイ大学プロイスリ・ボラナノン先生をお招きし、チェンマイ地域での文化遺産ツーリズムにおける「象」の政治経済、社会的意義、その変容についての研究プロジェクトを中心にお話いただきます。また、先生が編者をつとめるAsian Journal of Tourism Researchの概要についても解説いただきますので、国際誌への論文投稿を目指している方々もぜひご参加ください。

**Guest Speaker: Associate Professor Ploysri Porananond**

Director, Center for Asian Tourism Research, Chiang Mai University, Thailand  
Editor-in-Chief, Asian Journal of Tourism Research

15:00-15:30 Seminar Topic 1: *Elephant and Tourism Development in Chiang Mai, Thailand*

15:30-16:00 Seminar Topic 2: *Asian Journal of Tourism Research*

16:00-16:20 Discussions

**Seminar Topic 1:**

**Elephant and Tourism Development in Chiang Mai, Thailand**

**Abstract:** This study focuses on the influence of the visit of the Siamese monarch on the evolution of the elephant's role in Chiang Mai. Although elephants were known as carriers for long-distance travel in the past, they were used primarily in the logging industry in Chiang Mai during the colonial period. The visit of King Prajadhipok and the Queen to Chiang Mai in 1926 can be viewed as the starting point in turning elephants into a part of the development of the tourism industry in the city, when the troop of elephants first appeared in Chiang Mai to accompany the King and Queen from the rail station to the inner city. After that the elephant came to be known as the image of Chiang Mai by visitors from outside. This resulted in an increasing demand for wood carvings of elephant figures as souvenirs of Chiang Mai. Later the elephant was adopted as the official symbol of Chiang Mai province. With regard to tourism development in Chiang Mai, the elephant camp was then established as the centre for elephant shows and activities for tourists in Chiang Mai. Among tourism marketing and promotion, more elephant camps were established, then new patterns of elephant shows and activities have been created to entertain tourists who are the major customers of the elephant camps. Besides tourism development and economic benefits, theoretical concepts of place branding, representation, symbolic consumption and tourism, and political-economic change are discussed as factors in the evolution of elephant roles in Chiang Mai. The changing role of elephants in Chiang Mai reflects the political and economic transformation of the city.

**Keywords:** elephant, Chiang Mai, symbolic consumption, place branding, tourism development

**Seminar Topic 2:**

**Asian Journal of Tourism Research - trends, themes and strategies**



**Associate Professor Ploysri Porananond** is Head of the Centre for Asian Tourism Research at Chiang Mai University, Thailand and Editor-in-Chief of the Asian Journal of Tourism Research. Her interest focuses on cultural tourism research, as well as tourism and development in Thailand and Southeast Asia. Her publications include "Modernity and Evolution of a Festive Tourism Tradition: The Songkran Festival in Chiang Mai, Thailand" (2008), Rethinking Asian Tourism: Culture, Encounters and Local Response (edited with Victor T. King) (2014), "Tourism and Political Agendas in the Dum Hua Procession in the Songkran Festival" (2014), "Tourism and the Transformation of Ritual Practice with Sand Pagoda in Chiang Mai, Thailand" (2015) and "Khun Tok Dinner: The Transformation of a Lanna Eating Style into a Tourist Attraction in Chiang Mai, Thailand" (2015).