

Introduction

The Greater Mekong Sub-region (GMS) Working Group has adopted the GMS Tourism Marketing Strategy and Action Plan 2015-2020 which focuses on sustainably developing thematic and multi-country products in secondary destinations and jointly promoting GMS tourism products. The focus is in line with the Royal Thai Government's vision and concept "From the Sufficiency Economy Philosophy to Sustainable Development Goals" based on the philosophy of His Majesty the late King Bhumibol Adulyadej of Thailand.

During more than seventy years on the throne, His Majesty initiated literally thousands of development projects that have greatly benefited the country and its people. Most notably, the projects to improve the people of the northern hill tribes' quality of life by replacing opium poppies with cash crops and working to halt the destruction of precious forests and watersheds in Northern Thailand.

To honor and pay tribute to the late King Bhumibol Adulyadej, whose philosophy led to the sustainable community and tourism destination development, the Department of Tourism has produced this booklet and a map to promote the thematic tourism routes linking Royal Projects to other GMS countries.



Department of Tourism

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www.tourism.go.th

Table of content

Route I: Thailand-Myanmar	5
Chiang Mai, Thailand	6
Chiang Rai, Thailand	8
Myanmar	10
Route II: Thailand-Laos-China	13
Chiang Rai, Thailand	14
Laos	16
Xishuangbanna, China	18

Thailand-Myanmar

Chiang Mai, Thailand

1. Muang, Chiang Mai
2. Khun Wang Royal Project
3. Royal Agricultural Station Inthanon
4. Royal Agricultural Station Angkhang



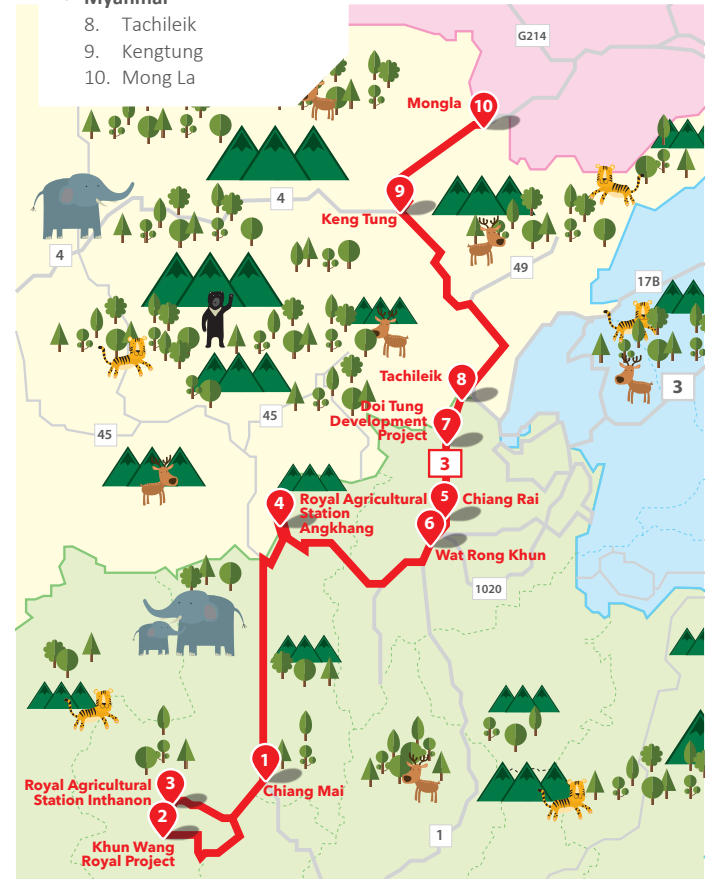
Chiang Rai, Thailand

5. Muang, Chiang Rai
6. Wat Rong Khun
7. Doi Tung Development Project



Myanmar

8. Tachileik
9. Kengtung
10. Mong La



Chiang Mai, Thailand

Visiting Chiang Mai assures one of encountering beauty at every turn. Thailand's "Rose of the North" is cradled in misty mountains and populated with more breathtaking temples than anywhere in Asia. What's more, a trip to any of the Royal Project initiative locations affords visitors a chance to witness King Bhumibol's self-sufficiency vision come to fruition.



Khun Wang Royal Project Development Center

Initiated as a research center, Khun Wang became famous for the explosion of color that comes from Wild Himalayan Cherry blossoms in December through February. Feathery pink canopies create an ethereal fantasy land 1,400 meters above sea level. This "Sakura" event, made most famous in Japan, can also be seen on the mountain side in Baan Khun Wang.

In 1980, His Majesty visited the highland village of Baan Khun Wang and observed that the fertile land was being used extensively to grow opium. King Bhumibol directed Thailand's Garden Plant Division of the Department of Agriculture to educate and assist highland farmers to produce sustainable crops instead. Now visitors can see the result of these efforts in fields upon fields of fruits, vegetables, herbs and flowers. Tourists from around the world arrive to pick fresh cherries, strawberries, grapes, pears, plums and dozens of other fruits. Flowers, spices, tea and even coffee are now grown at the project. The Khun Wang Royal Development Project is an agro-tourist's dream-come-true.



Royal Agricultural Station Inthanon

Located at Doi Inthanon, Thailand's tallest peak, the center offers a variety of stunning vistas from the iconic twin Royal Pagodas. Visitors will marvel at the lush fruit and vegetable gardens as well as the verdant tea and coffee plantations.

This station was established by H.M. the King in 1979 and although many varieties of fruits, flowers and vegetables are grown, it is most famous for vanilla bean production. Visitors say the homemade vanilla ice cream at the station is to die for.



Royal Agricultural Station Angkhang

This Royal Project provides agricultural support to neighboring hill tribes and helps to develop non-indigenous crops. Visitors can see spectacular flower and bonsai gardens tended right alongside fruit, vegetables and herbs.

Mules are used to carry agricultural products between villages. Visitors can experience such a mule trek through the jungle and up the mountainside to ultimately peer into neighboring Myanmar. Hikers, bikers and bird watchers also rate Angkhang Station as a "must see" destination.

Itinerary

Day 1:

- Depart from Chiang Mai head to Khun Wang Royal Project development Center
- Visit the fruit & Vegetable plantations and the cherry blossom street in winter months.
- Stay overnight at Doi Inthanon.



Day 2

- Visit Royal Agricultural Station Inthanon for agricultural, cultural or whatever natural experience you desire.
- Head to Royal Agricultural Station Angkhang Accommodation, visiting the development plantation or minorities villages.

WHERE TO STAY

Khun Wang Royal Project Accommodation

Mae Win, Mae Wang,
Chiang Mai 50360 Thailand
053 114 133-6
royala@doai.in.th

Touch Star Resort

130/1 Moo Baan Huay Kwow,
Jomthong-Intahanon Rd, Baan
Luang, Jomthong, Chiang Mai
50160 Thailand
053 033 594
touchstarresort.com



Royal Agricultural Station Angkhang Accommodation

1 Moo 5, Maengon, Fang,
Chiangmai 50320 Thailand
053 450 106
angkhangstation.com

EAT & DRINK

Samosorn Inthanon Restaurant at Royal Agricultural Station Inthanon

Royal Agricultural Inthanon
202 Moo7, Baan Luang,
Jomthong, Chiang Mai 50160
Thailand
053 286 777
royal-inthanon.com/Club/
Restaurant

Samosorn Angkhang Restaurant at Royal Agricultural Station Angkhang Accommodation

1 Moo 5, Maengon, Fang,
Chiangmai 50320 Thailand
053 450 107-9 ext. 113/114

Chiang Rai, Thailand

Chiang Rai is the northernmost large city in Thailand. Although much smaller and sleepier than big sister Chiang Mai, there is no shortage of things to do and see in Chiang Rai.



Wat Rong Khun or "The White Temple"

One of the most recognizable temples in all of Southeast Asia, Wat Rong Khun is a "must see" for any visitor to northern Thailand. A modern and unique temple created in a blinding white color to signify the purity of the Buddha.



Wat Rong Khun was designed by Chalermchai Kositpipat, a famous Thai visual artist from Chiang Rai, to promote learning and meditation. To date the temple is not finished. Eventually there will be nine buildings including a hall to

enshrine Buddhist relics, a meditation hall, the monks living quarters and an art gallery. No photo-diary of a Thailand trip would be complete without a shot of Wat Rong Khun.



Doi Tung Royal Development Project

The Doi Tung Development Project is easily the most famous of the Royal Projects. Doi Tung is a holistic and integrated sustainable alternative livelihood development initiative. The project is focused on transforming the socially and environmentally destructive practice of opium production to sustainable agriculture.

Roam the spectacular Mae Fah botanical gardens, visit the private residence of the Princess Mother, and check out the ceramics and textile factories as well as the area's coffee and tea plantations. No souvenir cache would be complete without a bag of Doi Tung Hill Tribe Coffee. Adventure seekers can also enjoy the many hiking, cycling and river rafting experiences available.

Itinerary

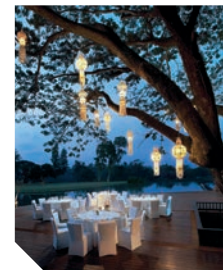


- Either continue from your journey from Chiang Mai or start fresh in Chiang Rai, Wat Rong Khun or The White Temple is a not-to-miss visit.
- Later visit Doi Tung Royal Development Project one of the most well know Royal Project
- Once inside some of the most iconic attraction include:
 - Doi Tung Royal Villa
 - Mae Fah Luang Garden
 - Hall of Inspiration and Mae Fah Luang Arboretum.

WHERE TO STAY

Doi Tung Lodge

Doi Tung Development Project,
Doi Tung Royal Villa,
Mae Fah Luang, Chiang Rai
57240 Thailand
053 767 015-17
doitung.org



Le Méridien Chiang Rai Resort

221/2 Moo 20, Kwaewai Rd,
Robwieng, Muang, Chiang Rai,
57000 Thailand
053 603 333
lemeridienchiangrai.com

EAT & DRINK

The Doi Tung Development Project's restaurants

Doi Tung Development Project
Mutipurpose Building
Doi Tung Villa, Mae Fah Luang,
Chiang Rai 57240 Thailand
053 767 015-7

Salun Kham Restaurant

834/3 Phahonyothin Rd,
Muang, Chiang Rai 57000
Thailand
053 717 192
salunkham.com

Chivit Thamma Da Coffee House & Bistro

179 Moo 2, Rim Kok,
Chiang Rai 57100 Thailand
081 984 2925
chivitthammada.com

Myanmar

Mysterious Myanmar, a golden land of captivating beauty and charm steeped in intriguing history and traditions. From the Mae Sai border to Tachileik, experience one of the most unspoiled and undiscovered destinations in the world.



Tachileik

This town on the Thai frontier is located in the Shan State of eastern Myanmar. A replica of the famous Shwedagon Pagoda in Yangon is a short walk up the hillside and provides a good view across Tachileik and the Burmese hills on one side and the Thai border town of Mae Sai on the other. Take in the breathtaking view or just soak up the uniquely Burmese atmosphere as you walk around the town.

Kentung

Enter a different world when you take the road north of Chiang Rai and head towards Myanmar's untouched eastern Shan State. Witness rolling hills cloaked in glistening rice paddies, banana groves and teak plantations. This agro-centric wonderland is populated by fascinating people living in humble huts and in total harmony with nature. The undulating hills provide a vivid landscape you won't soon forget. Kentung offers a surprising number of things to enjoy including hot springs, waterfalls and a bustling local market.



Mong La

Eighty-five kilometers northeast of Kyaing Tong is Mong La, a town with an infamous reputation for its gambling and contraband trade. In reality,



Mong La is a fairly tame settlement notable for its mostly Chinese population than anything else. Mong La is home to a golden hilltop temple housing around fifty monks and boasting

a spectacular view over Mong La and into China. That Luang Mong La is famous for a huge Buddha statue and dioramas of famous religious sites all across Myanmar.

Itinerary

- Travel across at the Mae Sai Border, Thailand to Tachileik Myanmar to discover this charming town. Visit a replica of the world famous Shwedagon Pagoda
- Your choice to stay the night to enjoy the town or continue your journey to the next stop
- Travel north to Kentung and enjoy the picturesque mountain backdrop, visiting Kentung Market, hot springs and waterfalls.
- Continue to Mong La either by trekking or other mean of transportation. Not a miss is the big Buddha or Mong La.



WHERE TO STAY

Amazing Kengtong Resort

Kyaing Tong, Mai Yang Rd, Eastern Shan State, Kengtong
160101 Myanmar
+95 84 21 620
amazingkyaingtongresort.com



Hotel Khema Rattha

Taung Gyi Rd, Wor Khote Myothit, Kyaing Tong, Kyaingdon, Shan State, Myanmar
+95 84 22 691
hotelkhemarattha.com

EAT & DRINK



Baitong Hotel

38, Taw Kaw A Pyin Rd, Wiang Kaew Quarter, Tachileik, Eastern Shan State, Myanmar
+95 84 52 541
baitonghotel.com

Golden Banyan-Chinese Restaurant

Zaytangkalay Rd, Keng Tung, Myanmar

Sureswar Hotel & Restaurant

Mongla, Myanmar

Thailand-Laos-China

- **Chiang Rai, Thailand**

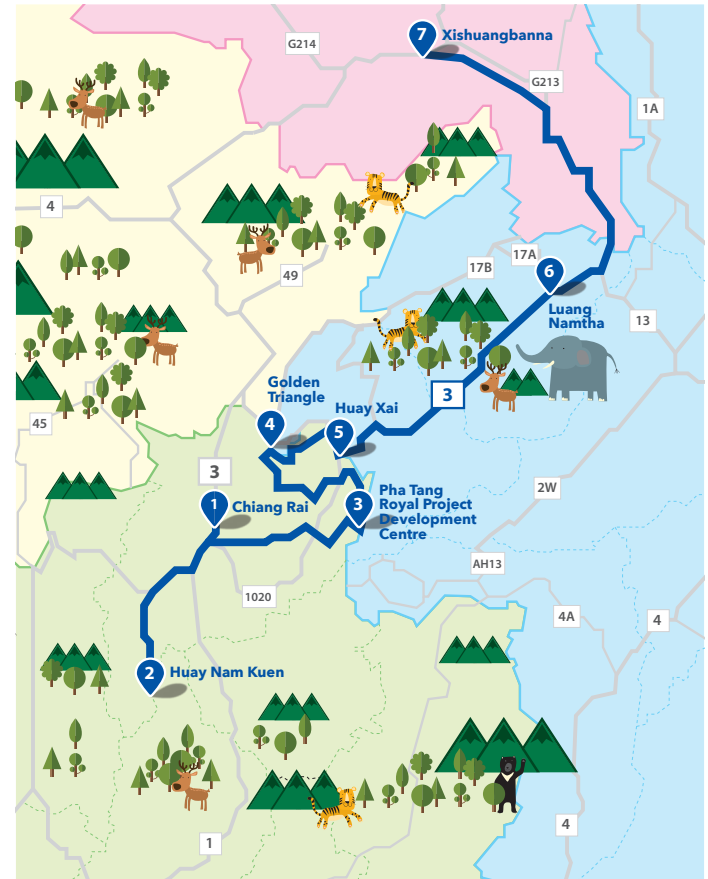
1. Muang, Chiang Rai
2. Huay Nam Kuen
3. Pha Tang Royal Project Development Centre
4. Golden Triangle

- **Laos**

5. Baan Huay Xai
6. Luang Namtha

- **China**

7. Xixhuangbanna



Chiang Rai, Thailand

The northernmost province in Thailand, Chiang Rai is a mountainous region with rivers and jungles awash in natural beauty. Chiang Rai is home to many Royal Projects due to its history of association with the Golden Triangle.



Huai Nam Khun

This pristine and natural hill tribe village is supported by funding from Huai Pong Royal Project Development Center and the Highland Research and Development Institute for the development of agricultural products. Huai Nam Kuen is well known for its natural, agricultural and cultural attractions.

Pha Tang Royal Project Development Center

The Center provides professional development for local farmers. Not only is Pha Tang Royal Project Development Center an excellent source of quality produce, but it has also fostered advanced soil and water conservation systems. The town of Ban Pha Tang has also become a major tourist attraction as a conservation showplace of natural resources in Chiang Rai.



Golden Triangle

The Golden Triangle is one of Thailand's most infamous destinations. This is where Thailand, Laos and Myanmar meet. This region was once known for frenetic opium trade but nowadays tourists gaze across the Mekong River to Myanmar and Laos, getting swept up in the romance of this idyllic place with its mesmerizing scenery.



Itinerary



- Start your journey in Chiang Rai then travel to Huai Nam Khun to enjoy the pristine and natural hill tribe village.
- Next visit to Pha Tang Royal Project

Development Center, enjoy the scenic view of Mekong river at the hilltop or the sea of fog.

- Your choice to stay over night on Doi Pha Tang or travel to stay at Golden Triangle.
- Golden Triangle – the infamous destination overlooking 3 GMS countries, sit back relax and enjoy the view of Mekong River.

WHERE TO STAY



Huai Nam Kuen Homestay

Moo13, Mae Chedi, Wiang
Pa Pao, Chiang Rai 57260
Thailand
053 317 972
facebook.com/
homestaybanhuainamkuan

Katiliya Mountain Resort & Spa

388/1 Moo4, Pha Sang,
Mae Chan, Chiang Rai 57110
Thailand
053 603 000
katiliya.com



The Legend Chiang Rai

124/15 Moo21 Kohloy Rd,
Muang, Chiang Rai 57000
Thailand
053 910 400
thelegend-chiangrai.com

EAT & DRINK

Cabbage & Condoms

252 Moo4 Chiang Rai
Rajabhat University Rd, Baan
Doo, Muang, 57100 Thailand
053 776 532-3
cabbagesandcondomsinn.com

Laos

North of Chiang Rai travelers will enter Laos, the enchanted “Land of a Million Elephants”. Most of Laos is mountainous and thickly forested. The Mekong River forms a large part of the western boundary with Thailand. This is a great place to slow down and enjoy a magical Mekong sunset. Nobody is in a hurry in Laos.



Baan Huay Xai

Baan Huay Xai is the capital of the Laos province of Bokeo and serves as a jumping off point for many other destinations. It lies on the banks of the Mekong River, which forms the border with Thailand. Open a cold Beerlao, watch the lazy river flow by and feel the Lao lifestyle enter your soul.



Luang Namtha



Luang Nam Tha means “the area around the river”. The city has two distinct parts; one which is referred to as the “old town” was bombed during the 1970s and the “new town”, six kilometers away, built as a replacement. New town has most of the trekkers’ huts and guesthouses.

Itinerary

- Travel across the Mekong River from Thailand and entering the charming Laos, at Baan Huay Xai.
- Take an adventure on a zipline from the top of the forest to visit one of the most well preserve Fort Carnot built by French around 1900 and spend the night in Huay Xai.
- Continue to the north and stop at Luang Namtha.
- While in Lung Namtha, visiting the great Luang Namtha Museum, embarking on the motorbike or Tuk Tuk to Vieng Neua Village and Nam Dee Waterfall.



WHERE TO STAY



Houay Xai Riverside Hotel
R3A Rd, Ban Khonekeo,
Houay Xai, Bokeo, Laos
+856 84 211 765
houayxairiverside.com



Luang Namtha Oasis Resort
Ban Phonxay, Luang Namtha,
Laos
+856 86 260 015
luangnamtha-oasis-resort.com

EAT & DRINK



Manikong Bakery & Café
Main Rd, Luang Namtha 0300
Laos
+856 20 28 634 334
manikong@live.com

Minority Restaurant
Main Street, Luang Namtha
Opposite Dokchampa Hotel,
Luang Namtha 0300 Laos
+856 20 55 560 007

Riverside Houay Restaurant
Th Saykhong, Huay Xai, Laos
+856 84 211 064

Xishuangbanna, China

Xishuangbanna (“Banna” for short) is located at the southernmost part of China. The name Xishuangbanna comes from the ancient Dai language meaning “ideal and magical paradise”. It is the major passageway and base from China to Southeast Asia and south Asia.



Xishuangbanna has the only tropical rainforest nature reserve in China. The rainforest is home to many rare birds and animals, such as Asian elephants, hornbills, peacocks and black-crowned gibbons.

Manfeilong Pagodas

The Manfeilong Pagodas are Buddhist stupas said to have been built in the early thirteenth century. They are a very popular tourist destination for travelers to China’s Yunnan Province. Visitors take the 200 steps up to get a birds-eye view of the jungle and rubber tree plantations below.



Ganlanba Dai Minority Park

This is the most well preserved example of natural Dai minority living in China. Five villages with 300 or so families located in Ganlanba of Xishuangbanna maintain the Dai lifestyle in a friendly and hospitable setting. Visitors can experience the ancient Dai lifestyle firsthand.



Wild Elephant Valley

Thirty kilometers north of Jinghong is Elephant Valley, a nature reserve protecting the rainforest and wild elephants. Xishuangbanna is the only place in China where wild elephants can be found. Around sixty wild elephants reside here and on rare occasions may be encountered by humans. A two-kilometer long cable lift above jungle enables tourists to get a panoramic forest view from the air. A small elephant domesticated elephant show is also on-site for tourists’ amusement.



Itinerary

- Visit the unforgettable Xixhuangbanna – the only tropical rainforest nature reserve in China.
- Start your day by visiting the Manfeilong Pogodas on a 200 steps journey to the bird-eye view of the jungle.
- Next stop is Ganlanba Dia Minornity Park to experience the Dai minority ways of life.
- Follow by the a short travel to the Wild Elephant Valley the only place in China where wild elephants can be found.



WHERE TO STAY

Doubletree Resort By Hilton Xishuangbanna
66 Yingbin Rd, Wanda Intl Resort, Jinghong, Xishuangbanna 666100 China
+86 691 899 7000
doubletree3.hilton.com/
Xishuangbanna



Anantara Xishuangbanna Resort
Menglun Town, Mengla County, Xishuangbanna, Yunnan 666303 China
+86 691 893 6666
xishuangbanna.anantara.com

EAT & DRINK

Dongnan Yuan Restaurant
No.10 Rd, facing the Central Temple, Development Zone
+86 691 215 3668

Suiyuan Restaurant
No.14, Baiji Rd, Jinghong City
+86 691 215 4033



Meimei Café
2 Menglong Rd, Jinghong Shi, Xishuangbanna Daizuzhizhou, Yunnan Sheng, China 666100
+86 691 216 1221
meimei-cafe.com

Contact Info



Thailand

Department of Tourism	+66 2401 1111
Tourism Authority of Thailand	1675
Tourist Police	1155
Thailand Emergency call	191
Chiang Mai Tourist Police	+66 5325 2787
Chiang Mai International Airport	+66 5327 0222
Chiang Rai Tourist Police	+66 5371 7779
Chiang Rai International Airport	+66 5379 8000
Chiang Rai Immigration	+66 5373 1008



Myanmar

Ministry of Hotels & Tourism	+95 67 406458
Police	199
Tourist Police (Tourist Safety Unit)	01 376166
Fire Service, Rescue	191
Ambulance	192
Red Cross	295 133
Airport	662 811



Laos

The Department of Tourism	+856 21 212248
Marketing of Ministry of Information, Culture and Tourism (MICT)	
Police	191
Tourist Police	192
Fire	190
Ambulance	195
Electricity	199



China

Yunnan Provincial Tourism	+86 0871 12301
Information Center Tourist Inquiry	
Police	110
Fire	119
Telephone No.	114
Weather	121
Municipal First-Aid Center	120
Tourists Complaint Hotline	2121589

VISA Info

Thailand

Generally, a foreign citizen who wishes to enter the Kingdom of Thailand is required to obtain a visa from a Royal Thai Embassy or a Royal Thai Consulate-General. However, nationals of certain countries do not require a visa if they meet visa exemption requirements, while others may apply for visa upon arrival in Thailand.

Myanmar

Myanmar requires a visa for all foreigners entering the country. The entry visa is valid for 28 days starting from the day you enter the country, three months from the date of issue. A valid passport with entry visa is required for all tourists and business travelers. Applications can be made at Myanmar Embassies and Consulate General offices abroad.

Laos

All visitors entering Laos must possess valid passports. Visas can be secured in advance of arrival at Lao Embassies and Consulates abroad. In addition, visas can also be obtained on arrival at the international checkpoint. Validity starts from day of entry into Laos. Tourist/Business: 30 days (can be extended twice in Vientiane for 30 days). For those wishing to extend their stay, it is possible to extend your visa at the Immigration Office in Vientiane, through travel agencies. Visas must be used within three months of being issued.

China

The PRC follows the international system and issues visas according to its laws and regulations which may be modified from time to time. All foreign citizen entering China are required to obtain a visa from Chinese Embassies and Consulates prior to their arrival and have a passport with at least six months validity remaining. The visa to enter Hong Kong and Macau are not included with the mainland China visa.

Ministry of Foreign Affairs

Sri Ayudhya Road,
Bangkok 10400 Thailand
0 2203 5000
www.mfa.go.th

The Embassy of The Republic of the union of myanmar in The Kingdom of Thailand

132 Sathon Tai Rd, Khlong
Toei Nuea, Sathon,
Bangkok 10500 Thailand
02 234 4698
myanmarembassybkk.com

Embassy of the Lao People's Democratic Republic in The Kingdom of Thailand

520,502/1-3
Soi Sahakarnpramoon,
Pracha-Uthit Rd,
Wang Thonglang,
Bangkok 10310 Thailand
02 539 6679

Embassy of The People's Republic of China in The Kingdom of Thailand

57 Ratchadaphisek Rd,
Bangkok 10400 Thailand
02 245 0088
chinaembassy.or.th