



**Good Practice Story Title:** From Breakfast Coupons to Chiang Khan’s Economic Linkage

**Destination:** Chiang Khan

**Country:** Thailand

**Submitting Organization:** Designated Areas for Sustainable Tourism Administration (Public Organization)

**Category:**

- Destination Management
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

**Destination description:**

Chiang Khan is one of the tourism destinations that people prefer to visit to escape the hustle and bustle of the city. In Chiang Khan, visitors can experience a leisurely life without the need to rush. They are immersed in tranquillity that fills the heart with happiness once again. Nevertheless, this small town along the Mekong River is brimming with rich culture and diverse ways of life, abounding with breathtaking natural beauty. One of the highlights of a visit to Chiang Khan is the famous Chiang Khan Walking Street, lined with traditional over 100-year-old wooden houses, local delicious street foods, and local craft shops. This lively street offers a delightful sensory experience, where visitors can sample local dishes, shop for handmade crafts, and admire the well-preserved architecture that reflects the town's heritage. Thus, Chiang Khan is a place where visitors can rejuvenate in the midst of natural beauty and cultural allure, a true tranquil retreat.



### **Summary of Good Practice Story:**

Chiang Khan is an important tourist destination in Thailand, renowned for its historical value, especially the old wooden houses that locals have adapted to accommodate growing tourism. However, although tourists favour staying in these old wooden houses, some have noted that most of these houses do not fully meet their needs, particularly regarding breakfast options. This leads to accommodation operators missing opportunities to meet tourist demands and increase their revenue, affecting Chiang Khan's economic opportunities, including employment and the income of local service providers.

To address this issue, operators of old wooden house accommodations, along with their network partners in Chiang Khan, have sought solutions by leveraging their strengths. They implemented a breakfast coupon system for tourists to use at local restaurants. This approach effectively matches supply with demand, making operators of old wooden houses "intermediaries" between local restaurant operators and tourists seeking breakfast. This initiative creates new economic activities, redistributes income to other local businesses, and fosters cultural exchange between locals and tourists.

### **Issues faced:**

Chiang Khan, an ancient town with rich history and culture from the Lao communities and other groups in the Mekong River basin, features traditional wooden houses, sticky rice alms giving, local fishing, and weaving. Over the past decade, it has become a popular tourist destination, admired for its historical charm and the experience of strolling along the walking street among old wooden houses, many of which are now guest accommodations. Despite this, some tourists find these accommodations lacking, particularly due to the lack of breakfast services. This issue is due to difficulties of locals in funding renovations to include cooking and dining facilities and sourcing ingredients. Most of them, being local residents, struggle with limited access to financial resources. Consequently, they miss out on meeting tourists' needs and potential revenue, which affects Chiang Khan's economic opportunities, including employment and income for service providers.



### **Solution:**

The limitations of old wooden houses and financial constraints have made it difficult for operators to meet tourists' needs, impacting their economic viability. To address this, Chiang Khan's old wooden house operators and their network partners explored solutions. Many Chiang Khan residents are involved in agriculture and trade, often starting early in the morning. However, COVID-19 severely impacted businesses, leading to reduced income and potential closures due to a drop in customers and excess food waste. In response, accommodation operators began offering breakfast vouchers for local restaurants, bridging the gap between local restaurants and tourists. This initiative makes supply match demand and has not only created new economic activities and income distribution but also facilitated cultural exchanges between locals and visitors.

### **Methods, Steps, and Tools applied:**

To achieve income distribution and link economic benefits, it is necessary to facilitate mutual support and interdependence. Additionally, to create a positive impression on tourists and meet their accommodation service needs, breakfast accommodations are provided through referrals from lodgings to local restaurants using "Breakfast vouchers" The process is as follows:

#### **Step 1:** Partnership Formation

- The process begins with accommodation providers contacting, discussing, and reaching an agreement with nearby restaurant operators to serve as partners for providing breakfast services.

#### **Step 2:** Breakfast Coupon Creation

- Accommodation creates breakfast vouchers, giving one voucher per guest. Each voucher typically has a value of 60 to 100 baht, depending on the restaurant.

#### **Step 3:** Using the Coupon

- Tourists can use the voucher to pay for breakfast at the restaurant instead of cash. If the meal exceeds the voucher's value, they must pay the difference themselves. If the meal costs less than the voucher's value, they cannot receive a cash refund for the difference.

#### **Step 4:** Redemption Process

- Once the restaurant receives the vouchers, they can be exchanged for cash with the accommodation provider. This can be done daily for immediate use in the restaurant, or on a weekly or monthly basis, effectively serving as a form of savings for the restaurant. The service has resulted in high tourist satisfaction and positive feedback.





As a result, the use of vouchers has become increasingly popular among accommodations and restaurants. At the same time, other restaurants interested in increasing their revenue have started to join the voucher system more widely. This has led to the widespread adoption of breakfast vouchers among accommodations and restaurants in Chiang Khan.

### **Achievements and Results:**

#### Economics, income distribution and investment

- Chiang Khan's wooden house hotels attract many visitors, with over 57% of their spending (approximately 200 million THB) on accommodation.
- Breakfast vouchers create economic linkage between hotels and local restaurants, estimating a 12% increase in local dining, valued at around 23 million THB.
- Income is distributed to community suppliers like markets and local farmers, creating jobs and encouraging locals to return and contribute to the community.

#### Environmental

- The breakfast service model follows Just-In-Time (JIT) principles, reducing food waste and environmental impact. It minimizes organic waste, saves water, and reduces noise from food preparation.

#### Services and management

- Coupons indirectly control restaurant service standards, ensuring visitor satisfaction. Hotels select local restaurants with quality food and good service to enhance guests' experiences.
- The breakfast coupon system suits Chiang Khan's context, where many accommodations are converted homes with limited dining space. It delegates breakfast service to local restaurants, allowing hotels to focus on accommodation quality and tourist information, enhancing overall guest satisfaction.
- Relevant authorities can clearly enforce and regulate standards for the service.

#### Social impacts

- This system continuously strengthens community, reflecting mutual support among locals. As breakfast services are provided by local restaurants, the growth of hotels and restaurants supports sustainable community development.
- Tourists experience local morning atmospheres and directly visit local restaurants. Importantly, breakfast coupons help increase the visibility of these restaurants among visitors.





### Lessons Learned and Advice:

- Providing breakfast coupons to local restaurants helps manage space constraints in accommodations often converted from residential houses. This approach supports capable local restaurants, allowing hotels to maintain lodging quality and manage tourism. It also reduces environmental impact by minimizing food waste, water usage, and noise, thereby enhancing tourist satisfaction, and promoting environmental sustainability.
- Breakfast coupons serve as a tool for controlling restaurant service and standards through accommodation providers. Most accommodations select local restaurants that are well-regarded by locals, offer quality food and good service, and can meet tourists' needs during their operating hours
- Allowing tourists to experience local food and the morning atmosphere of tourist spots creates a local-style experience and increases the visibility of local restaurants to tourists through accommodation breakfast coupons.
- Mutual support among operators benefits the community by spreading income, linking economic benefits from accommodations to local breakfast spots, and connecting to local markets and suppliers. This creates jobs, supports local migration, and fosters growth for accommodations, restaurants, and the community, ensuring sustainability.

### Recognitions and Additional References

- Research article: PATTERNS AND MAGNITUDE OF LINKING THE ECONOMIC BENEFITS FROM TOURISM TO LOCAL COMMUNITIES: A CASE STUDY OF CHIANG KHAN WALKING STREET, LOEI PROVINCE (Full paper) by Akarapong Untong (Maejo University, Thailand) and Kansinee Guntawongwan (Chiang Mai University, Thailand)

LINK: [กระจายรายได้-รายงานฉบับขั้นสุดท้าย \(Final Report\).pdf](#)

- Academic article: PATTERNS AND MAGNITUDE OF LINKING THE ECONOMIC BENEFITS FROM TOURISM TO LOCAL COMMUNITIES: A CASE STUDY OF CHIANG KHAN WALKING STREET, LOEI PROVINCE by Akarapong Untong (Maejo University, Thailand) and Kansinee Guntawongwan (Chiang Mai University, Thailand)

LINK: [APTA2023\\_Full\\_paper\\_LL\\_Final.pdf](#)

- VTR “Chiang Khan Coupons”

LINK: <https://www.youtube.com/watch?v=CfLTXEMp808>



