

TITLE Value and Importance of Tourism Products in Relation to the Local Life
connection : A Case Study of Pha Sine Teen Jok , Maechaem Community
Chiang Mai Province

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Abstract

This research aims to examine the value and importance of Pha Shine Teen Jok of Maechaem Community in Chiang Mai, in the dimension of being a tourism product that has an influence on the way of local life of the community. The current study intends to investigate three main aspects of product creation and its unique patterns, relationship and belief related to Pha Shine Teen Jok, and its value and importance as a tourism product to promote tourism in the present time.

The findings have shown that the product creation is still based on an ancient weaving technique that cannot be created by any modern tools; however, ready-made threads from a factory can be presently used instead of ancient threads. Regarding the weaving patterns, they are currently categorized into two patterns of the ancient and applied styles; thereby the most popular weaving pattern is the ancient style. For its value and importance as a tourism product, Pha Shine Teen Jok is found to be essential to the way of life and society in Maechaem Community in terms of traditions, customs, and ceremonies starting from birth to death, particularly the use of Pha Shine Teen Jok to do merit for oneself when one dies. Importantly, Pha Shine Teen Jok, at present, has its unique value as a significant tourism product that owns the most prominent character to promote various types of tourism and help to create the increasing household incomes in the Maechaem Community accordingly.

Key words : Tourism product Pha Shine Teen jok Maechaem ChiangMai.