



SUKHOTHAI

IFEA World Festival & City Event Award





Introductory Letter

April 29, 2023

Dear IFEA World Festival & Event City Award Committee,

Greetings.

Sukhothai, the first chapter in the history of Thailand and a World Heritage Site, welcomes everyone with cultural festivals that reflect the glorious civilization and abundance of the people that have stood the test of time.

Diverse festivals in Sukhothai have been an integral part of its people's way of life for over 700 years. Not only do festivals weave the fabrics of relationships within communities, but they also form a bond between the locals with different backgrounds. Large-scale —festivals help unify Sukhothai as one, while still maintaining the uniqueness of the local culture with different customs and traditions. Not only that, festivals breathe life back into historic sites, celebrating the glory of Sukhothai and transforming a place of quiet and simple living into a vibrant city with the lights and sounds of entertainment. The city also boasts the unique and beautiful Sukhothai traditional dance, traditional costumes, and local gastronomy, while being embraced by the abundant mountainous terrain of Thailand.

In addition, Sukhothai has seen continuous economic growth. The city's abundance of agriculture and food sources, combined with its cultural heritage, has contributed to its recognition as one of UNESCO Creative Cities Network (UCCN) in crafts and folk art. This has resulted in the organization of Sukhothai Art Craft & Beyond, a rotating festival in various areas, which propels the city's economy and generates equal income distribution across the city. Furthermore, a collaborative effort between the government and the private sector in developing the infrastructure and facilities has readied Sukhothai for hosting international festivals of various kinds.

On behalf of the city of the dawn of happiness, the people of Sukhothai are ready to welcome organizers and travelers from all over the world to bask in the atmosphere of the beautiful world heritage city through festivals. The IFEA World Festival & Event City Award will boost the morale of the government, the private sector, the people and the education sector of Sukhothai and drive them to develop festivals amidst the historical backdrop that reflects the city's cultural richness. Festivals will serve as platforms to pass on the value of creativity, the picturesque landscape, and the bountiful natural resources to the visitors, allowing them to partake in the continuation of cultural heritage on a global scale, as well as promoting creative sustainable development amidst diversity.

Sincerely,



บริษัท สุโขทัยพัฒนาเมือง จำกัด

Sakgasem Tantiyawarong

Managing Director Sukhothai City Development Co., Ltd. and

Festival Director of Sukhothai Art Craft & Beyond



INTRODUCTION

Sukhothai is a significant city in Thailand with a long history and is important for the study of history, archaeology, and Thailand's arts and culture.

Sukhothai is full of temples, both as ancient remains and in good conditions, which reflects its belief in Buddhism. The city's legacies not only lie in ancient relics, but also in the local wisdom that has been passed on for over 700 years and has formed a foundation on which the younger generations can enjoy and use as inspirations for further development. These include the Thai language, as shown on the Ram Khamhaeng Inscription, the Buddhist-based city planning that relies on the knowledge of irrigation, e.g., the Saritphong Dam or the Phra Ruang Dam and the earth levee. More importantly, Sukhothai holds annual festivals that reflect the tranquil way of life and celebrate the city's glorious past, e.g., the Loy Krathong and Candle Festival, the Elephant Parade, etc.. Many local festivals offer unique historical evidence and cultural legacy, especially the celebration of Loy Krathong in world heritage sites.

Sukhothai has a calm, peaceful, and simple atmosphere, with the abundant land contributing to the country's strong foundation in agriculture. The agricultural culture also influences the Sukhothai lifestyle to remain slow-paced and not materialistic. The people live in happiness, harmony, generosity, and sincerity. They are also ready to smile and share their happiness with visitors.

Sukhothai's rich cultural heritage and other resources earn the city the nickname "dawn of happiness," a quality maintained throughout its long history. Stepping into this historic place gives you the remembrance of the glorious history and the glory of humanity.

Content

Section 1 Community Overview

Section 2 Community Festivals and Events

Section 3 City/Governmental Support of Festivals and Events

Section 4 Non-Governmental Community Support of Festivals and Events

Section 5 Leveraging 'Community Capital' Created by Festivals & Events

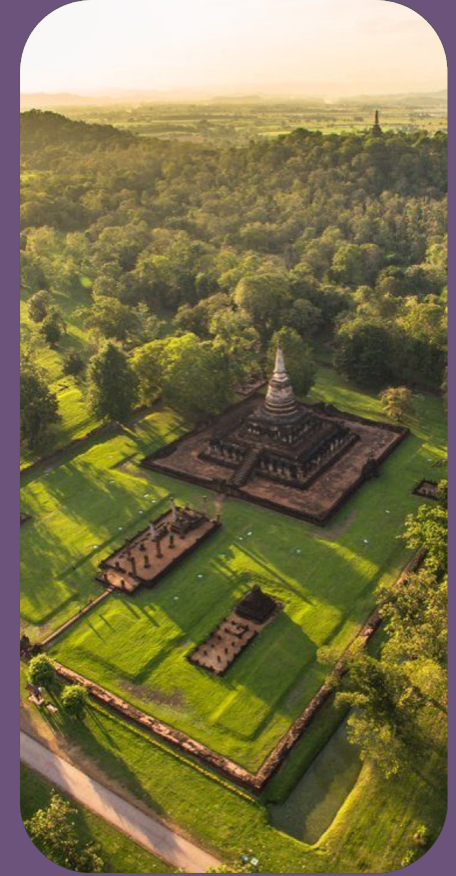
Section 6 Extra Credit



Section 1

Community Overview





Section 1 Community Overview contains content that support the understanding of the city's background and the current situation related to the festival, including City background information, Cultural Heritage, Current City Population, Primary Festival & Event Venues Available, Water and Power Accessibility in Outdoor Venues, Wifi Accessibility throughout Venues in City, Hospital and Emergency Response Availability, Total Number of Hotel Rooms Available, Public Transportation Options, Parking Availability, Walking Paths, Bicycle Lanes, and Estimated City Visitors Annually Attributed to Festivals and Events.

Overview



Sukhothai is a historical city that marked the beginning of Thailand. It was the former capital of the Thai kingdom and had the most expansive territory 764 years ago. Sukhothai holds the memories and pride of Thailand, being the origin of the Thai letters and the first Thai literature, "Traibhumikatha." This was also the first era that Thailand had relations with foreign countries.

The word "Sukhothai" is derived from two words: "Sukha" and "Uthai," meaning "The dawn of happiness," reflecting the calm and peaceful atmosphere. The area's abundance helps maintain the agricultural way of life that is the root of Thai living. In addition, the agricultural culture also results in the slow-paced, non-materialistic lifestyle of the Sukhothai people. The people live harmoniously and happily, with generosity, sincerity, and smiles for everyone, ready to share their happiness with visitors.

Sukhothai is also considered proof of the past glory of the world. At present, Sukhothai is a historical tourism center as the city was recognized as a World Heritage Site in 1991 by the Educational, Scientific and Cultural Organization of United Nations or UNESCO (UNESCO). The World Heritage Committee of the Convention Concerning the Protection of World Cultural and Natural Heritage announced at the conference in Carthage, Tunisia, that the Sukhothai, Si Satchanalai, and Kamphaeng Phet Historical Parks were certified as a World Heritage Site No. 574 on December 12, 1991, as proven by the evidence of outstanding ancient Thai architecture.

UNESCO World Heritage Cultural Site 1991

Sukhothai Historical Park and its neighboring cities are regarded as irreplaceable places of incomparable value that do not belong to any one nation, but to all mankind.



UNESCO Memory of the World 2003

King Ram Khamhaeng Inscription was registered in the Memory of the World in 2003 as a historically significant document, which shows the history of the Thai kingdom, as well as affects the history of the world beyond Thai cultural borders. It helps us understand the importance of governance, trade, and exchange with various nations during the Sukhothai era.



SUKHOTHAI A historic town with global significance



UNESCO Creative City

In 2019, Sukhothai was recognized as part of the UNESCO Creative Cities Network (UCCN) in crafts and folk art. Sukhothai also hosted several international folk art festivals, such as **Sukhothai Craft and Art Fair** and **The Street Art Festival in Sawankhalok** (2019).



UNESCO Global Network of Learning Cities 2022

Sukhothai possesses many significant cultural heritages. It considers lifelong learning as a key to sustainability, which is promoted through initiatives integrating technology with traditional handicraft practices for a sustainable creative arts industry. By joining the UNESCO Global Network of Learning Cities, it will achieve lifelong learning goals and increase public awareness and participation.

**Location**

Sukhothai is located in the lower northern region, 358 kilometers from Bangkok along Highway No. 1 or Phaholyothin Road. The city has a total area of 6,596 square kilometers.

Geography

The northern part of Sukhothai is a plateau, with mountains stretching to the west. The middle area is a plain and the southern part is a plateau. A river flows from north to south through Si Satchanalai District, Sawankhalok, Si Samrong, Mueang Sukhothai and Kong Krailat District, in a distance of about 170 kilometers. The highest mountain in Sukhothai is Khao Luang, whose peak is 1,200 meters above sea level.

Climate

Sukhothai has 3 seasons: summer, rainy season and winter. The weather in Sukhothai is contingent upon the influence of 2 types of seasonal monsoon winds. The northeast monsoon wind blows a mass of cold and dry air from China covering Thailand in winter, causing Sukhothai to be cold and dry; the southwest monsoon winds blow moist air masses from the seas and oceans to cover Thailand during the rainy season, causing rain throughout the city. Sukhothai has an average temperature of 31 degrees Celsius.

Sukhothai Cultural Heritage

Sukhothai is known as a city rich in art and culture. When the Sukhothai Kingdom was still prosperous, many important cultural products were created. Such cultural prosperity was related to Buddhism because the way of life of the people was closely associated with Buddhism. The temple was the cultural center of the community, playing an important role in propagating and teaching morals and ethics to the people, and influencing governance, traditions, and various cultures related to life, social order, and art.

Most of Sukhothai's artistic creations were related to Buddhism, with a delicate and beautiful artistic style, e.g., the walking Buddha image, the pagoda painting, etc. In addition, Buddhism was significant to the creation of literary works, such as the royal writings of King Maha Thammaracha I (Li Thai): Traibhumikatha.

Those products have become a valuable cultural heritage of Sukhothai that has been accumulated and continued for over 700 years. Sukhothai's cultural heritage includes both tangible cultural heritage and intangible cultural heritage.



Sukhothai annual festivals reflect the tranquil way of life and celebrate the city's glorious past, e.g., Maha Songkran Sukhothai , the Loy Krathong and Candle Festival, the Elephant Parade, etc.. Many local festivals offer unique historical evidence and cultural legacy.

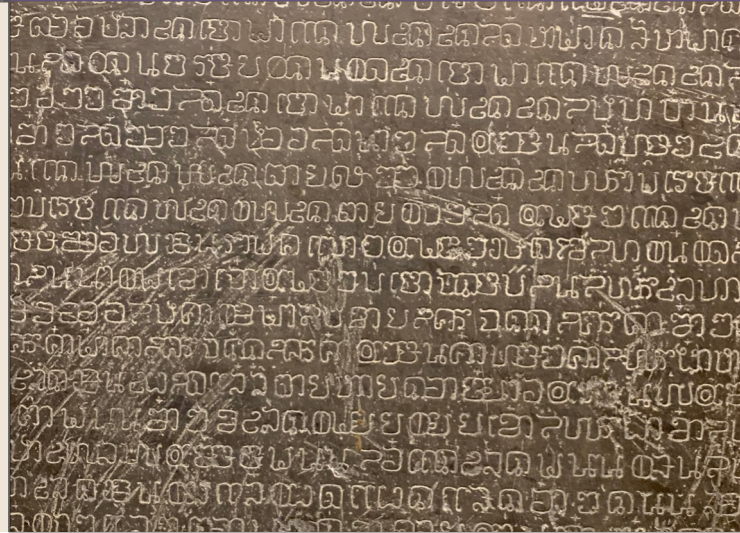


Outstanding local dances include the Sukhothai dance, Thewi Si Satchanalai dance, Sangkhalok dance, Mangkala dance, Sukhothai long-drum performance, Tone dance



Intangible Cultural Heritage

Sukhothai kite play originated from the legend of Phra Ruang who was very fond of kite sports. The legend speaks of how he could build a road by spreading the soil around with his feet, which was then used to run a kite. That has become the legend of Phra Ruang Road, which starts at Sarajit Sub-district, and cuts through Si Satchanalai Historical Park to Sukhothai Historical Park. Therefore, villagers have organized a kite contest to continue the legend of Phra Ruang.



The origin of the Thai Language

Thai language was first invented in 1283 by King Ramkhamhaeng, the first King of the Sukhothai Kingdom. Sukhothai had a slogan of "This Sukhothai is good, in the water there is fish, in the field there is rice," which appears on the first stone inscription. "Phra Ruang Proverb" is one of the important literary works in the Sukhothai period. Nowadays, local languages do exist, including the Sukhothai dialect, the Thai Phuan Hat Siao language, and the Tai Yuan language.

Silverware & Goldware: Sukhothai manufactures and sells gold and silver jewelry with unique traditional designs, which are entirely handmade and require highly meticulous processes. The gold used has a purity of 99.99%. The jewelry pieces are modeled after or inspired by ancient patterns on ancient sites, antiques, and common objects that are the roots of the community, including sculpture patterns, idols, stucco, and murals.

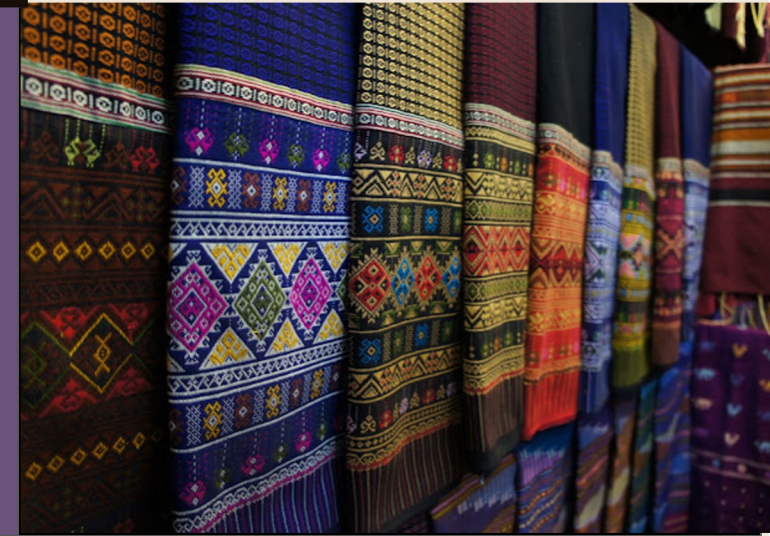


Fabric and costumes

The local fabric products that reflect Sukhothai's identity include Pho Khun Ram shirt, Sinh, woven cloth, Rahang bag, Tai bag, Teen Jok fabric, and mud-soaked textiles.



Tangible Cultural Heritage



Household objects

Sangkhalok ceramics, pottery, wicker baskets, fruit baskets, various wicker packages, rails for cotton wrapping, teak Buddha statue, wooden furniture.



Food: Both savory and sweet dishes are unique, indicating the culture and wisdom of the Sukhothai people who create many delicious dishes with the ingredients from the community. Moreover, they also prepare different foods for each festival, such as Khao Krieb Pong, Khao Taen, Nang Led, and red sticky rice for Songkran, Nom Sao (Khanom Tien) for the full moon festival of the third lunar month, and Krayasart for the Thai Ghost Festival, or Sart Thai Day, and the full moon festival of the tenth month.

1 Current City Population, Current SMSA or LUZ Population, and Population within a 50 Mile Radius of Applicant City

At present, Sukhothai has a total population of 586,830 people, divided into 284,310 males and 302,520 females. The number of households is 221,064 households, and the population density is 88.96 people per square kilometer.

Sukhothai consists of 9 districts, with Muang Sukhothai District having the highest population of 102,555. The population of each district is shown in the following table.

No.	District	Population (people)
1	Mueang Sukhothai	102,555
2	Ban Dan Lan Hoi	81,608
3	Khirimat	63,480
4	Kong Krailat	68,771
5	Si Satchanalai	49,160
6	Si Samrong	25,649
7	Sawankhalok	91,468
8	Si Nakhon	56,272
9	Thung Saliam	47,867

Source : Sukhothai Provincial Administration (Civil registration as of April 2021)



In the heart of Sukhothai is the Sukhothai Thani Municipality. There are 14,106 people in the municipality: 6,602 males and 7,504 females, in 7,065 households, with an average density of 4,030.28 people/sq.km.

2 Primary Festival & Event Venues Available



Sukhothai Historical Park

The park covers the old city of Sukhothai. It is located on a plain at the foot of a mountain, sloping to the east, with the Prathak mountain range stretching along the west side all the way to the south. This mountain range is an important trove of resources of the city, providing minerals and water sources used for consumption within the city. There is also a small canal called Mae Lamphan Canal, originating in Lampang, flowing through the city and converging with the Yom River, about 12 kilometers to the east. The Sukhothai city is rectangular in shape with 3 layers of earthen walls separated by a moat. It is presumed that the inner city walls were built when the city was first constructed, but the middle and outer moats were likely built in the period when Sukhothai was under Ayutthaya's reign. The city walls of Sukhothai were approximately 1,600 meters wide and 1,800 meters long. Important historical sites are located in the middle of, as well as spread throughout, the city. In addition, over 200 large and small historic sites are found scattered outside the city walls in all four directions.

Sukhothai Historical Park	
Size/Capacity	43,750 Rai or approximately 70 sq.km.
Indoor/Outdoor	Outdoor
Water/Power	Yes
Wifi	No
Events	Loy Krathong Festival , Sukhothai Mini Light & Sound and other annual festivals

2 Primary Festival & Event Venues Available



Si Satchanalai Historical Park

Si Satchanalai Historical Park is located at Moo 6, Si Satchanalai Sub-district, Si Satchanalai District, Sukhothai Province. The city is located on a plain along the Yom River. There are three mountain ranges, namely Khao Phra Sri, Khao Yai, and Khao Phrabat, surrounding the city like a natural fortress. The city has an irregular rectangular shape, with the Yom River located in the east. The inner city wall is laterite, while the two outer city walls are earthen walls (embankment). The terrain was suitable for settlement, i.e., there were both river plains and hillside slopes, suggesting abundance and natural fortification used to defend against enemies.

Si Satchanalai Historical Park	
Size/Capacity	28,217 Rai or approximately 45.1472 sq.km.
Indoor/Outdoor	Outdoor
Water/Power	Yes (Both)
Wifi	No
Events	เทศกาลลอยกระทง, Back to Si Satchanalai

2 Primary Festival & Event Venues Available



King Ram Khamhaeng Monument Square

King Ram Khamhaeng Monument is a royal monument located within the Sukhothai Historical Park in Mueang Kao Sub-district, Mueang Sukhothai District, Sukhothai Province. It was built as a tribute to King Ram Khamhaeng the Great, a Sukhothai monarch who showed great benevolence and wisdom to the kingdom. The Fine Arts Department oversaw the design. Field Marshal Thanom Kittikachorn, then Prime Minister, presided over the foundation stone laying ceremony on November 26, 1969, before the royal statue was enshrined on the altar on April 13, 1976. King Maha Vajiralongkorn, while holding the title of Crown Prince Vajiralongkorn, Her Royal Highness presided over the official inauguration ceremony of the royal monument on November 17, 1985. On January 17 of every year, the government will hold a state ceremony to pay homage to the King's monument.

King Ram Khamhaeng Monument Square	
Size/Capacity	90 Rai or approximately 0.144 sq.km.
Indoor/Outdoor	Outdoor
Water/Power	Yes (Both)
Wifi	Yes
Events	King Ramkhamhaeng Day

2 Primary Festival & Event Venues Available



Heart-shaped Island in Thung Talay Luang

This heart-shaped island is in the area of Thung Talay Luang, Ban Kluay Sub-district, Mueang Sukhothai District, Sukhothai Province. It is both a natural tourist attraction and a shrine of Phra Phut Rattana Siri Sukhothai. This place was born out of the Kaem Ling Project (or Monkey Cheek Project), which is used to store water for use in the dry season as a way to solve the problem of flooding and drought. It was designed in the shape of a heart, known as the Heart-Shaped Holy Land, because it is the center of love and harmony of the people of Sukhothai. This place has become another memorable place of Thung Talay Luang in Sukhothai. The island is shaded by numerous trees and is also used as a venue for events on various occasions, including Visakha Bucha Day and Makha Bucha Day. There are also plans to move the government center to this area, as well as build important structures, such as sports fields and parks.

Heart-shaped Island in Thung Talay Luang

Size/Capacity	90 Rai or approximately 0.144 sq.km.
Indoor/Outdoor	Outdoor
Water/Power	Yes (Both)
Wifi	Yes
Events	Sukhothai Countdown, Visakha Bucha Day, Makha Bucha Day, and other festivals

2 Primary Festival & Event Venues Available



Suan Luang Rama IX Park

Suan Luang Rama IX Park, Sukhothai, located at Ban Suan Sub-district, Mueang Sukhothai District, Sukhothai 64220, Thailand, was officially opened in 2001 to honor H.M. King Bhumibol Adulyadej the Great.

This public park has an area of 150 rai, with gardens, ornamental plants, health garden, fish pond, and freshwater fish breeding. In addition, it is also used as a venue for events of various sizes, such as children's day, orchid contests, various gatherings, etc.

Suan Luang Rama IX Park	
Size/Capacity	121 Rai or approximately 0.1936 sq.km.
Indoor/Outdoor	Outdoor
Water/Power	Yes
Wifi	No
Events	Children's Day, orchid contest, various gatherings

2 Primary Festival & Event Venues Available



Soi Kok Mai, Tha Chai Sub-district

Located in Si Satchanalai District, the landscape of this place has been adjusted in accordance with the architecture and the identity of the Tha Chai community as an important commercial district of Sukhothai in the past. The old wooden houses along both sides of the road in Soi Kok Mai have been preserved as a symbol of prosperity and a reflection of the long history of the Tha Chai community, along with three-dimensional paintings depicting the old community. The conservation of this area helps revive the local ways of commerce and campaign for food safety and use of natural materials.

This area is famous for the Kok Mai Walking Street, held every Saturday of the 1st week of each month. There are many shops selling community products and organic vegetables and foods. There is a contest for shops that meet the public health standards and shops that have unique decorations.

This community helps stimulate the grassroots economy, generate income for the people in the community, and boost the potential of an existing tourist attraction. In the event, public Health officers campaign about the prevention of COVID-19 and visitors are strictly screened for the disease.

Soi Kok Mai, Tha Chai, Si Satchanalai

Indoor/Outdoor	Outdoor
Water/Power	Yes (Both)
Wifi	No
Events	Kok Mai Walking Street, Tha Chai Indy

2 Primary Festival & Event Venues Available



The Pho Khun Si Indrathit and Pho Khun Pha Muang Memorial Monument, Mueang Bang Kklang Sub-District

Pho Khun Si Inthrathit and Pho Khun Pha Mueang Monuments, located in front of the Muang Bang Kklang Sub-District Municipality Office, Sawankhalok District, were built by Bang Kklang Municipality. The purpose of the monuments is to raise awareness among local people and Thai people of the contributions and boundless benevolence of the two kings, who gathered at the city of Bang Kklang to eradicate the influence of "Khom Sabat Khlon Lamphong," who occupied the land of Sukhothai since before 1219 until the reign of Pho Khun Si Naw Nam Tum.

The Pho Khun Si Indrathit and Pho Khun Pha Muang Memorial Monument

Indoor/Outdoor	Outdoor
Water/Power	Yes (Both)
Wifi	Yes
Events	Pho Khun Si Indrathit and Pho Khun Pha Muang Memorial Day

2 Primary Festival & Event Venues Available



Sriwilai Sukhothai Resort

This wedding resort in Sukhothai is located in the peaceful countryside, which encourages guests to experience the romantic atmosphere of the ancient city. With the backdrop of rice fields and mountains, weddings and events held here are memorable and special. The resort encourages locals and foreigners of all nationalities to enjoy a Buddhist wedding ceremony and be pampered with excellent service, delicious food, and romantic accommodations.

Sriwilai Sukhothai Resort	
Size/Capacity	1 room with capacity of 100-200 people
Indoor/Outdoor	Both
Water/Power	Yes (Both)
Wifi	Yes
Events	Weddings, Meetings, Seminars

2 Primary Festival & Event Venues Available



Sukhothai Heritage Resort

With state-of-the-art function rooms, with audio-visual equipment, Sukhothai Heritage Resort is the perfect venue for an intimate wedding, meetings or social events, which can accommodate up to 200 guests. The resort's event space can house a variety of functions such as board meeting rooms, classrooms, theaters, etc. The resort also offers snacks and buffets for the participants.

Sriwilai Sukhothai Resort	
Size/Capacity	2 meeting rooms with capacity of 40-200 people
Indoor/Outdoor	Both
Water/Power	Yes (Both)
Wifi	Yes
Events	Weddings, Meetings, Seminars

3 Water and Power Accessibility in Outdoor Venues

Waterworks: In Sukhothai, tap water and clear water are produced with surface water, which comes from the Yom River, main canals in the reservoir area, and groundwater, such as from artesian wells, etc. The water supply in Sukhothai is operated by many agencies. There are 2 water supply systems in the urban area: **Sukhothai Provincial Waterworks Authority** and **Sawankhalok Provincial Waterworks Authority**.

Electricity: In Sukhothai, there are a total of 9 districts using electricity, and every village in the city has access to electricity. The total electricity used is $254.22 \times 1,000,000$ kWh/month, and the total number of electricity users is 141,116. The Provincial Electricity Authority divides administration into 2 work centers: Provincial Electricity Authority Sukhothai and Provincial Electricity Authority Sawankhalok.

Outdoor venues: Most outdoor venues in Sukhothai have access to the city's water supply and electricity. For adequate infrastructure services, organizers may need to estimate the number of attendees in order that the relevant authorities can sufficiently service the event. Normally, organizers have to apply for water and electricity use permits with the Provincial Waterworks Authority and the Provincial Electricity Authority. However, organizers often bring their own generators for smoother operation. Generators of various sizes are available for rent all year round by various suppliers.



4 Wifi Accessibility throughout Venues in City



Free wifi: Accessible in public places, e.g., public parks, department stores, or festival locations. Free wifi is also offered in cafes which are scattered around the city. Additional free wifi is offered by mobile service providers in public places. Sukhothai has 4g - 5g wifi service across the city.

5 Hospital and Emergency Response Availability

Public health operations in Sukhothai are currently being developed to support urbanization. In addition, the vigilance against the spread of COVID-19 has resulted in rigorous public health measures for large-scale prevention. Consequently, people have become more aware of the importance of taking care of their health, compelling public health agencies and entrepreneurs in many fields, especially in health services and tourism, to improve their services, with regard to cleanliness and hygiene to meet international standards.

Sukhothai has 129 public and private medical facilities, divided into 9 public hospitals, 118 sub-district health promotion hospitals, and 3 private hospitals. There are also 242 primary health clinics scattered throughout the province, as well as 69 pharmacies.

Festival organizers need to coordinate with local government agencies to prepare an emergency response plan, along with personnel and adequate first aid equipment. An ER unit will also be set up in hospitals closest to the venue.

No.	Public health facility	Number	Bed
1	Public hospitals	9	977
2	Private hospitals	3	133
3	Sub-district health promotion hospitals	118	N/A
4	Clinics	242	N/A



In addition to health services, Sukhothai also sets up road accident prevention and reduction operation centers during festivals, focusing on law enforcement and social mechanisms. Checkpoints, service points and community checkpoints are set up to reduce the number of road accidents from risky behaviors such as speeding, drinking and driving, not wearing a helmet, and not wearing a seat belt. The city also employs measures to prevent the spread of COVID-19, along with PR campaigns to prevent and reduce road accidents.

6 Total Number of Hotel Rooms Available



As Thailand's World Heritage Site, Sukhothai carries the accommodation capacity of 2,852 rooms in 118 hotels, with prices ranging from 200 - 4,200 THB. Not only does every hotel in Sukhothai offer guest rooms and facilities, but the hotels are all designed to reflect the beauty of the city's cultural heritage through the architecture, food, and activities. Such hotels include Sriwilai Sukhothai Resort, Legendha Sukhothai, Sukhothai Heritage Resort, Sukhothai Heritage Resort, and Sukhothai Treasure Resort and Spa, etc.

6 Total Number of Hotel Rooms Available

Examples of Hotels in Sukhothai



Sriwilai Sukhothai Resort

Located 1.8 km from Sukhothai Historical Park, it is surrounded by lush landscape in the midst of the peaceful atmosphere of the countryside.

The rooms are decorated with handicrafts. Each suite and deluxe room features a private balcony with sweeping views of rice fields. All units are equipped with a flat-screen TV and a mini-bar. The en-suite bathroom has a shower. Free WiFi is available throughout the property and free private parking is available.

In addition to the local design with the above facilities, there is also an infinity swimming pool and a spa to satisfy every guest's needs. The hotel's restaurants serve unique local Sukhothai cuisine and delicious Western dishes.

Guests can enjoy various activities, such as free use of bicycles, and other rural experiences.

GUEST ROOMS: 52
LARGEST ROOM: 55 sq. m.
MEETING ROOMS: 1 room with capacity of 100-200 people



Legendha Sukhothai

Located in the old city area, the resort is close to 'Sukhothai Historical Park,' 'Si Satchanalai National Park,' and the bell-shaped Main Chedi at Chang Lom Temple.

This boutique resort emphasizes a contemporary Thai village vibe, with a teak Thai house to welcome guests. A variety of folk furniture and decorations add color and vitality. There are modern facilities such as a saltwater swimming pool, which is good for the skin and safe for people who are allergic to chlorine in typical swimming pools. The resort's famous Thai restaurant, Namkhang Sukhothai, located along the Mae Rampan Canal, has served traditional Thai food for more than 20 years. Every night, there are Thai dance performances to enhance the traditional Thai atmosphere and to promote and preserve Thai culture. The resort also offers meeting rooms and wedding and seminar packages.

GUEST ROOMS: 60
LARGEST ROOM: 60 sq. m.
MEETING ROOMS: 1 room with capacity of 120-300 people



Sukhothai Heritage Resort

The resort is a 45-minute drive from Sukhothai Historical Park and a 3-minute drive from Sukhothai Airport. It is located in the midst of rice fields, organic vegetable farms, lotus ponds and temple sites. The resort offers a comfortable stay with 2 outdoor pools, an all-day dining restaurant, Thai massage, lobby bar, free Wi-Fi and ample parking.

Sukhothai Heritage Resort offers air-conditioned rooms with colorful Thai-style décor. Equipped with cable TV, mini bar and DVD player, some rooms also have a spa bath and a spacious seating area.

There is also an outdoor restaurant serving Thai cuisine and a bar serving cocktails and various kinds of drinks.

GUEST ROOMS: 68
LARGEST ROOM: 30 sq. m.
MEETING ROOMS: 2 rooms capacity of 40-200 people



Sukhothai Treasure Resort and Spa

The hotel is 5 km from Sukhothai Historical Park and 7 km from Si Chum Temple. It offers contemporary-style rooms with a balcony or terrace, free Wi-Fi, a flat-screen TV, a mini fridge and a mini bar, including a tea and coffee maker, a sofa and a bathroom with a rain shower. The luxury suites have Jacuzzi tubs and separate living room and bedroom. The hotel also has facilities such as an outdoor swimming pool with a bar, a gym, a wine bar, a stylish restaurant and, most importantly, a spa with massage services.

The resort has received the SHA or Amazing Thailand Safety & Health Administration logo, which is a safety standard for tourists by tourists. This seal is a guarantee of the comfort and health safety while guests are relaxing at this hotel.

GUEST ROOMS: 78
LARGEST ROOM: 36.5 sq. m.
MEETING ROOMS: 5 rooms

6 Total Number of Hotel Rooms Available

Examples of Hotels in Sukhothai



Tharaburi Resort

The resort is located in the old city area, Muang District, Sukhothai. It provides accommodation with various facilities to enhance guests' convenience, such as a restaurant, bar, shared lounge, and garden. Bicycle rental is available for those who wish to explore the surrounding area. Free private parking is included.

Rooms are decorated in an applied Thai style, featuring a terrace, with air-conditioning and free WiFi. Guests in each room share a bathroom.

Guests can enjoy a continental breakfast.

The airport is 27 km. away, and an airport shuttle can be arranged for an additional charge.

GUEST ROOMS: 52
LARGEST ROOM: 89 sq. m.
MEETING ROOMS: -



Sabai Sabai Sukhothai

It is located in a quiet location in a city rich in history, perfect for adventure. It takes about 45 minutes to travel to a UNESCO World Heritage Site, Sukhothai Historical Park and Si Satchanalai Historical Park, which takes about 45 minutes to travel.

The modern and spacious Sabai Sabai Sukhothai Hotel offers 52 guest rooms and suites, with private balconies, smart TVs and free Wi-Fi. The resort is family-friendly and offers free shuttle services and bicycle rentals.

GUEST ROOMS: 56
LARGEST ROOM: 28 sq. m.
MEETING ROOMS: -



Banthongna

Ban Thong Na, located in the Organic Agriculture Project of Sukhothai Airport, is an accommodation that encourages tourists to experience the agricultural way of life which is the root of the Sukhothai people through activities in the organic agriculture project. Guests can choose to participate in outdoor classroom activities of being amateur farmers for 1.5 hours, half a day or a full day, based on their interest. All 3 lengths will give tourists an up-close experience of an organic agricultural lifestyle. The experience includes wearing traditional dyed clothes, performing full-fledged farmer routines, riding a farm tractor (E-taen) to tour the organic agriculture project, visiting the vegetable farms, collecting duck eggs from the pen, watching a herd of buffaloes, plucking seedlings, cultivating rice, and enjoying organic food.

GUEST ROOMS: 10
LARGEST ROOM: -
MEETING ROOMS: -



Pailyn Sukhothai

The hotel offers many amenities to enhance a guest's stay. With its close proximity to popular attractions such as Traphong-Thong Temple, Sukhothai Historical Park, etc., guests of Pailyn Hotel can easily visit major attractions of Sukhothai with ease.

The rooms are air conditioned, with free Wi-Fi to help guests relax with complete comfort.

Pailyn Hotel has a 24-hour front desk, room service, and baggage storage, as well as a swimming pool and restaurants. Visitors who drive can also enjoy free parking.

GUEST ROOMS: 238
LARGEST ROOM: 36 sq. m.
MEETING ROOMS: -

8 Public Transportation Options

Land transport: Existing infrastructure systems can still accommodate a lot of travel. On land, there are National Highways No. 12 and 101, provincial highways and various roads, with a total distance of 2,303.298 kilometers, easily accessible to neighboring provinces, namely Phitsanulok, Tak, Uttaradit, Kamphaeng Phet, Lampang, and Phrae. As for public transport by land, there are buses, songthaew (local minibuses), and trains with the following details.

Bus

Travelers can take a bus from Bangkok to Sukhothai and can choose a variety of operators. The distance from Bangkok to Sukhothai is 435 km., which takes an average of 7.5 hours. The cost is about 328-700 baht.

There are a total of 43 bus routes in Sukhothai, divided into various routes according to the Land Transport Act B.E. 2522, which are:

- Category 1 Routes serving in Sukhothai Municipality: 1 route
- Category 2 Routes between Sukhothai and Bangkok: 5 routes
- Category 3 Routes between Mueang Sukhothai District and important districts, including other provinces: 23 routes
- Category 4 Routes within Sukhothai: 14 routes

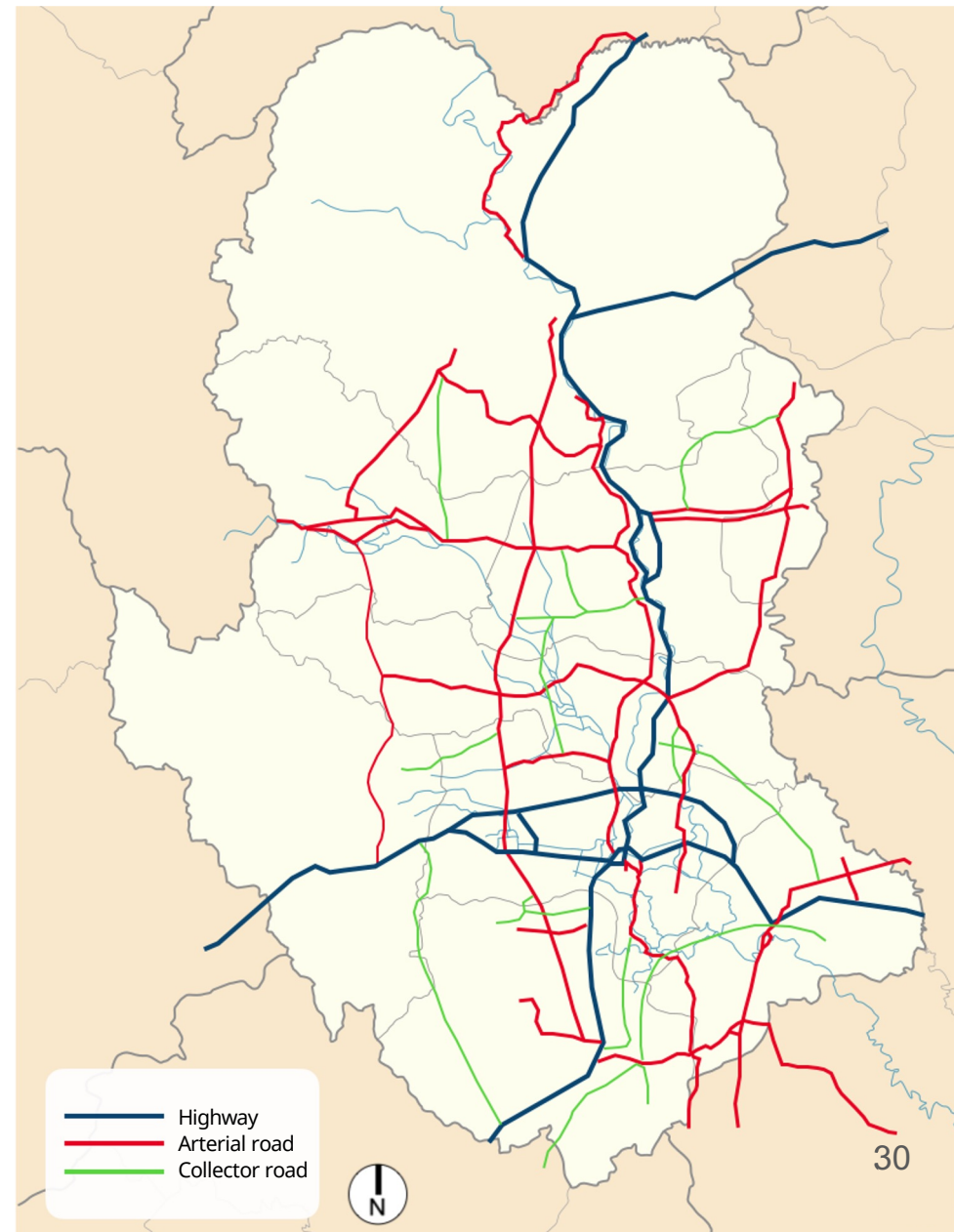
Train

Sukhothai has 2 railway stations: Sawankhalok Railway Station and Si Nakhon Railway Station (Klong Maphlap Station), both of which are separate sub-stations of Ban Dara Junction Railway Station (Uttaradit Province), traveling from Sukhothai - Phitsanulok. There are 2 Sprinter trains traveling between Bangkok and Sawankhalok per day.

Air Transport: Sukhothai has an airport built by Bangkok Airways Co., Ltd. (Bangkok Airways) at Sawankhalok District, about 27 kilometers from the city. The airport opened for operation in April 1994 and can currently accommodate 100,000 passengers per year. In addition, the airport in Phitsanulok, which is 60 kilometers from Sukhothai, is another option for air travel to Sukhothai.

Flights in Sukhothai by airline are as follows:

- Bangkok Airways 2-3 flights a day (Sukhothai-Suvarnabhumi)
- NokAir 2 flights a day (Phitsanulok-Don Mueang)
- AirAsia 3 flights a day (Phitsanulok-Don Mueang)



8 Public Transportation Options

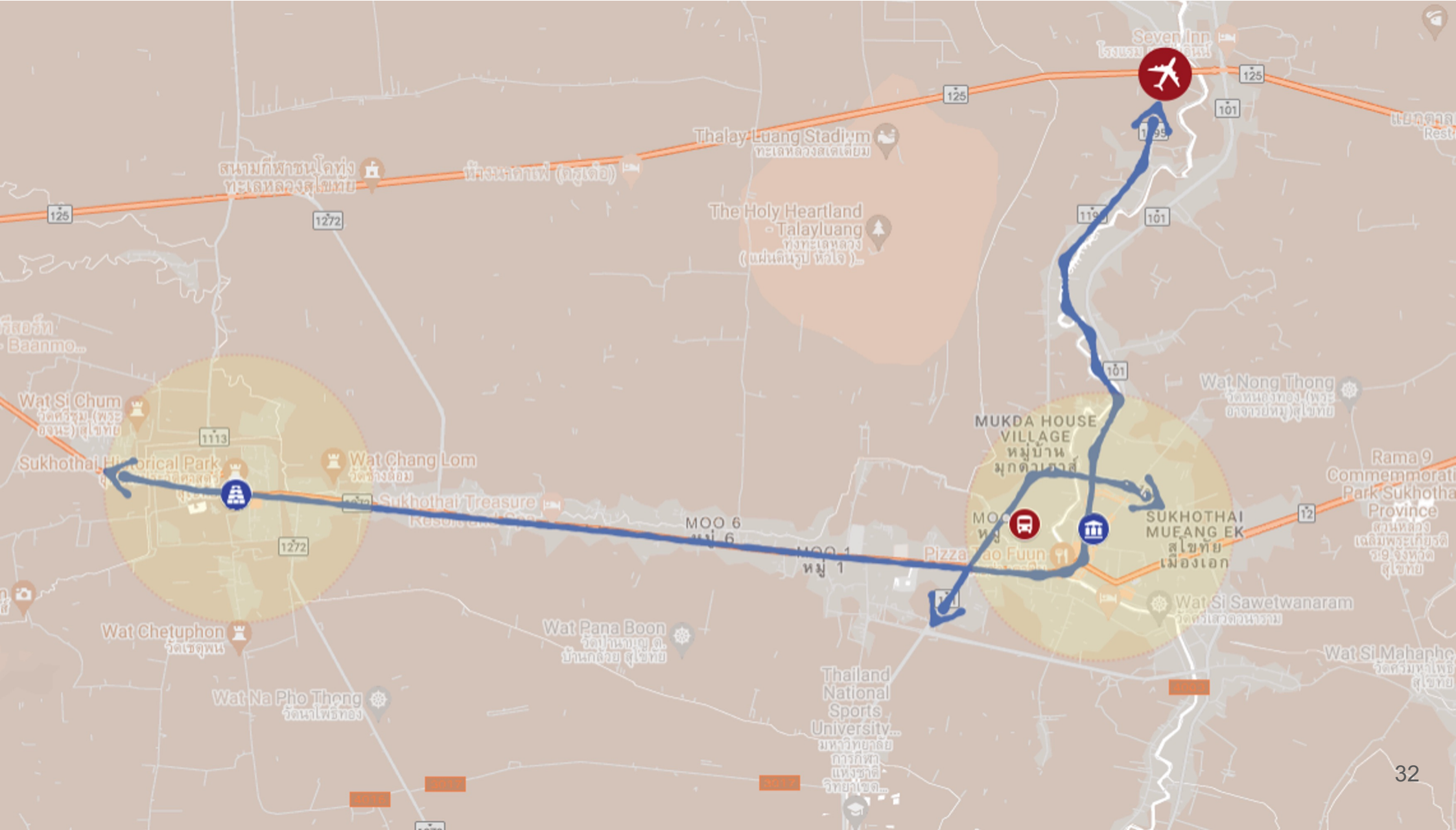


“Pig Car” Sukhothai’s Mascot

The pig car (called by local people as “Kok Moo Car”) is a public shuttle bus made from wood and has been used to travel from the district center to the city for over 50 years. There are 2 routes: Kong Krailat District - Phitsanulok Province and Kong Krailat District - Sukhothai Province. The pig car carries souvenirs as well as students. It is considered a major cheap transport option, with fares starting from 20 THB. The pig car also transports people from the city center, which is 12 km away, to Sukhothai Historical Park.

Nowadays, the “pig car” models are sold in front of houses as souvenirs. Some even order these models as gifts during holidays.

8 Public Transportation Options



9 Parking Availability



Parking in Sukhothai is allowed on the side of the road according to the traffic signs (e.g., black-and-white footpath tiles mean parking is allowed, signs specifying specific days on which parking is allowed). There are also parking spaces provided for festival locations both for free and with fees.

10 Walking Paths, Bicycle Lanes

Sukhothai has both pedestrian walkways and bike lanes.

These paths are in good quality and are available across the city, including historical parks, cultural districts, new business districts, or in the suburbs which have tourist attractions. The city's peaceful atmosphere and low traffic on riverside road networks, namely Na Mueang Street and Pracharat Street, allow for pedestrian and bike commutes. Visitors can reach every destination with ease and convenience. As tourist service centers in Sukhothai are scattered in different areas and not centralized into a specific location like in other big cities, bike stations are placed in many spots around the city. Moreover, one-day trips are offered for a tour of temples and historic sites.



11 Estimated City Visitors Annually Attributed to Festivals and Events

Sukhothai is home to various tourist destinations, including world heritage and culture, e.g., Sukhothai-Si Satchanalai Historical Park; nature, e.g., Ramkhamhaeng National Park in Khiri Mat District, Si Satchanalai National Park in Si Satchanalai District, and Tham Chao Ram Wildlife Sanctuary in Ban Dan Lan Hoi District; agriculture, e.g., Agriculture Project Sukhothai Airport in Sawankhalok District; and health and wellness, e.g., Thai herbs and local wisdom tourism at Khao Sapphaya or Khao Luang. These different options attract both Thai and foreign tourists to Sukhothai. Despite the lower number of tourists during the COVID-19 pandemic, once the travel restrictions have been lifted, there shows a clear upward trend in tourist intake.



The growth rate of the tourist number in Sukhothai

Year	Number of tourists in Sukhothai
2562 (2019)	1,489,433
2563 (2020)	758,626
2564 (2021)	355,652
2565 (2022)	926,877

11 Estimated City Visitors Annually Attributed to Festivals and Events



Sukhothai's Economy shows signs of expanding with the supply side, which has seen an increase from agricultural, industrial, and service products. A survey in February 2022 suggests that the service sector product index has increased by 32.6% compared to the same month in 2021 and the previous month with a 7.2% increase. This growth was a result of the promotion of tourism activities and increased local festivals, such as Phra Mae Ya Worship and the promotion of community tourism in Ban Tuek Sub-District, Si Satchanalai District, Sukhothai, in winter. The relaxation of the COVID-19 restrictions also contributes to more tourists in Sukhothai, which corresponds with the increased number of tourists and VAT in the hospitality and restaurant industries (294.6% and 59.5%).



Section 2

Community Festivals and Events





Section 2 Community Festivals and Events consists of festivals in Sukhothai, which evidently reflect the city's cultural richness that boasts beautiful customs and cultural heritage amidst the unique historical backdrop. Especially impressive is the Loy Krathong and Candle Festival held in historical sites, which is uniquely mesmerizing and world-renowned. In addition, Sukhothai also hosts other interesting festivals that occur every year.

1 The Loy Krathong and Candle Festival



Loy Krathong Festival is held on the full moon of the 12th lunar month at Sukhothai Historical Park every year. Each year, people float their krathongs, light fireworks, decorate houses and buildings with lanterns, and put on light shows to demonstrate the culture of this world heritage city.

The festival features many activities, such as Pasan Market at the back of Wat Chana Songkram, Miss Noppamas beauty contest, demonstration and sale of local foods, DIY souvenirs sale, and Thai dancing performances at the front courtyard of Wat Chana Songkram. TAT also encourages people to wear Thai traditional costume to the Loy Krathong Festival where they can take photos and receive a souvenir from TAT. There are also restaurant vouchers given out and DIY activities for overnight tourists, as well as several types of firework shows.

No.	Event Dates	Location	Primary Target Audience	Responsible
1	November	Sukhothai Historical Park	Thai and foreign tourists	Tourism Authority of Thailand (TAT)

2 Sukhothai Mini Light & Sound



Sukhothai Mini Light & Sound is a spectacular lights and sounds show held annually. It recounts the history of the Sukhothai Kingdom through light and sound performances along with breathtaking fireworks displays. The show is a simulation of the way of life and traditions of the Sukhothai people in the past, allowing the audience to better understand life in the Sukhothai period, before ending with a floating of sky lanterns after the performance. This event is held in front of Wat Sa Si, Sukhothai Historical Park, twice a month. The performances are scheduled for Saturdays March 6 and 20, April 3 and 17, and May 1 and 15, at 7:30 p.m. The performances are free! Visitors pay only the entrance fee to the historical park as usual.

No.	Event Dates	Location	Primary Target Audience	Responsible
2	Every Saturday in March, April, and May	Sulhothai Historical Park	Thai and foreign tourists	Tourism Authority of Thailand (TAT) and Sukhothai Tourism Association (STA)

3 Light Waving Rite with Takan in Sukhothai Ancient City



Light Waving Rite with Takan in Sukhothai Ancient City

is an activity practiced on important Buddhist days, especially on Makha Bucha Day, Visakha Bucha Day and Asarnha Bucha Day. It is usually held in the temple area in the old town Sukhothai area. 'Takan' refers to a lantern or a lighting device. In the Lanna Kingdom, during the 20th-21st Buddhist centuries, when the Sukhothai Kingdom was prospering, a type of takan with a high base or set on a high base, called Thuan, was found. Made from terracotta and coated with white or green glaze, Thuan was made for use in Sukhothai, with oil or candles as fuel. The wick is made with a woven thread. The part of the wick that is sunk in the fuel is often made into three points, known as "crow's feet". Therefore, lighting takan is considered a remembrance of the Lord Buddha in the past, present, and future, as well as an honor to one's ancestors. Using a lantern for worship represents the brightness of life and can be compared to wisdom that illuminates the way for us to overcome obstacles, resentment, sickness and darkness in our lives.

No.	Event Dates	Location	Primary Target Audience	Responsible
3	Full moon of the 8th month, full moon of the 6th month, full moon of the 3rd month	Old town Sukhothai	Thai and foreign tourists	Tourism Authority of Thailand (TAT) and temples

4 The Thai Puan Elephant Parade



The Thai Puan Elephant Parade, also called "Buat Chang" (Elephant Ordination), is held on April 7-8 of every year at Hat Siao Temple, Hat Siao Sub-district, Si Satchanalai District, Sukhothai. It is a tradition of Hat Siao Villagers who are Thai Puan people that immigrated from Muang Phuan, Xiangkhouang, north of Vientiane, Laos. After settling in at the current location, they have kept their tradition for more than 174 years. The Thai Phuan people hold beliefs that derive from the "Vessantara Jātaka" that Vessantara was born on the day when the auspicious white elephant "Peccaya" was obtained. The elephant is believed to be able to make rain fall according to the season, making crops and food abundant, so he became an invaluable elephant for Vessantara and the kingdom. The arrangement of the person about to be ordained sitting on an elephant's back and being paraded is an imitation of the story of Vessantara riding the elephant.

No.	Event Dates	Location	Primary Target Audience	Responsible
4	April 7-8	Hat Siao Temple, Si Satchanalai District, Sukhothai.	Thai and foreign tourists	Tourism Authority of Thailand (TAT)

5 Sukhothai Craft and Art Fair



Sukhothai Craft and Art Fair is held at Premsuk Water Park. Craft work from all over Thailand are displayed and sold at the fair. There are also a creative food zone, check-in points for photos around the event, and DIY workshops in various zones that cater to all genders and age groups. This event was the fruit of cooperation between all sectors in Sukhothai, including the public, private and civic sectors. Their integrated efforts in promoting the outstanding crafts and folk art of Sukhothai have led to the inclusion of Sukhothai as 1 of the 66 cities in the UNESCO Creative Cities Network (UCCN) 2019 in Crafts and Folk Art. The city has therefore continued to drive the creative city initiative by developing the existing cultural capital into creative products and services, which leads to income, career, and community strength. There will be a lower rate of residents moving out of the city and the heritage can be passed on through generations. This is also a good opportunity to connect Sukhothai to creative handicrafts of cities around the world, contributing to the "Sukhothai Creative City: Sukhothai Craft and Folk Arts" event.

No.	Event Dates	Location	Primary Target Audience	Responsible
5	September- December	Premsuk Water Park, Mueang District, Sukhothai	Tourists interested in handicrafts	Tourism Authority of Thailand (TAT)

6 The Street Art Festival in Sawankhalok



The Street Art Festival in Sawankhalok is located in Sawankhalok, Sukhothai, where the Tourism Authority of Thailand (TAT) brought leading artists from ASEAN, including Malaysia, Singapore, Cambodia, and Thailand, to paint on the walls of houses in the old community in Soi Phisan Soonthornkij Road (in the city center). The community is an old commercial area of Sawankhalok. The murals depict the way of life of the people of Sawankhalok District. The event also featured a walking street.

No.	Event Dates	Location	Primary Target Audience	Responsible
6	April	Sawankhalok	Thai and foreign tourists who are interested in art	Tourism Authority of Thailand (TAT)

7 Maha Songkran Sukhothai



Maha Songkran Sukhothai takes place between April 8-20 around Sukhothai. In addition to traditional activities of Songkran, such as water fights, making merits, giving alms to monks, pouring water onto elders' hands, pouring water onto Buddha images and sacred objects, each area also has customary practices that are unique to each place. For example, the **Oi Tan Bathing Ceremony, Songkran Si Satchanalai** is inspired by the evidence in the stone inscription which says "Sukhothai people always practice the Buddhist precepts, always give to charity"; the **Sawankhalok City Songkran and Food Festival**, showcases delicious food and popular products in the Sawankhalok community; **Songkran Festival on Khao Tok Road** is famous for the dance performance of "Suea Lai Dok, Sukhothai Khao Tok Road"; **Jao Muen Dong Worship Tradition** is combined with the tourism activities of Ban Tuek - Ban Na Ton Chan community, etc. In addition to the activities that foster engagement with the local people, there are also theatrical performances and parades that showcase the cultural identity of each village, contributing to the grand Songkran festival of Sukhothai and attracting foreign tourists.

No.	Event Dates	Location	Primary Target Audience	Responsible
7	April 8-20	Courtyard by the railroads (opposite Puai Ming School)	Thai and foreign tourists	Sawankhalok Town Municipality Office

8 Sukhothai Countdown



Sukhothai Countdown is held on the heart-shaped island, in Thung Talay Luang, during the New Year holiday, from December 29-31. The Sukhothai Provincial Administrative Organization is the main organizer of the event. The aim of this event is to attract tourists and people in Sukhothai to experience the spectacular light decorations and take photos in a field of multi-colored cosmos flowers. The event consists of entertainment such as live music performances, spectacular fireworks every night, and activities that allow tourists to experience the lifestyle of the Sukhothai people from tasting local food, such as pla hed (fish cakes from Ban Kong), Khao Perp or Phra Ruang noodles, pork barbecue, mhoo sarong, Mae Sin stuffed dough pyramids, tang taek, and Sukhothai noodles, to buying local products and handicraft souvenirs. Tourists can also join DIY activities where they can make unique necklaces and bracelets with their own design. Another activity is to pay respect to Phra Phuttha Rattanasiri Sukhothai to ask for blessings for the new year. The organizer has arranged the pig car to service tourists from 4:00 PM to 10:00 PM. **Sukhothai Countdown** helps stimulate the economy, distribute income to the community, and promote Sukhothai as a UNESCO Creative City in Crafts and Folk Art.

No.	Event Dates	Location	Primary Target Audience	Responsible
8	December 29 - 31	Heart-shaped island, in Thung Talay Luang	Thai and foreign tourists	Sukhothai Provincial Administrative Organization

9 Back to Si Satchanalai



Back to Si Satchanalai is held on December 8 - 12 of every year. The festival lets visitors experience wearing Thai traditional clothes and silver and gold jewelry in antique patterns to attend the event as a way to simulate the atmosphere of Si Satchanalai in the past. Interesting activities include simulations of the "Thai Village" by 10 local government organizations, antique market, local food, flea market, and a duplicate of the Kok Mai Tachai Indy walking street. There are also exhibitions and sale of community products, OTOP products, local Thai fabrics, and silver and gold jewelry in antique patterns.

Furthermore, there are also a light and sound performance telling the story of Si Satchanalai at the area of Wat Chang Lom and a performance of "Evolution of Si Satchanalai Fabric," and a Si Satchanalai local fabric fashion show by honorary models.

No.	Event Dates	Location	Primary Target Audience	Responsible
9	8 - 12 December	Si Satchanalai Historical Park, Si Satchanalai District, Sukhothai	Thai and foreign tourists	Tourism Authority of Thailand (TAT)

10 Khao Luang Climbing Festival



Khao Luang Climbing Festival is an annual event in Sukhothai where tourists and the general public travel up Khao Luang in Ramkhamhaeng National Park, Khiri Mat District. The event is held around mid-December every year. Ramkhamhaeng National Park, Sukhothai, is the first historical national park in Thailand containing historical evidence from the Sukhothai era. This forest was formerly called "Khao Luang Forest." This national park has over 200,000 rai in area and consists of 4 mountain peaks, namely Narai peak, Phra Chedi peak, Phra Mae Ya peak, and Phuka peak. Each peak is 1,200 meters above sea level, with steep cliffs. From the tops, visitors can see beautiful scenery, embankments built in the Sukhothai period called "Saritphong," and the city of Sukhothai. These mountain tops are also famous spots for watching the sunrise and sunset, whose beauty is fitting of the name "Sukhothai" meaning "dawn of happiness." There is also a variety of wildlife to be seen, as well as waterfalls and caves of historical importance. The park welcomes at least 60,000 tourists, both Thai and foreign, each year.

No.	Event Dates	Location	Primary Target Audience	Responsible
10	Mid-December	Ramkhamhaeng National Park	Thai and foreign tourists	Tourism Authority of Thailand (TAT)

11 King Ramkhamhaeng Day



King Ramkhamhaeng Day is held by the Tourism Authority of Thailand (TAT) at the courtyard in front of the King Ramkhamhaeng Monument on January 17 of every year to commemorate the benevolence of King Ramkhamhaeng the Great towards the Thai people. Activities in the event include a ceremony to worship King Ramkhamhaeng the Great, parades of government and private sectors, state enterprises, and the people to pay homage to King Ramkhamhaeng the Great, folk art performances, and saraphanya chanting ceremony, etc. The venues include King Ramkhamhaeng Monument, Sukhothai Historical Park, Sukhothai Wittayakhom School (only the war elephant and martial arts shows).

No.	Event Dates	Location	Primary Target Audience	Responsible
11	January 17	courtyard in front of the King Ramkhamhaeng Monument	Thai and foreign tourists	Tourism Authority of Thailand (TAT)

Sukhothai Full Year of Events

No	Dates	Names of festival/tradition	Venue	Department/Contact
1	January 1	New Year's Day merit making	Sukhothai Thani Municipality	Sukhothai Thani Municipality
2	Everyday	Paying respect to the Venerable Monk Boonmee of Wat Koh	Temples in Wat Koh area	Education Division, Wat Koh Subdistrict Administrative Organization
3	January 15	Khao Jee Khao Lam Festival, Ban Den Dee Mi	"Khao Jee Khao Lam" yard at Ban Den Dee Mi, Moo 7, Thung Saliang Sub-district, Thung Saliang District	Ban Den Dee Mi Committee, Thung Saliang Sub-district, Thung Saliang District
4	January 17	King Ramkhamhaeng Day	the courtyard in front of the King Ramkhamhaeng Monument	Sukhothai Provincial Administrative Organization
5	January 20	Thai Kite Conservation Day	Banpom Subdistrict Administrative Organization	Education, Religion, and Culter Division, Banpom Subdistrict Administrative Organization
6	January 24	Tum Kwan Pueng Ceremony	Si Khiri Suwannaram Temple	Si Khiri Mat Subdistrict Administrative Organization
7	The 3rd, 10th, and 15th day of the waxing moon of the 3rd lunar month	Kam Fa Ban Hao Cultural Fair	Hat Siao Municipality	Education Division, Hat Siao Municipality
8	January - April	Phra Mae Ya Worship and Khiri Mat Fair	Si Khiri Mat District, Sukhothai	Si Khiri Mat Subdistrict Administrative Organization
9	January - March	Cultural displays in Phra Mae Ya Worship and Sukhothai Red Cross Fair	Sukhothai	Si Khiri Mat Subdistrict Administrative Organization
10	January - December	Waterside Walking Street	Moo 4, Ta Chai Subdistrict	Tourism Promotion Department, Si Satchanalai Municipality

Sukhothai Full Year of Events

No	Dates	Names of festival/tradition	Venue	Department/Contact
11	January - December	Si Satchanalai Bike Rally	Si Satchanalai Municipality area	Tourism Promotion Department, Si Satchanalai Municipality
12	January - December	Antique Gold & Silver Street Fair	Si Satchanalai Municipality area	Tourism Promotion Department, Si Satchanalai Municipality
13	February	Si Satchanalai Ethnic Fabric Fair to cultivate cultural connections of 4 ethnic groups	Si Satchanalai District Office, Sukhothai	Sukhothai Provincial Cultural Office
14	February - March	Khiri Mat Fair	Si Khiri Mat District area	Si Khiri Mat Subdistrict Administrative Organization
15	February 14-15	Wat Maenam Annual Fair	Wat Maenam, Ban Rai Subdistrict, Si Samrong District	-
16	February 9-15	Phra Mae Ya Worship, Khiri Mat District	Phra Mae Ya Shrine, Khiri Mat District	Bantonode Subdistrict Administrative Organization
17	February 17 - 19	Back to Si Nakhon Food Fair	In front of Si Nakhon District Office, Si Nakhon District, Sukhothai	Education Division, Si Nakhon Subdistrict Administrative Organization
18	February 24-28	Paying respect to the Venerable Monk Sila, Wat Thung Saliam	Wat Thung Saliam, Moo 3, Thung Saliam Subdistrict, Thung Saliam District, Sukhothai	Wat Thung Saliam Committee
19	February 24 - March 6	Phra Mae Ya Worship and Sukhothai Red Cross Fair	In front of Sukhothai Provincial Hall	Sukhothai Provincial Office
20	February - March	Sawankhalok Mak Muang Mak Prang Day	Sawankhalok District Office	Sawankhalok District Office

Sukhothai Full Year of Events

No	Dates	Names of festival/tradition	Venue	Department/Contact
21	March 6	Light Waving Rite with Takan	Wat Ratcha Thani, Mueang Sukhothai District	-
22	March 11-12	Elephant Parade at Wat Wang Than	Wat Wang Than, Moo 4, Thung Saliam Subdistrict, Thung Saliam District, Sukhothai	Wat Wang Than Committee
23	March	The three Buddha images parade	Wat Ban San, Moo 2, Ban San Subdistrict, Si Samrong District, Sukhothai	- Ban San Subdistrict Administrative Organization - Ban San Cultural Council
24	March 4-6 .	Wat Ban Rai Annual Fair	Wat Ban Rai	-
25	March 15 – 19	Khiri Mat Annual Fair and Phra Mae Ya Worship, Khiri Mat District	Si Khiri Mat District Administrative Organization	Educator, Education, Religion and Culture Division
26	March	Wat Klang Dong Group Ordination Ceremony	Wat Klang Dong, Thung Saliam District	Education Division, Klang Dong Municipality
27	April	Wat Chai Udom Group Ordination Ceremony	Wat Chai Udom, Thung Saliam District	Education Division, Klang Dong Municipality
28	April	Bodhi Tree Pole Parade	Wat Nong Pak Bung, Thung Saliam District	Education Division, Klang Dong Municipality
29	April	Traditional New Year Festival	Wat Bueng Bon, Thung Saliam District	Education Division, Klang Dong Municipality
30	April	Chao Phor Mueang Dong Blessing Ceremony	Ban Bueng Bon School, Thung Saliam District	Education Division, Klang Dong Municipality

Sukhothai Full Year of Events

No	Dates	Names of festival/tradition	Venue	Department/Contact
31	April	Lan Hoi Subdistrtic Songkran Festival	Wat Choeng Khiri/ Ban Dan Lan Hoi District Office and Lan Hoi Municipality area	Education Division, Lan Hoi Subdistrtic Municipality
32	April 1-3	Thai Heritage Conservation	In front of the Two Kings Monument, Muang Bang Khlang Subdistrict Municipality, Sawankhalok District	Education Division, Muang Bang Khlang Subdistrict Municipality
33	April 8 - 12	The Oi Tan Bathing Ceremony, Si Satchanalai Songkran Festival	Si Satchanalai Historical Park/ In front of Phraya Lithai Monument	Education Division, Hat Siao Municipality
34	April 13.	Songkran Festival and the National Elderly Day	Wat Ban Rai	-
35	April 11-12	Worship of the Buddha's relics and Kru Ba Intha Sunanto at Wat Tha Chum	Wat Tha Chum, Moo 2, Thung Saliang Subdistrict, Thung Saliang District, Sukhothai	Wat Tha Chum Committee, Thung Saliang Subdistrict
36	April 13	Songkran Festival and the National Elderly Day	Nai Mueang Municipality, Sawankhalok District	Education Division, Nai Mueang Municipality
37	April 11 - 15	Songkran Festival	Sawankhalok Town Municipality	Sawankhalok Town Municipality Office
38	April 13	Songkran Festival	Wat Rat Sathatham and Si Nakhon Market, Si Nakhon District, Sukhothai	Education Division, Si Nakhon Subdistrict Municipality
39	April	Ban Dan Lan Hoi Songkran Festival	Ban Dan Lan Hoi District Office	Wang Nam Khao Subdistrict Administrative Organization, Ban Dan Lan Hoi District, Sukhothai
40	April 13 - 15	Songkran Festival	Temples in Wat Koh Subdistrict	Education Division, Wat Koh Subdistrict Administrative Organization

Sukhothai Full Year of Events

No	Dates	Names of festival/tradition	Venue	Department/Contact
41	April	Songkran Festival and Elderly Day Festival	Wat Wang Thong	Welfare Fund of Wang Thong Subdistrict Community
42	April	Songkran Festival	Pa Faek Subdistrict	Pa Faek Subdistrict Administrative Organization
43	April 11 - 15	Sawankhalok Songkran and Food Festival	Open yard (opposite Puai Ming School)	Sawankhalok Town Municipality
44	April 17	Northern Rocket Festival at Wat Thep Panom	Wat Thep Panom, Moo 5, Thung Saliam Subdistrict, Thung Saliam, Sukhothai	Wat Thep Panom Community, Thung Saliam Subdistrict
45	April 15	Bathing ceremony of the 700-year-old Song Pee Nong Buddha image	Wat Pu Nok, Ban Tuek Subdistrict	Ban Tuek Subdistrict Administrative Organization
46	April 15 of every year	Worship of City Pillar	City Pillar Shrine, Moo 11	Ban Tuek Subdistrict Administrative Organization
47	April 15 of every year	Worship of the Venerable Luang Pu Suk	Luang Pu Suk Shrine, Moo 3	Ban Tuek Subdistrict Administrative Organization
48	April 26	Sueb Chata Luang (Longevity Ceremony)	Wat Taling Chan, Moo 1, Ban Dan Lan Hoi District	Taling Chan Subdistrict Municipality, Sukhothai
49	April	Songkran Festival and the National Elderly Day	Wat Wang Thong	Welfare Fund of Wang Thong Subdistrict Community
50	May	Worship of "Kru Ba Chao Wat Hua Fai" in making merit ceremony for the dead	Wat Hua Fai, Thung Saliam District	Klang Dong Municipality/Education Division

Sukhothai Full Year of Events

No	Dates	Names of festival/tradition	Venue	Department/Contact
51	May	Rocket Festival	Open space outside Moos 4, 6, and 9 of Taling Chan Subdistrict, Ban Dan Lan Hoi District	Taling Chan Subdistrict Municipality, Sukhothai
52	April - May	Rocket Festival	Moo 8, Ban Klong Charoen	Educator of Nong Ya Plong Subdistrict Administrative Organization
53	May 2023	Rocket Festival for the fiscal year of 2023	Huai Nong Rong Reservoir	Wang Nam Khao Subdistrict Administrative Organization, Dan Lan Hoi District, Sukhothai
54	7 days after Songkran	Jao Muen Dong Worship Tradition	Jao Muen Dong Monument, Ban Tuek Subdistrict	Ban Tuek Subdistrict Administrative Organization
55	May - June	Tum Boon Klang Ban (Village blessing ceremony)	Wat Huai Chroen, Thung Salaim District	Klang Dong Municipality/Education Division
56	April - May	Bathing Ceremony of Buddha Image (Luang Phor Po)	Wat Wang Thong	Wat Wang Thong, Si Samrong District
57	April - August	Salak Patt Tradition	Temples in Wat Koh Subdistrict	Education Division, Wat Koh Subdistrict Administrative Organization
58	June 6	Light Waving Rite with Takan	Wat Chang Lom, Si Satchanalai Historical Park	TAT Sukhothai Office
59	June 17 - 18	The Peak Khao Luang	Ramkhamhaeng National Park, Khiri Mat District	-
60	July	Doi Khao Mung Flag Raising Tradition	Doi Khao Mung, Ban Plaina	Mueang Dong Community Tourism Promotion Club

Sukhothai Full Year of Events

No	Dates	Names of festival/tradition	Venue	Department/Contact
61	July	Ban Tuek Subdistrict Administrative Organization Product and Fruit Fair	Ban Tuek & Ban Huai Sak fruit market	Ban Tuek Subdistrict Administrative Organization
62	July	Group ordination, bathing ceremony of Buddha's images, and lent candle casting	Wat Tret Nai (Pa Pla), Moo 7, Wang Yai Subdistrict, Si Samrong District, Sukhothai	Phra Kru Palad Sarat Suptato (Abbot)
63	July	Wat Chai Udom Lent Candle Casting Tradition	Wat Chai Udom, Thung Saliam District	Education Division, Klang Dong Municipality
64	Friday, Saturday, and Sunday throughout July	Sukhothai World Heritage Light Up Night	Wat Mahathat, Sukhothai Historical Park	TAT Sukhothai Office
65	From the 1st waning moon day of the 8th lunar month to the full moon of the 11th lunar month (Thai calendar: Aug. - Nov.)	Buddhist Lent Tradition	Temples in Wat Koh Subdistrict	Education Division, Wat Koh Subdistrict Administrative Organization
66	August	Guan Yu Shrine Parade	Guan Yu Shrine, Si Samrong District	- Guan Yu Shrine Committee - Si Samrong Subdistrict Municipality
67	August 1	Light Waving Rite with Takan	Wat Mahathat, Sukhothai Historical Park	TAT Sukhothai Office
68	August 1-2	Sukhothai World Heritage Light Up Night	Wat Mahathat, Sukhothai Historical Park	TAT Sukhothai Office
69	September 28-29	Kuay Salak Almsgiving Tradition, Wat Mueang Na	Mueang Na, Moo 1, Thung Saliam Subdistrict, Thung Saliam District, Sukhothai	Mueang Na Village Committee, Thung Saliam Subdistrict, Thung Saliam District, Sukhothai
70	September	Kuay Salak Almsgiving Tradition	Wat Taling Chan, Moo 1, Wat Chom Sri Rattana Mongkhon, Moo 2, Nong Bua Dam Monastic Residence, Moo 7, Wat Mai Sattha Tham Monastic Residence, Moo 8, Ban Dan Lan Hoi District	Taling Chan Subdistrict Municipality, Sukhothai

Sukhothai Full Year of Events

No	Dates	Names of festival/tradition	Venue	Department/Contact
71	September	Rowing boat race and food festival	Ban Lum Canal, in front of Wat Si Mahapho, Moo 1, Ban Lum Subdistrict, Mueang District, Sukhothai	Education, Religion and Culture Division
72	September - October	Salak Almsgiving Tradition (Tan Kuay Salak)	Temples in Klang Dong Subdistrict, Thung Saliam District	Education Division, Klang Dong Municipality
73	Every October	Ok Phansa Festival and Chuchok Parade	Ban Dan Lan Hoi District Office	Taling Chan Subdistrict Municipality
74	October 8	Sukhothai Marathon	Sukhothai Historical Park	Sukhothai Tourism Industry Council
75		Tak Bat Thewo with 108 monks on 649-step stairs	Wat Tham Rakhang, Moo 6, Na Khun Krai Subdistrict, Si Samrong District, Sukhothai	Phra Khru Kosit Boonyopatham, Abbot of Wat Tham Rakhang
76	October 29	Tak Bat Theworona	Wat Khlong Phrarot, Nai Mueang Subdistrict, Sawankhalok District	Education Division, Nai Mueang Subdistrict Municipality
77	October	"Chuchok or Ai Hao Parade"	Lan Hoi Subdistrict Municipality area, Ban Dan Lan Hoi District, Sukhothai	Education Division, Lan Hoi Subdistrict Municipality
78	Full moon of the 11th lunar month (Thai calendar: Oct. - Nov.)	Ok Phansa Festival	Temples in Wat Koh Subdistrict	Education Division, Wat Koh Subdistrict Municipality
79	October - December	Klong Khang Nai Reservoir Run (Wing Kub Nong Klong Khang Nai)	Si Khiri Mat Subdistrict, Khiri Mat District, Sukhothai	Si Khiri Mat Subdistrict Administrative Organization
80	November 19-21	Pay homage to the 2 hero kings of Thailand	In front of Pho Khun Si Indrathit and Pho Khun Pha Muang Memorial Monument, Bang Klang Subdistrict Municipality, Sawankhalok District	Education Division, Bang Klang Subdistrict Municipality

Sukhothai Full Year of Events

No	Dates	Names of festival/tradition	Venue	Department/Contact
81	October - November	Traditional "Ruea Bok Race" (Land boat)	Tha Chai Subdistrict community, Si Satchanalai District	Tourism Promotion Department, Si Satchanalai Municipality
82	November 18 - 27	Loy Krathong and Candle Festival	Sukhothai Historical Park	Sukhothai Provincial Office
83	October - November	Publicize the local culture, traditions, products, and tourism of Khiri Mat District in the Sukhothai Loy Krathong and Candle Festival	Sukhothai	Si Khiri Mat Subdistrict Administrative Organization
84	November	Loy Krathong Festival at Wang Thong Subdistrict	Wat Wang Thong	Wat Wang Thong
85	Late November - Early December	Loy Krathong in a Church	Wat Khao Din Praiwan, Moo 4, Na Khun Krai Subdistrict, Si Samrong District, Sukhothai	Na Khun Krai Subdistrict Administration Organization
86	Full moon of the 12th lunar month (Thai calendar: Nov. - Dec.)	Loy Krathong Festival	Temples in Wat Koh Subdistrict	Education Division, Wat Koh Subdistrict Municipality
87	November 27	"Wanlok Way of Life: Thai Folk Dance on Full Moon" and Sawankhalok Loy Krathong Festival	Open yard (opposite Puai Ming School)	Sawankhalok Town Municipality
88	November	Kong Krailat Fish Festival	Kong Krailat District Office	Krai Klang Subdistrict Administrative Organization
89	November	Kathina Robe Giving Ceremony	Wat Ban Don Chan, Wat Ban Rai, Wat Mae Nam	-
90	November 27	Loy Krathong	Wat Ban Rai	-



Sukhothai Full Year of Events

No	Dates	Names of festival/tradition	Venue	Department/Contact
91	Every November	Loy Krathong, Wang Thong Sub-district	Wang Thong Temple	Wang Thong Temple
92	December	Ban Pong Fang community traditional ceremony to dispel bad luck and increase longevity	Ban Pong Fang School	Klang Dong Municipality/Education Division
93	December 29 – 31	Sukhothai Countdown at Talay Luang, Sukhothai	Heart-shaped Island, Talay Luang, Mueang Sukhothai District	Sukhothai Provincial Administrative Organization
94	December 31, 2023	Sawankhalok City Pillar Shrine Ceremony	Sawankhalok City Pillar	Sawankhalok Town Municipality



Section 3

City/Governmental Support of Festivals and Events





Section 3 City/Governmental Support of Festivals and Events

contains content that demonstrates the roles, support, and involvement of the government, at the levels of policies, regulations, budgets, and infrastructure development, including facilities in various fields, which make the historic city of Sukhothai equipped to be a venue for various international festivals.

1 Defined and Accessible Public Objectives and Support Statements for Festivals and Events by the City and Other Local Government Agencies

Sukhothai has a policy to support the organization of international festivals and events for a continuous expansion of the city's economy and a distribution of income to entrepreneurs and communities. The policy focuses on improving the quality of life of urban residents, as well as promoting a pleasant society and a happy community. Festivals and events are organized with a vision that aims to develop the tourism economy to meet international standards and to increase the value and quality of creative services and products of the city. Government agencies in Sukhothai that play a role in supporting festivals and events are divided into 3 levels:

1) The national government agencies play a role in setting national policies and allocating budgets to drive the event and festival industry as a tool to attract economic opportunities to Sukhothai. Large-scale festivals in the city are supported by various agencies such as the Tourism Authority of Thailand (TAT), Thailand Convention and Exhibition Bureau (TCEB), Designated Areas for Sustainable Tourism Administration (DASTA), etc. These organizations help promote and market tourism abroad to inform foreign tourists of festivals and events in Sukhothai. In some festivals, national agencies are involved in the development of handicrafts and local food for sale and the education of tourists.



1 Defined and Accessible Public Objectives and Support Statements for Festivals and Events by the City and Other Local Government Agencies



2) The provincial administrative office (PAO) sets policies at the city level, provides budget support, and facilitates infrastructure. These agencies are such as

- **Sukhothai Provincial Office** allocates budget to support event organization, PR, and area management.
- **Department of Public Works and Town & Country Planning of Sukhothai** plans and conducts spatial management within the event.
- **Sukhothai Provincial Police Station** manages traffic and safety in the venue.
- **Sukhothai Provincial Cultural Office** allocates volunteers to attend the event and coordinates with the community in organizing the event.

3) The subdistrict administrative organizations (SAO) play a role in providing venues and facilities, including public utilities, emergency management, and welfare, such as

- **Sukhothai Provincial Administrative Organization** co-sponsors the budget for the event and public relations
- **Municipalities and subdistrict administrative organizations in the event area** facilitate space and waste management. Local organizations at each level often bring local products to the fair and organize festival activities.

2 Direct Funding Support Provided to and /or Budgeted for Festivals and Events from the City or Other Government Agencies

In general, the government is responsible for allocating annual budgets for the city's festivals to fulfill its mission of cultural conservation and economic development. A city-level committee deliberates on the amount of the budget that is appropriate for the size and significance of each festival. The main agencies responsible for allocating budgets for organizing festivals each year consist of the following:

- **Sukhothai Provincial Office:** Budget support for infrastructure projects, public relations, and festival and event organization in the city, for about four-fifths of the total budget.
- **Sukhothai Provincial Cultural Office:** Budget support for organizing fairs selling products, food, and souvenirs of various communities.
- **Sukhothai Tourism and Sports Office:** Budget support for special activities, fairs and public relations in the event.
- **Sukhothai Provincial Commercial Office:** Support for the production of Thung-Ngern account for 100 restaurants and souvenir shops.
- **Sukhothai Community Development Office:** Budget support for the development of sub-district products.
- **Sukhothai Provincial Administrative Organization:** Budget support for activities and performances, such as fireworks, light and sound performances, music performances, etc.
- **Thailand Convention and Exhibition Bureau:** Budget support for the planning and organizing festivals and events, especially national and international events.
- **Tourism Authority of Thailand:** Support for public relations and receptions of important guests both from within and outside the country.
- **Designated Areas for Sustainable Tourism Administration:** Support for community-based tourism management following the festival.



3 In-Kind Services Support Provided to and /or Budgeted for Festivals and Events from the City or Other Government Agencies



- Electricity and water utilities from the Provincial Electricity Authority and the Provincial Waterworks Authority
- Garbage and waste management support from local government organizations in the area
- Traffic management and parking for attendees from the Sukhothai Provincial Police Station
- Public relations for festivals and events to people in the province and surrounding provinces by the Public Relations Office of Sukhothai Province
- Marketing promotion to attract domestic and international tourists and coordination with hotels in the jurisdiction to offer discounts to tourists by the Tourism Authority of Thailand Sukhothai Office (TAT)
- Educational activities in the festival by the Office of Non-formal Education and Informal Education (NFE)
- Facilitation and preparation of venues for events in the World Heritage Site by Sukhothai Historical Park Office

4 Support Provided by Festivals and Events to Help with Community Awareness/Protection

Sukhothai recognizes the importance of raising awareness and preventing epidemics and accidents in the community during festivals. At present, government agencies are coordinating with various sectors to prepare monitoring and prevention in the following areas:



Epidemic Prevention

The agency directly responsible is the Sukhothai Provincial Public Health Office, which provides temperature checking and sanitizing spray, distributes face masks and ATK, and carries out social distancing campaigns.

In addition, Sukhothai has established a working group to collaborate with other sectors, such as the Provincial Statistical Office and the private sector, with the public health doctor of Sukhothai heading the prevention of diseases within the festival as follows:

- **Carrying capacity analysis** done by calculating the event area, density, and spacing according to international and Ministry of Public Health principles to determine the number of people who can attend the event in each period. The Provincial Statistical Office manages the counting system.
- **Staff allocation** to be stationed at every entrance to the event and public health officers to be stationed at the Operation Center.
- **Infection screening** with wristbands handed out to visitors who have passed the screening process and a system that sends online results to those involved in case an infected person is found.
- **Public health services to patients** through a provincial public health system and first-aid system by coordinating with local hospitals for admission.

Accident Prevention

The agencies directly responsible are the Sukhothai Provincial Police Station and the Sukhothai Tourist Police Office. Their tasks include managing traffic, arranging parking and public transportation spots, including campaigning to prevent traffic accidents both before and after the festival.

5 Any New Programs Created to Prepare For/Protect Against Future or Continued Pandemic or Other Unexpected Challenges

As a tourist city with a large number of domestic and international visitors every year, Sukhothai pays attention to ways of dealing with emerging diseases and other critical conditions with caution. Government agencies in Sukhothai have devised policies, activities, and projects to deal with various crises by organizing training to educate entrepreneurs and service providers to tourists, including guides, attraction personnel, hotel staff, and restaurant staff. The goal is to help prevent and provide assistance to tourists effectively during the crisis, such as

- **Sukhothai Provincial Public Health Office** holds training on epidemic prevention for village health volunteers (VHVs) and entrepreneurs so that they can help tourists during the festival and procures Automated External Defibrillators (AED) for emergency situations.
- **Sukhothai Provincial Tourism and Sports Office** organizes a training program for personnel in preparation for assisting tourists during the festival and provides training to the private sector for crises in various areas, such as security, fire prevention, drug prevention, drowning incidents, etc.



6 Defined Role of the City in Festival and Event Approval



Government agencies in Sukhothai work closely with festival organizers for both festivals organized by the public sector and events owned by the private sector. The government and the private sector generally collaborate to plan and request for authorization of the festival to reduce preparation time and increase planning efficiency. Getting approval for a festival consists of three main processes: planning and submitting a request to the provincial office; appointing the Festival Supervisory Committee, and planning for the festival to be reviewed by the committee.

City festivals with the government as the primary organizer are planned 1 to 3 years in advance for continuous approval and annual budget preparation. Local and national government agencies are responsible for organizing the event. If the private sector wants to participate in organizing a city festival, they must submit a request to the agency in charge of that festival. When the government agency has received the documents, they will coordinate with the private sector so that a smooth collaboration may proceed.

For privately owned festivals and events, such as marathons and cycling, a request for permission must be submitted to the agency in charge of the venue first, then to the Sukhothai Provincial Office so a Festival Supervisory Committee can be appointed to generate cooperation with relevant agencies. Government jobs in all sectors are very good. Generally, festival organizers receive full support from government agencies. The organizers need to follow the city's policies in organizing events, such as preserving the cultural identity of the city of Sukhothai, minimizing the impact on nature and the environment, etc.

7 City-Provided Festival and Event Process Coordination and Assistance Systems



The city always sets up a festival supervisory committee to coordinate the organization of festivals within the city. The committee acts as a forum for discussion, planning, and seeking cooperation from relevant agencies. Generally, the Sukhothai Governor appoints a festival supervisory committee for each festival and event. The committee is usually made up of government agencies involved in providing public services and infrastructure, including preparing the venue, managing public space and traffic, responding to emergencies, providing cleaning and security services, and handling public relations. The members are often as follows:

- Governor, Deputy Governor, or a representative from the Sukhothai Provincial Office
- Mayor, Deputy Mayor, or a representative from local government organizations in the event area
- Head or a representative from the Sukhothai office of a central government agency based on their roles and responsibilities in the festival, such as the Provincial Tourism and Sports Office, the Sukhothai Office of Public Works and Town & Country Planning, Sukhothai Historical Park, Ramkhamhaeng National Park Sukhothai, College of Dramatic Arts, etc.
- Representatives from public utility agencies, such as the Provincial Electricity Authority, Provincial Waterworks Authority, etc.
- Representatives from the Provincial Police Station to oversee the use of public roads and maintain safety
- Representatives from disaster prevention and mitigation units, such as fire stations, public health, and medical units, etc.
- Representatives from the business sector, such as the Provincial Chamber of Commerce, the Tourism Promotion Association, etc.
- Festival organizer or event owner

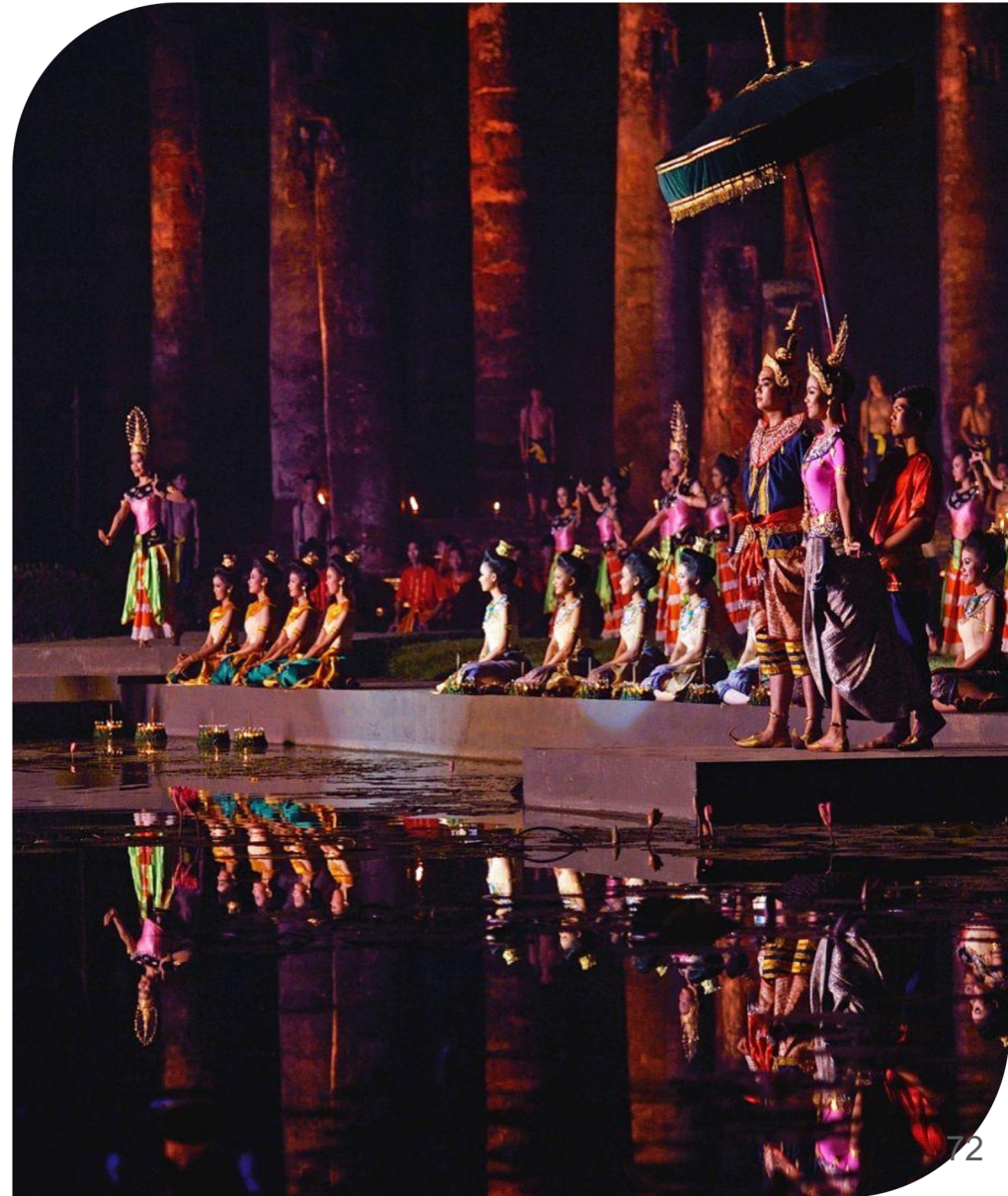
The festival supervisory committee assists in more conveniently obtaining permission in various areas, especially the necessary permits, equipment loans, and use of venues. As a result, it is widely accepted among festival organizers that the process of organizing festivals in Sukhothai is quick and efficient.

7 City-Provided Festival and Event Process Coordination and Assistance Systems

There are 3 main steps to get approval for festival organization from the government.

- 1) Proposing the format and event plan to Sukhothai Province under the consideration of the governor of Sukhothai.
- 2) Appointing the Festival Supervisory Committee to arrange a platform where ways to develop the festival jointly between Sukhothai Province and the organizer are discussed. The provincial office is in charge and responsible for this step.
- 3) Planning, implementing, and organizing the festival. The festival organizers are the main operators under the coordination with the Festival Supervisory Committee.

The Festival Supervisory Committee may be divided into working groups based on the activities in the festival. After each committee meeting is concluded, the organizers can use the official minutes to seek collaboration with relevant agencies in organizing the event, such as the use of public roads, use of public space, use of public facilities, etc.



8 Participation in Official Capacity by City Department Representatives on Boards and Planning Committees of Local Festivals and Events

Sukhothai's Festival Supervisory Committee often appoints sub-committees to oversee specific events for the efficient operation of festivals and events in the city. These sub-committees usually consist of government agencies, the private sector, and the relevant civic sector. They act as forums for planning, making decisions, and coordinating actions based on the vision and operational guidelines set by the Festival Supervisory Committee. In large city festivals, sub-committees are usually formed according to the following activities:

Planning and organizing activities within the event

- 1) Overall Organizing Committee
- 2) Traditional Ceremony Committee
- 3) Trade Activity Management Committee
- 4) Opening Ceremony Committee
- 5) Parade Committee
- 6) Light and Sound Show Committee
- 7) Folk Cultural Performance Committee
- 8) Music Performance Committee
- 9) Exhibition Committee
- 10) Educational Activity Committee

Public Relations

- 1) Public Relations Committee
- 2) Spokesperson and MC Committee

Spatial Management

- 1) Venue Planning and Management Committee
- 2) Infrastructure Management Committee
- 3) Security and Facilitation Committee
- 4) Hygiene Committee
- 5) Public Health and First Aid Committee
- 6) Impact Assessment Committee



9 Local Laws, Ordinances, Regulations, Permits and Policies Impacting and Supportive of Festivals and Events



After the festival organizers in Sukhothai have requested permission from government agencies and joint committees, they must comply with the rules and regulations pertaining to the organization of festivals and events, for example:

Public Health Act B.E. 2535

According to the Public Health Act B.E. 2535, Chapter 5, Section 25 (4) actions constituting nuisance include any action causing odor, light, ray, noise, heat, toxic substance, vibration, dust, fine powdery substance, soot, ash, or any other action to the extent of degradation or which may be hazardous to health; therefore, to organize any activity, a request must be submitted to the local authorities for a permit.

According to the Public Health Act B.E. 2535, the noise level standards in general are as follows.

- (1) The maximum noise level does not exceed 115 decibels.
- (2) The 24-hour average noise level is not more than 70 decibels.

Alcohol Beverage Control Act B.E. 2551

Section 27 The sale of alcoholic beverages is prohibited in the following places or areas:

- (1) a temple or a place for religious ceremonies
- (2) Public health facilities or medical facilities under the law on medical facilities and pharmacies under the law on drugs.
- (3) Government offices, except for the areas arranged for shops or clubs.
- (4) Dormitory according to the law on dormitory
- (5) Educational institutions under the law on national education.
- (6) a gas station under the law on fuel oil control or a shop in the vicinity of a gas station
- (7) Public parks provided for recreation.
- (8) Other places announced by the Minister with the approval of the Committee.

Section 29. No person shall sell any alcoholic beverage to the following persons:

- (1) a person under twenty years of age;
- (2) a person who has lost consciousness due to being drunk.

9 Local Laws, Ordinances, Regulations, Permits and Policies Impacting and Supportive of Festivals and Events



Section 30. No person shall sell any alcoholic beverage through the following practices or manners:

- (1) using an automatic vending machine;
- (2) Hawking;
- (3) providing a discount as a sale promotion;
- (4) giving or offering privilege to attend any competition or performance, offering services, lucky draw or to earn any benefit to the buyer of alcoholic beverages in favour of buying or to the person who exchanges or trades alcoholic beverages with their packaging, labeling or anything related therewith;
- (6) dispersing, providing, giving or exchanging with alcoholic beverages or any goods or services, as the case may be, or distributing alcoholic beverages in the form of samples or in order to promote alcoholic beverage consumption by the public, including the determination of sale conditions as compulsory buying, whether in a direct or indirect manner, of alcoholic beverages;

Section 31 No person shall drink any alcoholic beverage at or within the following places or areas:

- (1) a temple or any place of worship, except where drinking thereof is a part of worship;
- (2) a state public health service unit, infirmary under the law on infirmary and pharmacy under the law on drug, except the area designated as the living area of an individual;
- (3) a public office, except the area designated as the living area of an individual or for the establishment of a club or in case of a conventional banquet;
- (4) an education institution under the law on national education, except the area designated as the living area of an individual or club or in the case of a conventional banquet or education institution providing the course relevant to the mixing of alcoholic beverages which having been permitted under the law on national education;
- (5) a petrol station under the law on fuel oil control or a shop within a petrol station;
- (6) a public park provided by the government for public recreation;
- (7) other places notified by the Minister with advice of the committee.

10 Green Initiatives: What assistance does the city offer to encourage and support green initiatives by festivals & events?

Government agencies in Sukhothai have entered into an agreement with organizers to organize festivals in Sukhothai with a focus on preserving the identity of the province and sustainably conserving the environment. The agreement is used when considering support for a festival to encourage concrete cooperation from the private and civic sectors. Examples of guidelines for achieving Sustainable Development Goals (SDGs) in festivals in Sukhothai include

Loy Krathong is a traditional Thai lantern floating along the rivers. The government therefore sets conditions regarding the environment for the organizers, for example, refraining from using foam and non-biodegradable materials in making floating lanterns, reducing the use of vinyl materials in sign making, prohibiting vehicles in the area and providing public transportation services, sorting and managing waste correctly and systematically, and requiring the use of natural materials in decorating the venue. As a result, the Loi Krathong Festival in the past 5 years has greatly reduced the amount of waste.

Khao Luang Climbing is a sporting event held in the area of Ramkhamhaeng National Park, which has a policy to conserve natural resources and reduce environmental impact to maintain the value of the national park. The event therefore requires visitors to pay a waste management deposit of 200 baht per group and establish an agreement with the participants to collect and take their own garbage out of the national park. When the visitors present the collected garbage to the staff as they leave, the deposit for waste management will be returned. Organizers also collect and manage waste to reduce the burden of garbage disposal of the park.



11 City Provided Festival and Event Training Programs



Government agencies provide skills development programs for personnel in various fields, with an emphasis on high-quality services for entrepreneurs and workers in the tourism industry, which plays an important role in promoting the festival industry. The following government agencies are responsible for organizing training—Sukhothai Provincial Administrative Organization, Designated Areas for Sustainable Tourism Administration, Tourism Authority of Thailand, and Sukhothai Office of Tourism and Sports—by inviting experts to give knowledge in various fields, such as

- Good host training, especially among tourism business operators, such as accommodation businesses, tours, shops, and restaurants, so that entrepreneurs have a service model that meets international standards
- Local guide training for the new generation and youth in the community
- Training on how to decorate restaurants and shops using local identity for entrepreneurs of restaurants, hotels, community stores, and interested people
- Product package design training for entrepreneurs and souvenir makers
- Guest house management training in compliance with international standards for accommodation operators
- Food presentation training using local products

The continuous support of government agencies in providing training on the development of goods and services has imbued festivals in Sukhothai with a wide variety of products and international quality services. By extension, it helps stimulate participation of tourists from outside the area and boost the local economy from the consumption of local goods and services displayed at the festival.

12 Direct Industry Involvement / Memberships by Any of the Above



Local government agencies in Sukhothai collaborate with the central government in formulating strategic plans for the development of tourism and the festival industry through participation in various committees. The aim is to connect national plans and policies to provincial-level operations and to collaborate with central agencies in budget allocation, for example:

- Collaborating with the Thailand Convention and Exhibition Bureau (TCEB) to formulate policies and action plans to elevate Sukhothai's festivals to world-class festivals.
- Cooperating with the Digital Economy Promotion Agency (DEPA) in planning to develop technology for performance and light and sound directing and a headcount system for attendees at festivals.
- Collaborating with the Creative Economy Agency (CEA) in planning festivals to promote creative economy development and the development of the UNESCO Creative Cities Network.
- Joining the Luangprabang - Indochina - Mawlamyine Economic Corridor (LIMEC) committee to drive the Special Development Zone of the Lower Northern Region (Phitsanulok, Sukhothai, Tak, Uttaradit, Phetchabun), to set the direction of organizational management in the Economic Corridor Development Network regarding upgrades of goods and services of Thailand, Laos and Myanmar, which concerns the development of festivals between the three countries.



Section 4

Non-Governmental Community Support of Festivals and Events





Section 4 Non-Governmental Community Support of Festivals and Events

contains content that demonstrates the roles, support, and engagement of the private sector within and outside the city with regard to the development of the infrastructure and facilities, e.g., organization of festivals, PR, SMEs engagement, and volunteers, which contributes to the readiness of Sukhothai in hosting various forms of international festivals.

1 Volunteer Involvement

Happiness is a common trait that Sukhothai locals can share with visitors. Their fundamental generosity leads to collaboration in organizing different festivals from community festivals that bring the community's residents together to large city festivals that combine joint efforts of the public and many private organizations. Volunteers are a symbol of the support from the public to help festivals run smoothly and progress successfully.

Currently, Sukhothai offers training for festival volunteers to the public and representatives of willing communities and villages. This will increase their potential in offering support to visitors, e.g., controlling safety, managing traffic, welcoming tourists, etc.

The organizations that offer training include

- 1) The Royal Initiative Volunteers Regional Office 3 at Sukhothai Provincial Administration Office: offering basic volunteer training (royal volunteers)
- 2) Provincial Public Health Office and village health volunteers
- 3) Office of the Non-Formal and Informal Education (NFE) in Sukhothai
- 4) Boy scouts and girl scouts

Local administrative offices and educational institutions will coordinate with volunteers for festivals in Sukhothai, as shown in the next page.



1 Volunteer Involvement



Loy Kra Thong

Loy Krathong Festival is an example with tangible volunteer involvement as it is a big annual festival with an overwhelming number of visitors. Festivals require a lot of staff members to run and facilitate the events, and volunteers have become very significant. “The Local Environment Volunteers” is a group that allows people from different backgrounds to participate, such as women and students. The primary goal is to provide convenience to visitors and collaborate with the government to organize activities in the festival. Some important activities of the group include raising environmental awareness in the community and visitors and collecting and sorting garbage after the festival. Other volunteer groups also take part in this festival, e.g., village health volunteers to help with screening and preventing communicable diseases and performing first aid, volunteers to perform in parades and performances, student volunteers to distribute flyers of the festival’s information.

Sukhothai Art Craft & Beyond

Sukhothai Art Craft & Beyond is a festival spearheaded by Sukhothai Trooper, a volunteer team of young people. The goal of Sukhothai Trooper is to create a society of learning in their hometown through activities that can pass on the knowledge of handicraft to youth. The group also campaigned about the environment, educating tourists on garbage sorting, as well as collecting and sorting the garbage from the festival. Furthermore, student volunteers also participated in facilitating and creating knowledge through artworks with the visitors.



1 Volunteer Involvement



Khao Luang Climbing

Khao Luang Climbing is an event held in Sukhothai's important pool of natural resources. Thus, environmental conservation and activities that minimize the impact on nature are highly significant. Volunteer groups of both Thais and foreigners take part in the event by sorting and collecting garbage. The volunteers also hold activities to help raise awareness in the environment during the event.

Volunteer efforts have contributed to the success of the event, whether through educating, developing relationships within the community, entertaining people, managing traffic safety, providing convenience to people with physical limitations, and preventing the impact of the festival on the environment and on people's daily life.

They are a key to driving the festival industry in Sukhothai towards success and positive legacy on society at large.



2 Sponsorship Support

Nowadays, the private sector, including large corporates from outside the province and local SMEs, play a crucial role in the event and festival industry in Sukhothai. Successful festivals requires support from such organizations in various aspects, e.g., budget, equipment, services and facilities, PR, etc.

As a world heritage site rich with history, cultural resources, and festivals, Sukhothai is an appealing destination for international travelers and attracts millions of visitors to the province every year. As such, organizing festivals in Sukhothai receives support from the private sector from both within the area and outside the area. However, despite overwhelming support from external organizations, the operation must still be done under the policy set by local stakeholders to keep the festivals in tune with the image of the city of Sukhothai.



2 Sponsorship Support

Example of sponsorship for Sukhothai's festivals in 2018-2022 :

- **Budget and equipment:** the private sectors, such as Government Savings Bank, Epson (Thailand) Co.,Ltd., Pracharat RakSamakkee Sukhotai (Social Enterprise) Co. Ltd.
- **Services and facilities:** drinking water booths in every festival by the Provincial Waterworks Authority, drinks in sports events by Thai Beverage PCL., cell tower installation in every festival by telecommunication companies such as True Corporation Public Company Limited (TRUE), Total Access Communications Public Company Limited (DTAC), and Advanced Info Services Public Company Limited (AIS)
- **Activities:** activities in organic gardening festival by Bangkok Airways PCL.
- **PR:** broadcasting of the opening ceremonies, parades, and general atmosphere of the festival by The National Broadcasting Services of Thailand (NBT)



Festival organization networks in Sukhothai, including Sukhothai City Development Co., Ltd. , Sukhothai Chamber of Commerce, and government agencies, are trying to recruit more sponsorship from both inside and outside the province to push the festival and event industry in Sukhothai towards international standards.



3 Media Support

Many popular media cover and present news of the happenings in the world heritage province of Sukhothai, including news networks, newspapers, radios, online media, and famous magazines. Events and festivals in the city are broadcasted to a vast number of travelers, regularly attracting many visitors.

Festival organizers often collaborate with the press to publicize the news of events and draw the locals to the festivals. Moreover, organizers in Sukhothai work closely with government and private agencies to reach a wider audience in their PR, thus attracting more visitors from Thailand and overseas.

Recognition from UNESCO in various aspects, whether history or creativity, has sparked an international awareness of cultural heritage in Sukhothai, thereby placing Sukhothai in the eyes of foreign media.

Another strength of media collaboration in Sukhothai is cooperation with the Luangprabang - Indochina - Mawlamyine Economic Corridor (LIMEC) committee, a collaborative effort to join the economic routes of 3 countries, namely Thailand, Laos, and Myanmar. This will help advertise festivals in Sukhothai to audiences in the neighboring countries.



3 Media Support

The media that contribute to the promotion of festivals in Sukhothai include:

- Government organizations, especially Tourism Authority of Thailand (TAT), which collaborate with local private organizations to hold press conferences on the city's festivals
- Thailand press network, e.g., radios, newspapers, local magazines
- Local online media, e.g., Sukhothai Magazine, Sukhothai Review, Review Sukhothai, all run by the general public
- Central and regional television
- Sukhothai Chamber of Commerce, which supports by organizing photo contests

Moreover,

local volunteer photographers play a big part in capturing the festivals from various perspectives and promoting it on their channels.



4 Chamber of Commerce / Convention & Visitors Bureau Support

Commercial organizations

in Sukhothai contribute to the success of festivals and positive impact on the local economy, whether or not they are directly involved in the organization or officially sponsor the festivals.

Examples include

Sukhothai Chamber of Commerce whose key role is to attract commerce and tourism to Sukhothai. Although the Chamber of Commerce is not the major organizer of festivals, it offers support in other ways, such as proposing ideas for a festival to the government sector and co-hosting activities in festivals, such as displays of local products and sale of agricultural produce and foods.

Tourism Council of Sukhothai whose key role is to invest in the tourism industry. The Tourism Council collaborates with Sukhothai City Development Co., Ltd., to promote activities and local stores in festivals, recruit writers for press coverages, e.g., writing press releases, providing information or facilitating on-site visits, and coordinate with influencers to broadcast the festivals on social media. The Council also provides information to tourists via social media, such as the Facebook fanpage of TAT, as well as organizes a FAM Trip.

In addition, Tourism Council of Sukhothai, Sukhothai Chamber of Commerce, and the city of Sukhothai are part of the Luangprabang - Indochina - Mawlamyine Economic Corridor (LIMEC) committee in organizing tourism activities in Sukhothai, as well as cooperate with the LIMEC committees of 5 other provinces in the lower northern region, namely Phitsanulok, Sukhothai, Tak, Uttaradit, and Phetchabun, with the purpose of increase opportunity for large groups of tourists both from other parts of Thailand and overseas.



5 Downtown Associations

Small entrepreneurs, including restaurants, coffee shops, jewelry stores, fabric shops, china shops, souvenir shops, public transport companies, hotels and accommodation, and craftsmen and artists, all help support festivals in different aspects, such as organizing, hosting special activities, securing sponsors, and providing funding. Engagement is especially strong for festivals held in the old town Sukhothai area, which covers Sukhothai Historical Park and the local commercial center, as it is a prime location for hosting festivals in the city.

In addition, there are promotional efforts to attract more visitors to festivals through marketing campaigns such as offering discounts to organizers and visitors. Other campaigns include special activities to boost tourism in the areas, e.g., local food markets, a gastronomic activity for good fortune (Khaw Kwan Wan Len Fire) during Loy Krathong, a walking street in The Street Art Festival in Sawankhalok, etc. It is seen that SMEs in Sukhothai not only take part in organizing the festivals, but also enliven the festivals with activities and stimulate the local economy.



6 Organizations to Assist Individuals with Disabilities

Sukhothai's tourism sector is prepared to welcome all groups of tourists to offer an inclusive traveling experience. Preparations for individuals with disabilities and physical limitations range from public trams to transport tourists to different spots, slopes and handrails in restrooms for people with disabilities, disability parking within the Historical Park as it is vast and hosts local festivals every year.

Apart from areas and transports, service centers have been set up to offer assistance to visitors with disabilities and physical limitations. Such facilities are provided based on the guidelines received from the meeting with the Sukhothai Club for People with Disabilities.

In addition, volunteers are present to take care of tourists with physical limitations during their visit to the festivals held at Sukhothai Historical Park. These preparations allow those with disabilities to enjoy the festivals, whether as tourists or as organizers.



Volunteers taking care of tourists with physical limitations while visiting Sukhothai Historical Park.

Public trams for individuals with disabilities and physical limitations.



7 Local Event Cooperatives

Currently, there are groups and private or civic organizations in Sukhothai for the purpose of hosting different forms of local festivals, mainly focusing on arts and crafts. Examples of people's groups for such festivals include:

- **Sukhothai Trooper** by young people in Sukhothai, organizing Sukhothai Art Craft & Beyond
- **Sukhothai City Development** organizing Art Craft & Beyond
- **Sukhothai Coffee Club** organizing coffee festival
- **Sukhothai Silver & Gold Entrepreneurs** in collaboration with **Suntree Thai Weaving Center** and Ban Boran Hat Siao Handicraft Center organizing Huean Puan Chuan Craft
- **YEC (Young Entrepreneur Chamber of Commerce)** organizing local festivals and inviting YECs in other provinces to join the festivals



Examples of operations:

- inviting shop and restaurant owners to join the festivals by offering promotions or packages to festival visitors
- attracting tourists with incentives, including PR
- inviting organizers/sponsors and related organizations in other cities to join the festivals, e.g., YEC inviting other YECs

The people that get together to organize festivals also coordinate with the city's public organizations and local administrative offices to receive permission to organize the festivals, as well as collaborate with the private sector to drive the festivals to success.

7 Local Event Cooperatives

Sukhothai was chosen as part of the Creative Cities Network in 2019 in Crafts and Folk Art due to a collaboration between the community, the private sector, and the government sector to combine cultural capital with modern technology, creating a city of sustainable creative businesses or industry. As such, the people and communities in Sukhothai are eager to express crafts and folk art through festivals in the forms of local products and services. Moreover, the young people also organize the Sukhothai Art Craft & Beyond by rotating the locations to different spots to distribute money and opportunity to local artists.

Local communities with skills in handicrafts have joined forces to host festivals to provide a platform where they can proudly display the local crafts and expand business opportunities to wider markets.



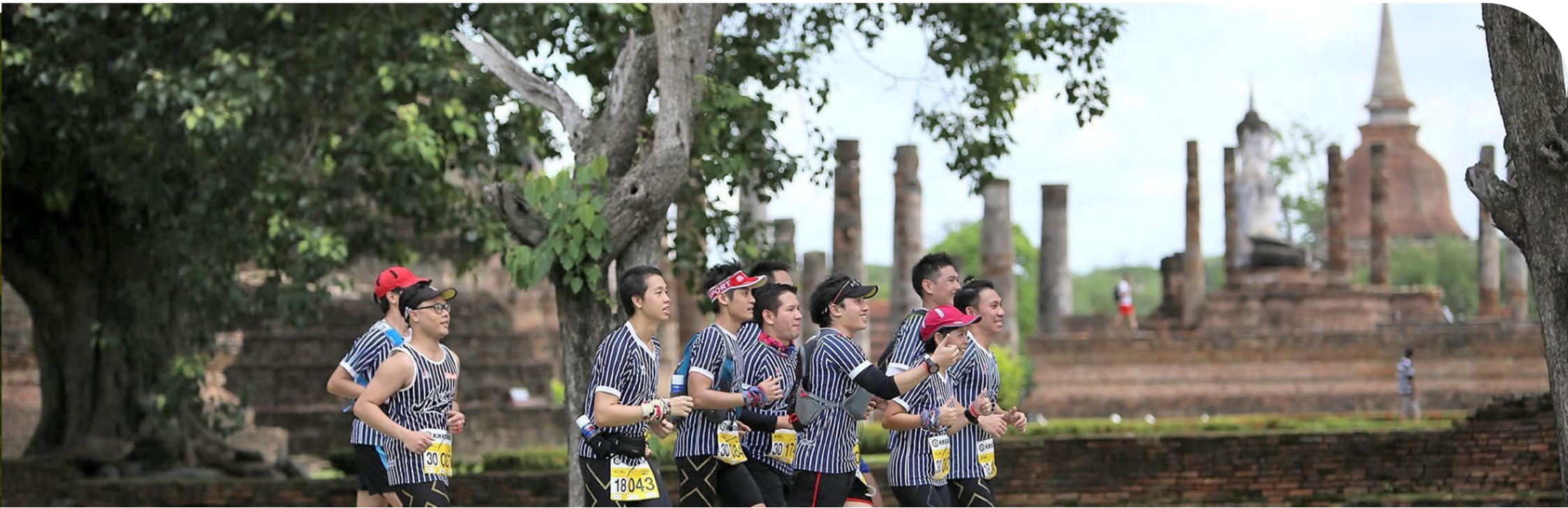
8 Sports Commissions

The private and civic sectors play an important role in pushing for festivals and sports competitions in Sukhothai, including running events and football matches between cities and areas. The primary goal is to attract tourists and athletes to the city and stimulate spendings within the areas, leading to income distribution to the local communities. Examples of the private sector that take part in organizing or popularizing sports competitions include:

- Sukhothai Tourism Council organizing Sukhothai Marathon
- Sukhothai City Development Co., Ltd. organizing Sukhothai Marathon

- Sukhothai F.C. playing in the national football league division 1
- Dawn Sukhothai Running Club organizing Sukhothai Marathon
- 2.5 Running Club organizing Ramkhanhaeng Marathon
- Audex Sukhothai organizing a long-distance bike tournament 4 with the distance of 2-4-600

Preparations are now underway for BIKE for World Heritage: Sukhothai x Luang Prabang 1500 km. (Audex License), connecting two UNESCO World Heritage cities, in collaboration with the Luangprabang-Indochina-Mawlamyine Economic Corridor (LIMEC) Committee. Such experiences show Sukhothai's potential to organize sports events to fit its unique culture to boost the economy and attract outside organizers.



9 Education Institution Support



The education sector plays a significant role in supporting festivals in Sukhothai. All levels of education, from kindergarten to university, participate in festivals, especially important local ones like Loy Krathong, Songkran, and Phor Khun Ramkhamhaeng the Great's Day. Their engagement is often through volunteers, such as student volunteers in the festivals, equipment and tools for the festivals like sports equipment, etc.

For arts and culture, educational institutions, especially traditional dramatic arts schools, take a key role in expressing the unique art of acting, music, and dancing to the visitors, such as Sukhothai dance performance by secondary school students to worship King Ramkhamhaeng the Great at King Ramkhamhaeng Monument, saraphanya chants, parades, and beauty contests in Loy Krathong Festival. Students of the College of Dramatic Arts also participate in the performances in Loy Krathong Festival and Back To Si Satchanalai: Thai Clothes And Ancient Patterned Silver & Gold Accessories.

In management and services, students help with providing security, e.g., Sukhothai Technical College sets up and operates the Fix it Center (as part of the Technical Colleges for the People project) to help prevent and reduce road accidents during the Songkran Festival.

Such support from the educational institutions all aim towards the same goal of organizing festivals alongside passing Sukhothai's cultural heritage on to the new generation through engagement in festivals.

10 Special Incentives / Discounts Provided to Festival and Events by Local Venues

Incentive of space to display local products



Discounts at restaurants and stores for festival goers



Private organizations provide different incentives for festival organizers in Sukhothai to give them convenience and attract more activities in the area, e.g., pop-up booths by mass media agencies or other local media to promote festivals, a conference of famous influencers and photographers by Sukhothai Chamber of Commerce to advertise festivals, etc. These activities help motivate organizers from other areas to have their festivals in Sukhothai.

To incentivize tourists to join the festivals, the private sector holds activities with local entrepreneurs, e.g., discounts at participating restaurants and souvenir shops when they check in to a partner hotel. Moreover, there is a marketing campaign co-created by entrepreneurs, TAT Sukhothai Office, and Bangkok Airways PCL. that gives discounts at restaurants during the festival to tourists who present a boarding pass.

11 Access to Industry Suppliers in the Local Market

There is easy access to the resources for organizing festivals in Sukhothai due to the assistance and support from the local private sector. For general events, local entrepreneurs who have expertise and experience of past events often step in to help procure resources in different aspects. Examples of such resources include

- **Locations:** Organizers can make a request to government agencies and the municipality to use large public spaces; there are also many temples in the area.
- **Equipment and decorations:** Organizers can buy banners, decorative lights, generators, etc. from local SMEs and can borrow tables, chairs, and other equipment from the temples, which may be compensated with donations. If a stage is required, Sukhothai Prison can install one at a short notice. The local community can also provide food for the event.
- **Management and facilities:** Organizers can coordinate with temples and local communities to request for resources such as mini buses, vans, and pig cars for local transportation, ATMs, security guards, drinking water, electricity and sound systems.

Outside organizers can gain access to these resources via direct contact with local suppliers or via Sukhothai City Development Co., Ltd.



Apart from the ease of access to the resources used in organizing festivals, local entrepreneurs also pay close attention to cleanliness and sanitation for the safety of users.



12 Direct Industry Involvement / Memberships by Any of the Above

The privates and civic organizations that are regularly involved in the planning and organization of festivals include

- 1) Tourism Council of Sukhothai
- 2) The Federation of Thai Industries - Sukhothai
- 3) Sukhothai Tourism Association
- 4) Sukhothai City Development Co., Ltd.
- 5) Sukhothai Chamber of Commerce
- 6) Thailand Convention & Exhibition Bureau (TCEB)
- 7) Pracharat RakSamakkee Sukhotai (Social Enterprise) Co.,Ltd.
- 8) Tourism promotion clubs in 9 districts in Sukhothai
- 9) The civic sector and communities
- 10) Bangkok Airways Public Company Limited

These organizations have joined forces from the planning process to the post-management process after the festivals. The first step is a meeting to establish the directions for the festival with the main goal of unifying the overall festivals of the province in order to achieve a shared identity of the city despite different locations of the festivals. The discussions include the following topics:

- 1) Establishing shared development goals
- 2) Devising concepts for PR and communications
- 3) Setting guidelines and practices for the festivals, e.g., themes, color schemes, lighting for the decorations, and management of facilities in the area, including water, power, and environmentally friendly waste management
- 4) Allocating the areas of responsibility clearly between the government sector, large corporates, and SMEs



During the organization, each division will strictly perform their duties in the designated areas. The operations are divided into 5 aspects:

1. Objectives and concepts of annual festival development
2. Plans and designs of activities in annual festivals
3. Development of local merchandise and services
4. PR of festivals, e.g., FAM trip, advertising plans, showcases
5. Marketing plans and space rentals, e.g., marketing strategies, festival mascot creation

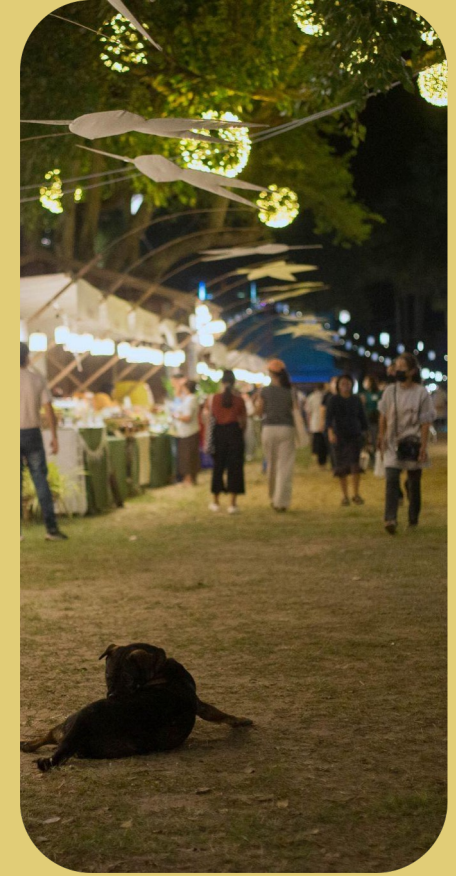


Section 5

Leveraging 'Community Capital'

Created by Festivals & Events





Section 5 Leveraging 'Community Capital' Created by Festivals & Events

contains content that demonstrates the use of festivals and events to create community capital, thereby making the most of festivals and events in Sukhothai regarding the benefits for the government, private sector, civic sector, and educational institutions, e.g., city branding, tourism promotion, community engagement, wasteland restoration, and positive impact creation on the city.

1 Community Branding

“Sukhothai...A Creative City amidst History and Traditional Thai Culture”

Festivals in Sukhothai contribute greatly to the city branding, especially in promoting the image of a creative city. The festivals greatly promote the consumption of local handicrafts and artisans through space for presenting local food and community-crafted products to visitors. Thus, the image of Sukhothai as a source of quality handicrafts and craftsmanship in Thailand has become apparent to outsiders. In 2019, Sukhothai was selected as one of the UNESCO Creative Cities Network (UCCN) in crafts and folk art, which then led to more new festivals that promote the identity and image of arts and crafts of Sukhothai, such as Sukhothai Art Craft & Beyond, Thai Puan Chuan Craft Fair, Ban Ban Sukhothai Market in the Loy Krathong festival, etc.

Festivals in Sukhothai also make people aware of its world-famous UNESCO World Heritage City image. Because festivals in Sukhothai can be held in unique venues like ancient sites and historical parks in a World Heritage city, the identity of Sukhothai can clearly shine through.

In addition, festivals held in Sukhothai, such as Loy Krathong, Maha Songkran Sukhothai, Back To Si Satchanalai: Thai Clothes And Ancient Patterned Silver & Gold Accessories, and Khao Luang Climbing, are international destinations for tourists around the world. In particular, the Loy Krathong Festival is a world-famous event held within the World Heritage Site area that gives visitors an opportunity to experience the atmosphere of the time when Sukhothai was the capital of the Thai kingdom. The event features local foods and magnificent performances of local culture and traditions. Another festival that creates a memorable image of Sukhothai as a city deeply tied to Buddhism and the inheritance of ethnic identity and traditional Thai culture is the Elephant Parade.

Festivals in Sukhothai also represent the basics of living based on agriculture and the abundance of both cultural and natural resources. The people of Sukhothai are determined to organize all festivals meticulously with the aim of spreading happiness through the festivals to visitors. This makes the festival an important medium to convey the peaceful, calm, kind and happy image of the Sukhothai people to visitors from around the world.



Sukhothai Branding



2 Promoting Tourism

Since its recognition as a World Heritage City, festivals in Sukhothai have become famous, especially ones held in the Sukhothai and Si Satchanalai Historical Parks. The beauty and unique atmosphere of the festivals attract a large number of both Thai and foreign tourists to Sukhothai every year. Tourism revenue is not the only positive impact from festivals in Sukhothai. In fact, their benefits include increasing the length of stay of tourists, promoting purchases of local goods, food and services, as well as promoting tourism to artisan communities and agricultural production sites, all of which have a great economic impact on businesses in the tourism industry chain.

Loy Krathong and Candle Festival is an example of a festival that positively affects the city's tourism as it draws over 700,000 of both Thai and foreign tourists to the festival in November. The number has been on a constant rise, especially with foreign tourists from the United States, Germany, France, Japan and Italy. Records show that when tourists come to see the festival, they usually stay on for about 3 more days in the city. The increase in tourists from festivals directly affects businesses in the tourism industry of Sukhothai. For example, in 2022, the rate of advance hotel bookings for the festival period was twice the rate during regular time, and there was a full occupancy rate in hotels, resorts and guesthouses during the 11 days of the event. Tourists' spendings per trip also increased.



2 Promoting Tourism



In each festival in Sukhothai, local entrepreneurs are given the opportunity to participate, and usually around 300 – 900 local shops join the event. Tourists attending the festivals are the key customers during the event period for entrepreneurs and communities in Sukhothai. Festivals in Sukhothai also provide an opportunity for growth in the tourism industry and, by extension, the local economy. The festivals held have encouraged both Thai and foreign tourists to take an interest in cultural activities and products, such as local food, souvenirs, handicrafts and craftsmanship, creative tourism, and visits to local archaeological sites and religious sites. Such activities that continue from the festivals have resulted in a distribution of revenue to entrepreneurs and communities in Sukhothai. They also help to communicate and create a memorable image of Sukhothai both as a World Heritage city and a creative city to the national and international tourism markets, thereby increasing the opportunity to attract more tourists, both from Thailand and overseas.

3 Convention Marketing

Sukhothai was recognized as a UNESCO World Heritage Cultural Site in 1991, which covers the Sukhothai and Si Satchanalai Historical Parks, with King Ramkhamhaeng the Great's Inscription being certified as a UNESCO Memory of the World in 2003, and was also included as part of the UNESCO Creative Cities Network in 2019. Thus, the image of Sukhothai is a city of traditional culture of Thailand, which is rich in historical resources of international value. As such, Sukhothai has become a hub of handicrafts, designs, and craftsmen for both local and outside entrepreneurs.

Festivals and events in Sukhothai are important channels that allow products and services derived from the wisdom and creativity of the Sukhothai people to be presented to the world. Sukhothai's festivals that feature the exhibition of products and are visited by a large number of tourists include Loy Krathong, Back To Si Satchanalai, King Ramkhamhaeng event, Wat Nong Wong, Thai Puan Chuan Craft Fair, Sukhothai Art Craft & Beyond, etc. These events attract various groups of tourists, as well as trade fairs and markets attended by entrepreneurs and craftsmen from within the area and from across the country, such as entrepreneurs of local products, farmers' cooperative groups, local food producers, central agricultural market entrepreneurs, etc. Most of the products shown and sold in festivals and events consist of local food, souvenirs, silver and gold jewelry, woven fabrics, ceramics, and woodworking products.



3 Convention Marketing

Examples of festivals with products on sale:

Loy Krathong Festival

The city of Sukhothai will organize the "Sukhothai Local Market," which is designed to reflect the simple way of life of Sukhothai farmers. There are stalls selling handmade products and a variety of local foods. The market will be held within the Sukhothai Historical Park, which complements the cultural product display.

Thai Puan Chuan Craft Fair

This fair organized in the community aims to introduce people to the handicrafts of the Thai Puan community. There are sales of Thai products, including woven fabrics, decorative items, everyday items, ceramics, and other handicrafts, as well as handicraft workshops organized by community entrepreneurs.



4 Corporate Recruiting Efforts

The cultural roots and creativity of Sukhothai, together with the awareness of urban development, among stakeholders in the public, private, and civic sectors have shown outside entrepreneurs the potential for both small and large businesses. The city can attract investment from external investors, both in terms of services, restaurants, hospitality, real estate, and the airline, which greatly affects the economic growth of the city.

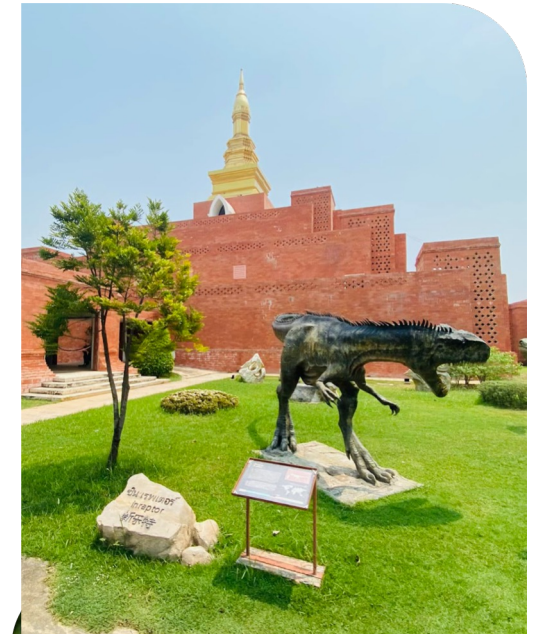
Sukhothai's festivals and events are important elements that help attract private investment from outside the area as they can attract both Thai and foreign tourists. They offer a platform to present the identity of the city, in terms of art, culture and history, including the readiness of the infrastructure, which makes outside entrepreneurs aware of business opportunities and generate continuous investment in various businesses.



4 Corporate Recruiting Efforts

Culture-based festivals ignite creative power and attract creative businesses to create a learning society. This can be seen from the emergence of more new businesses from outside entrepreneurs in the areas surrounding the historical parks, such as

- **Tour business:** Sukhothai province has always received investment in tour businesses from outside investors. Especially, after the spread of COVID-19, more young people from outside the city have started running tour businesses in the area.
- **Accommodation business:** There is an increasing number of investments in hotels and accommodation businesses of 4 stars and above, with most of the investors being companies from outside the province. The current investment has a more integrated model, such as airline companies starting to invest in hotels, zoos and museums in the city and many tour operators buying and renovating existing hotels.
- **Shops and restaurants:** At present, the new generation who have moved back to live in Sukhothai are highly interested in the restaurant business. As Sukhothai has a unique food culture and is a tourist destination, emerging food businesses tend to focus on the upper middle and high end markets, by offering local dishes that have been upgraded to international standards. Ingredients have been modified through creativity and local wisdom to create food in contemporary cooking.



4 Corporate Recruiting Efforts



- **Sports Event Organizing Business:**
 - People's interest in taking care of their health nowadays has resulted in more running and cycling events. Sukhothai is no exception to sporting events. Being a world heritage city with beautiful scenery, Sukhothai attracts entrepreneurs from outside the city to organize this type of business, which contributes to its success in the area. Examples of sports events and festivals include marathons in different World Heritage sites by Unique Run and cycling tournaments by Audex Thailand. Under development is also an international cycling event from Sukhothai to Luang Prabang to connect two UNESCO heritage cities under the name BIKE for World Heritage: Sukhothai x Luang Prabang 1500 km., in collaboration with Luangprabang - Indochina - Mawlamyine Economic Corridor (LIMEC) Committee.

The economic growth from various festivals held almost throughout the year in Sukhothai, is evident from the emergence of the aforementioned business groups. This not only attracts investors and outside entrepreneurs, but also promotes a return of young Sukhothai locals to their hometown with the business opportunities in festival and event organization, as well as a variety of other businesses in their own city.

6 Familiarization Tours

The city's festivals and events are used as a platform to attract business tours so that investors and entrepreneurs from outside the area can mingle with the local entrepreneurs and entrepreneurs attending the festivals. Local authorities that help attract groups of tourists through organizing familiarization tours include Tourism Authority of Thailand Sukhothai Office (TAT) and Thailand Convention and Exhibition Bureau Northern Region Office (TCEB). Business tours receive facilitation in the forms of investment information, hotel and restaurant reservation services, and arrangements of show tickets for entrepreneurs on the tour or for operators of familiarization tours. Mostly, when organizing familiarization tours, TAT, TCEB, and tour operators often choose the period to coincide with a festival in Sukhothai to provide visitors an opportunity to join the festival as well.

The Thailand Convention and Exhibition Bureau (TCEB) promotes Sukhothai as a potential MICE city alongside Phitsanulok to attract tourists for meetings, incentive trips, and exhibitions. In addition, TCEB also brings FAM Trip tourists from the central region to Sukhothai by collaborating with stakeholders in the area to organize the Domestic MICE Fam Trip 2021 under the MICE 7 Themes project. The project is a tour along the route of Phitsanulok and Sukhothai to create awareness of and publicize about products and services of 7 communities.

In addition, hotels located near the Sukhothai Historical Park, the main venue for festivals, also offer in-house meeting and event packages, taking advantage of the city's festive atmosphere and historical backdrop.





Sukhothai Familiarization Tours

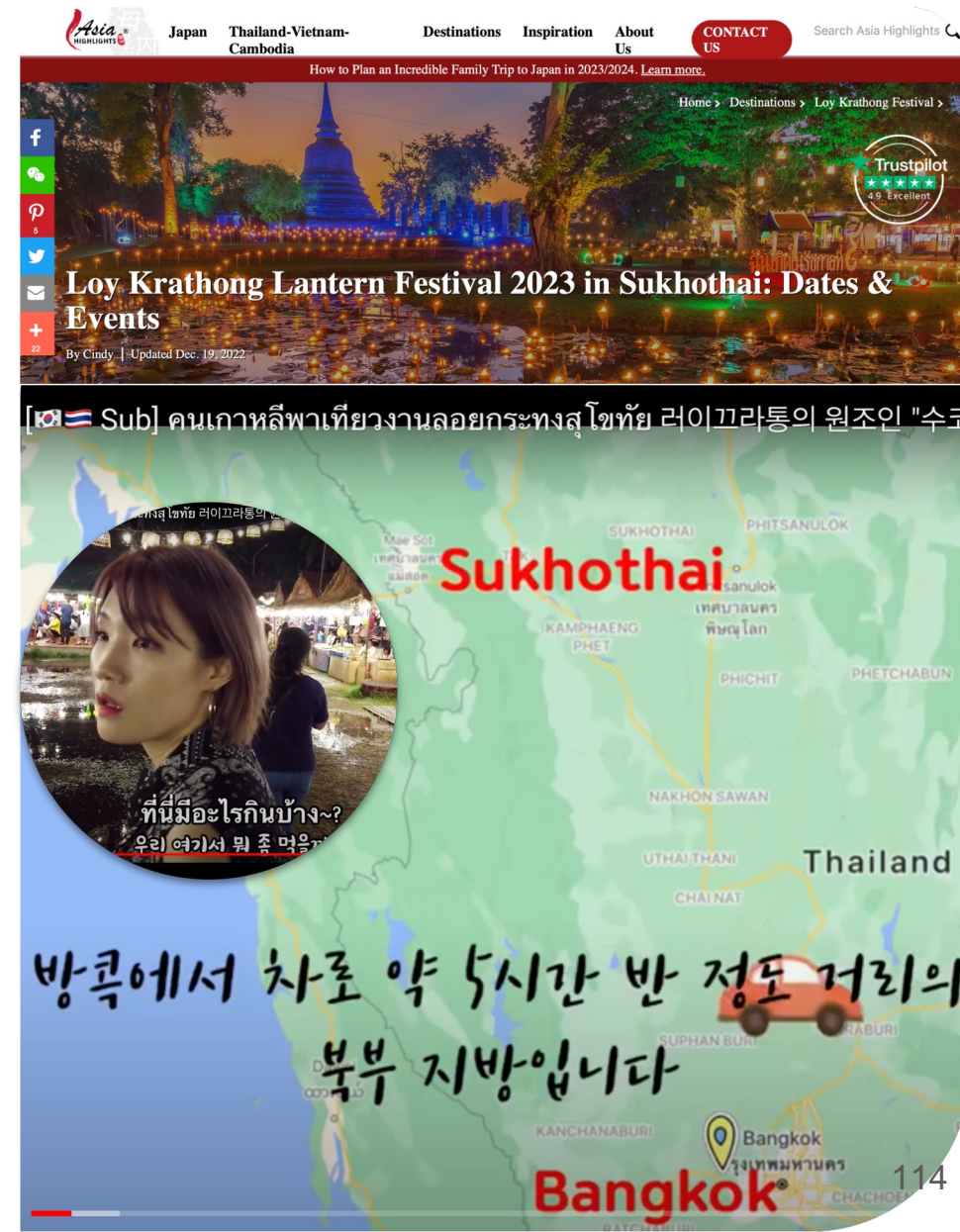
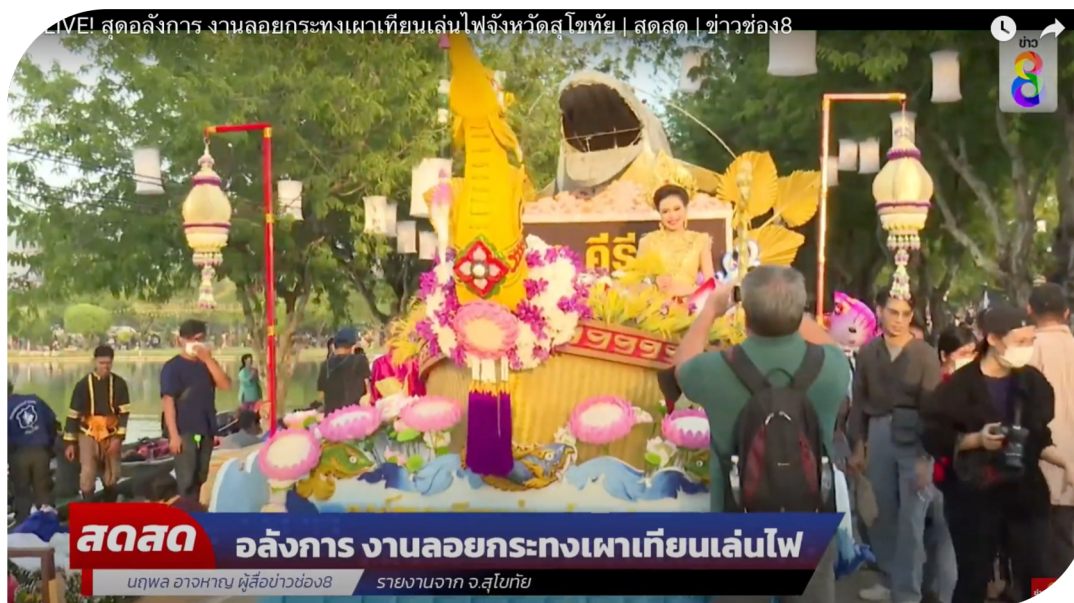


7 Out-of-Market Media Coverage

Both national and international media pay attention to festivals and events in Sukhothai as they magnificently reflect the beauty of the arts and culture of the city. Examples of various media that have presented the festivals in Sukhothai are as follows:

Tourism Authority of Thailand (TAT) promotes festivals and presents images of the events through broadcasts and live broadcasts on television; local government organizations promote festivals through social media channels and print media such as posters and the city's printed ads.

Asia-Pacific regional media and global media cover the atmosphere and beauty of various festivals in Sukhothai through articles on websites and news scoops. Tour companies also use festivals to attract tourists directly with festival-themed travel packages. In addition, influencers, Youtubers, and vloggers who participate in the festivals present them in their own style, gaining more attention to the festivals through creative storytelling.



8 Enhancing Exposure to the Arts and Other Causes

As a creative city of crafts and folk arts, Sukhothai's vision is to become the hub of creativity and knowledge on handicrafts and folk arts in the lower northern region. To achieve that vision, stakeholders from the public, private, and civic sectors have been promoting cooperation between creators of arts and crafts and scholars in the field of research and development. Local artisans and artists also receive support to develop their craftsmanship and creativity, especially those working with silver and gold jewelry, textiles and Sukhothai Sangkhalok ceramics. Festivals are used as an important mechanism for the dissemination of arts and culture.

Festivals that directly promote arts and culture include Sukhothai Art and Craft Fair, Art Craft & Beyond, Thai Puan Chuan Craft Fair, Sukhothai Loy Krathong Festival, Back to Si Satchanalai, etc..

These festivals present various aspects of local arts and culture such as music, dance, arts and crafts, costumes, and local food. Such heritage is enhanced and further developed through creativity and contemporary technology, and then presented through festivals in various forms, such as light and sound shows, parades, retro scene simulations, exhibitions, and local markets. Workshops are another platform that engage visitors in learning about and creating arts. Apart from sharing the local culture with the world, festivals also generate income for arts and crafts creators and SMEs in creative industries, thereby helping them to improve their quality of life in the long run.



9 Creating Highly Visible Public Relations Campaigns for City Facilities and Services

Festivals reflect that Sukhothai has quality infrastructure and public services to accommodate all types of visitors and provide visitors with convenience and safety in all dimensions, for example:

- **Transportation:** Public transport services with local vehicles are provided to allow tourists to experience Sukhothai-style travel.
- **Safety and public health:** Local police or public health volunteers will assist organizers with safety services to ensure the event runs smoothly by providing security checkpoints or first-aid stations, with emergency vehicles that are easily visible.
- **Learning:** Sukhothai's festivals promote learning about history and culture, as well as allow tourists to explore new learning resources and attractions in the city, such as museums, community learning centers, and historic sites, which will lead to post-festival tourism in the city in the future. Festivals also encourage local youths to learn about their local history from participating in festival activities alongside learning in the classroom.



9 Creating Highly Visible Public Relations Campaigns for City Facilities and Services

- **Information:** Tourism Authority of Thailand (TAT) and the Community-Based Tourism Promotion Club have created a website providing useful information for traveling and visiting festivals in the city using a map of tourist resources. Information is also provided via social media, which will help plan their travel after the festival.
- **Travel services:** For every major festival, an affiliated organization in the area holds an exhibition to tell stories about the festival, and local guides are available to provide an educational experience for tourists. The people of Sukhothai have an abundance of joy and pride in their cultural heritage that they can share with visitors. The festivals' beauty, activities, and public services all create a sense of engagement to visitors and entice them to come back to Sukhothai.



10 Encouraging Community Bonding, Participation, and Celebration



Festivals have been a center of community cooperation for over 700 years as they are rooted in the traditions that correspond with the way of life from birth to death. Festivals bond local people through celebrating every important event in life, including seasonal phenomena. They can be small gatherings of people at the village level, with the temple at the center, to large-scale gatherings at the city level. Both traditional and new festivals help create bonds between people in Sukhothai in various ways. Examples of traditional festivals include:

- **The Sukhothai Songkran Festival:** Communities are connected through cultural parade contests, beautifully decorated by people from each sub-district. The convoy moves from Si Satchanalai Historical Park to Phraya Lithai Monument. As the procession moves down the road, people on the roadside will bring water to pour over the images of Buddha and Phra Ruang Phra Lue.
- **Thai Puan Ordination and Elephant Parade Ban Hat Siao:** This important tradition connects people of Thai Puan descent in Ban Hat Siao community with Buddhist activities and an elephant parade, which is a tradition practiced by the Sukhothai people of Thai Puan descent for almost 200 years.
- **Kam Fa Ban Hao Cultural Fair:** This festival connects farmers with a nature-related tradition, on which day all the villagers would rest from working in the fields and listen to the thunder to predict the weather, which will affect the harvest that year.
- **Jao Muen Dong Worship Tradition:** A festival born from the cooperation of local people reflects the bond between people and elephants. It consists of a sacrifice ceremony, a blessing ceremony for elephants, and an elephant parade to pay homage to the monument of ancient important soldiers who protected the community alongside elephants.

10 Encouraging Community Bonding, Participation, and Celebration

At the same time, new festivals in modern Sukhothai provide an opportunity for young people in the area to get together, for example:

- **Sukhothai Art and Craft Fair, Art Craft & Beyond, and Thai Puan Chuan Craft Fair** which have been adapted to allow youths and the general public to join in the preservation of local handicraft wisdom. Such events encourage assembly based on skills or interests.
- **Sports events amid the backdrop of cultural and natural heritage** such as Sukhothai Marathon, Khao Luang Climbing, and World Heritage City Run allow the people in Sukhothai to join forces in organizing a new and more specialized event. The events also let them welcome organizers from outside and encourage the locals to be more health conscious as well.



11 Highlighting or Developing Underused Venues or Sections of the Community

Festivals and events in Sukhothai directly and indirectly revitalize underused areas in the city as communities and the new generation are encouraged to improve and modify alleys, old buildings, public squares, and unpopular areas into venues for events and creative businesses. Sukhothai's status as a UNESCO Creative City for crafts and folk art in 2019 has resulted in the renovation and preparation of underused spaces into venues for festivals and events related to creative economy and art. Examples include:

- **Phisan Soonthornkit Road, Sawankalok District**, an old commercial area that was past its prime, has been restored for The Street Art Festival in Sawankhalok by prominent artists from Malaysia, Singapore, Cambodia and Thailand. The walls of houses in the old community area were painted to depict the way of life of the villagers, and the road was turned into a walking street. The development of the sluggish commercial district on Phisan Soonthornkit Road coincided with the promotion of street art districts in other ASEAN countries.
- **Soi Kok Mai, Si Satchanalai District**, where business slowed to the point that many entrepreneurs moved out of the area. The community in Soi Kok Mai has therefore united to revive the business in the community with the "Kok Mai Walking Street." Old wooden buildings in the alley have been restored to represent the community's past glory, and community products have been developed along with a sale of organic vegetables and food.

The above examples show that festivals not only restore unused and underused areas in Sukhothai, but also stimulate the grassroots economy, generate income for the community, and increase the potential and value of existing attractions and resources.



12 Creating Legacies and Images Beyond the Event

In addition to various issues above, festivals play an important role in creating a legacy and a good image for Sukhothai economically, socially, and environmentally as follows:

Economic Legacy

Festivals and events contribute significantly to Sukhothai's income and economic stability. For example, the Loy Krathong Festival in 2022 helped local entrepreneurs gain more income and recover from the economic impact from COVID-19 by 82.6%. In addition, small entrepreneurs in the city can gain economic value from setting up shops and exhibitions in festivals. As festivals stimulate tourism, income also goes to tour and hospitality businesses. Moreover, economic output from festivals can extend towards the creative industries in Sukhothai, resulting in more revenue for tour operators, artisans, and artists whose goods and services are sold to festival participants. Sukhothai can then become the center of the creative market in arts and crafts.

Social Legacy

Festival organization helps pass on Sukhothai's traditional cultural heritage as the first capital of Thailand so that youths and the public can visit and learn. A portion of the proceeds from festivals in Sukhothai is used in the restoration of historic sites and world heritage sites, which are integral to the unique identity of festivals in Sukhothai. Such an identity of a historic and cultural city of Sukhothai is made clear and strengthened by festivals, instilling pride in the people with their awareness of the value of resources, cooperation power, and creativity that come from hosting festivals in their area.



12 Creating Legacies and Images Beyond the Event

Environmental Legacy

Festival organization has brought about an environmental agreement regarding waste management, transportation and recycling due to the potentially negative environmental impact on both the natural resources and the well-being of residents in the city. Sukhothai people have established agreements and guidelines for organizing festivals, including the use of natural materials, maintaining the muted color schemes and using warm colored lights in the festivals to blend in with the historical backdrop of the city, sorting waste in the festival area, refraining from using plastic, and reducing the use of vinyl in the event area, etc.

Sukhothai's success in organizing festivals and creating a positive legacy on the city has drawn nearby cities and other interested people to visit for observation, thus generating income from MICE activities for local entrepreneurs and imprinting the image of a creative city and traditional cultural tourism city of Sukhothai on tourists from around the world.

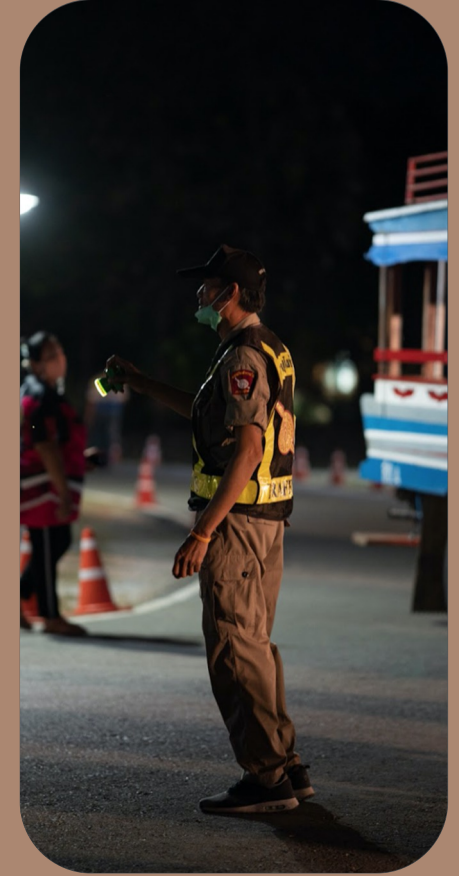




Section 6

Extra Credit





Section 6 Extra Credit contains content that demonstrates the programs, services, resources, activities, and other movements that support festivals in Sukhothai to create a positive impact on the area and become tools for sustainable urban development in the future.

1 Skills Development - Availability of Certificate or Degree Programs in Festival & Event Management through a Local University or Private Provider

The development of skills related to organizing festivals and events in Sukhothai receives support from many sectors, whether educational institutions, the public sector, and the private sector. Efforts aim to hone various skills, including skills directly related to festivals, e.g., personnel development in festival organization by vocational colleges. Sukhothai performing arts colleges also offer training in performing arts, consisting of unique performances to Sukhothai, such as the Sukhothai dance, Thewi Si Satchanalai dance, Sangkhalok pattern dance, Mangkala dance, Sukhothai long drum performance, Tone dance, etc. Another area of development is in the transfer of culture and development of skills for interested parties and entrepreneurs in the tourism industry.

These include training on making snacks, beverages, and services by the Department of Skill Development offers, product design development by Sukhothai Provincial Industry Office, farming for food safety by College of Agriculture, and hospitality by Thailand National Sports University. Moreover, the city emphasizes service skills and city information communication, including educating and creating community interpreters by the Sukhothai Historical Park Special Area Office-Si Satchanalai-Kamphaeng Phet (DASTA 4), training on being a good host for entrepreneurs by Sukhothai Provincial Administrative Organization, developing staff at tourist attractions for city publicity by the TAT Sukhothai Office, etc. Such developments will lead to successful organization of both traditional festivals and new events in Sukhothai.



2 Secondary School System Graduation Requirements that Encourage Volunteerism and Community Service during Festivals and Events

Secondary schools in Sukhothai, especially public schools, encourage students to volunteer at festivals as part of their practical learning. Thus, many students participate in the local festivals of Sukhothai every year.

In addition to studying about history, culture, and important festivals of the city, Sukhothai secondary school students also learn outside of the classroom by participating in various activities of the festivals. They can choose to engage in roles that fit their capacity or interests, e.g., joining a marching band in the festival, playing a Thai instrument, holding a sign for or joining the parade, etc. Students who are trained in performing arts will be given the opportunity to participate in the sacrifice ceremonies and special performances of various festivals held at the historical park. Furthermore, some students participate in exhibitions or volunteer to facilitate visitors in the festivals.

These practices instill in the city's younger generation a long-standing connection with the local way of life and promote the continuation of the identity of the city, both through classroom learning and engagement in local festivals.



3 A Festival and Event Shared Resource Program in Your City

Various organizations in Sukhothai, such as local administrative organizations, temples, educational institutions, etc., provide central facilities and resources to service organizers of festivals and events. The support comes in a wide range of facilities and resources, from event equipment, storage space, event venues, to public utilities in the following areas:

- **Venue:** historical parks, temples, theater of the College of Dramatic Arts, stadiums, Provincial Auditorium, schools
- **Event equipment:** audio and lighting systems, tables, chairs, stage, tents, transport vehicles, wireless communication equipment during the event
- **Management and utilities:** drinking water, tap water, electricity, waste management.

If the organizer wants to request a use resources, they can directly contact the organization, namely the Tourism Industry Council of Sukhothai, Sukhothai Provincial Office and Sukhothai City Development Co., Ltd., to coordinate with the owner of the resources to borrow or rent equipment and locations.



Some venues provide central facilities and event resources. Particularly, in the area of Sukhothai Historical Park, which is the venue for the city's annual festivals, a storage facility will be prepared for the event, as well as an outdoor theater, tourist information center, conference center, utility system and service personnel. For some of these, organizers may be required to pay standard service fees and maintenance fees.



4 Defined and used Risk Management Partnerships between the City and Events

Festival Planning and Risk Management System an important part of organizing large festivals in Sukhothai. The plans are devised and implemented systematically as follows:

(1) Organizing committee from all sectors (government, private sector, civic sectors), provincial steering committee, and various committees involved in organizing the event work under a Standard Operating Procedure (SOP) and a Risk Management Protocol, with meetings to discuss event formats and practices, as well as risk management and prevention and delegation of responsibility to each responsible department.

(2) Sukhothai prepares utility systems, electricity, water supply, toilets, traffic systems and parking for the event, including emergency response management in various areas during the event, as follows:

- **Safety:** Sukhothai provides security supervision for tourists by official organizations, as well as volunteers, including the Tourist Police, Civil Defense Volunteers, community police volunteers, with a 24-hour rescue service and a Fire Prevention Center at the festival.
- **Health:** A service point by village health volunteers (VHVs) in the event, mosquito repellent spray and food safety checking services by Sukhothai Provincial Public Health Office, and livestock care services for animals at festivals, e.g., elephants, horses, cows used in performances.
- **Cleanliness:** Municipal officials or sub-district administrative organization officials oversee waste management.

(3) There is a risk reduction or compensation to external organizers through insurance budgets. Outside organizers who are contracted by an agency in the city via bidding and have a signed contract can set a budget for risk insurance, which they can claim as actually paid should the event get canceled due to an emergency.



4 Defined and used Risk Management Partnerships between the City and Events

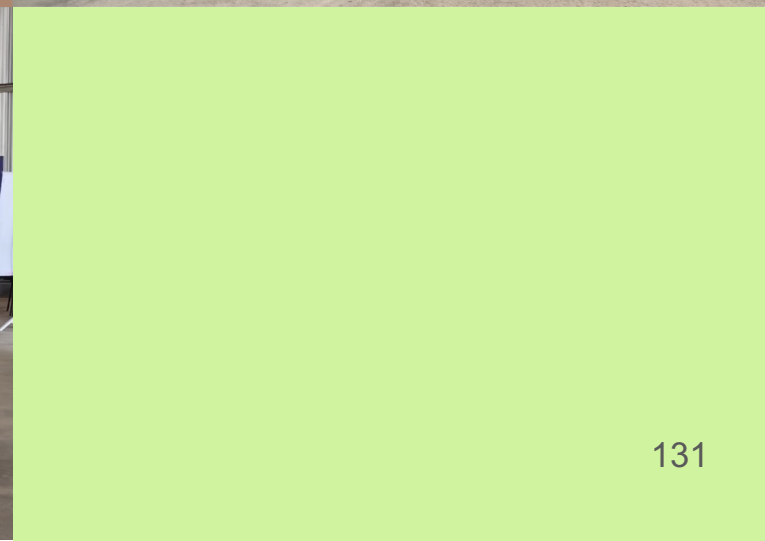
During the COVID-19 pandemic, relevant agencies took action to prevent the spread of COVID-19 at festivals as follows:

- **Appointment of working group:** The Governor appointed the Sukhothai Provincial Public Health Medical Doctor the Head of the Covid-19 Control Unit, with the Deputy Governor as the Head of Facilities, working with relevant agencies such as the Provincial Statistical Office, entrepreneurs in the private sector, and the general public.
- **Screening system design:** The team designed a screening system, such as testing and submitting results using an online system to the Sukhothai Provincial Public Health Office and the Mor Prompt database, which could be displayed on the website, application, and Line account. When tourists arrive at the event and pass the screening process, they will receive a wristband to enter the event.
- **Placement of staff at festivals:** The Provincial Public Health Office appointed village health volunteers (VHVs) at every entrance to the event and public health officials stationed at the administrative unit to answer questions and offer support to tourists.
- **Management of infected patients after screening:** The Provincial Public Health Offices used the provincial public health ecosystem to manage when encountering infected patients or risk of outbreaks. Various hospitals in the area were contacted to take turns with the Sukhothai Provincial Public Health Office's first aid system in providing healthcare.
- **Limit of the number of visitors:** The Provincial Public Health Office, in conjunction with the Historical Park, the venue of the event, prevented and reduced risks by analyzing the carrying capacity (calculating the event area, density and distancing according to international standards and the Ministry of Public Health) to determine the appropriate number of attendees per area. There is a headcount system developed by the Provincial Statistical Office.





Defined and used Risk Management Partnerships between the City and Events



5 Efforts to Actively Recruit New Events to Your City

Aiming to attract and create new festivals, Sukhothai is ready to offer space, facilities, and social capital, which consists of qualified personnel, such as organizers, new artists and traditional craftsmen. Their enthusiasm for new experiences make Sukhothai a creative city. Events organized by different sectors are planned to attract new festivals, for example:

- The Sukhothai Province offers budget for hosting various events, such as the World Heritage Conference, Creative Cities Annual Meeting, music festivals, International Fireworks Contest, Crafts Festival, and Luangprabang Conference - Indochina - Mawlamyine Economic Corridor (LIMEC)
- The Tourism Authority of Thailand (TAT) is ready to provide support for light and sound performances for new festivals.

- The Sukhothai Tourism Industry Council offers discounts for hotels and meeting rooms to new festival organizers and organizers from outside the area
- Participating companies provide equipment for new festivals.
- Historical Parks allow access to world heritage sites as venues for new festivals.

Sukhothai Historical Park and the old city area aim to develop the World Heritage area to accommodate international events so that they can become target destinations for international festival and event organizers, especially ones involved with art and culture, which can boost the image of both the festival and the city.



6 Other Creative Endeavors



The previous content reflects the determination, perseverance, and enthusiasm of the citizens in all sectors to drive Sukhothai towards being a festival city in the future.

Sukhothai tries to distribute festivals across 9 districts under the concept of promoting sustainable development of the city. An agreement has been made to establish mutual standards for organizing both traditional and new festivals among all sectors. Sukhothai City Development Co., Ltd., acts as the coordinator between stakeholders from both public and private sectors to determine the guidelines to make events in Sukhothai unique, on par with international criteria and standards and environmentally friendly. In addition to traditional festivals, new festivals have emerged from such ideas and collaborations, including arts and crafts festivals, such as Sukhothai Crafts, Sukhothai Crafts Coffee, Sukhothai Crafts Dining, Sukhothai Crafts RUN, Sukhothai Crafts Noodle, Sukhothai Crafts Beer, and Sukhothai Crafts Music, and sport events such as marathons and trail running.

Moreover, Sukhothai has made creative efforts to drive festivals towards urban development by working with international organizers to promote the image of a festival city, coordinating with relevant parties within the province, and organizing festivals for sustainable development. The details are as follows:

6 Other Creative Endeavors



Working with international organizers to promote the image of a festival city

The Sukhothai Tourism Industry Council has held negotiations on organizing international sports festivals to promote the image of an International Sport Destination, e.g., the Annual Outdoor Basketball Tourism, with a competition between famous basketball teams from Japan, and Cycling Tournament 1600 LANNA (route Sukhothai - Lanna provinces).

In addition, endeavors are made to promote **SUKH FEST, a festival of happiness for the whole month of love**. The event combines local festivals and international festivals in February together, including a Buddhist festival (Maka Bucha), an international festival of love, and an international bicycle race (Bike for World Heritage Sukhothai - Luang Prabang), into a contemporary festival, which will begin in 2024.

6 Other Creative Endeavors



Organizing festivals for sustainable development

At present, Sukhothai has a policy towards a GREEN FESTIVAL city, with cooperation from the private sector, communities and the public sector. The operations are as follows:

- **Creating environmentally friendly festival guidelines** such as reducing the use of plastic bags, using local or environmentally friendly materials, reducing and sorting waste, and promoting the use of public transportation in every festival
- **Organizing special activities to emphasize the connection between humans and nature** such as a rally to collect rubbish from Khao Luang Mountain and a campfire in the Khao Luang Climbing Festival to convey the meaning of nature, an eco-friendly Loy Krathong campaign by local government agencies in the Loy Krathong Festival, etc.
- **Promoting R&D to reduce waste generation at festivals** such as the banana leaf cups in Green Marathon, which not only uses a natural material instead of plastic, but also promotes the image of Sukhothai as the biggest banana leaf exporter in the country, as well as the human-centered design that provides convenience for runners in Sukhothai GREEN MARATHON
- **Promoting sustainable tourism** such as sufficiency economy tourism organized by Community and Creative Tourism for BCG of Sukhothai

