

TITLE Development of the northern souvenir to promote tourism in the style of economic creativity : A case study of Hmong and Yao

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Abstract

Development of the northern souvenir to promote tourism in the style of economic creativity should be designed in a current style and mixed with a pattern of clothes in each tribe to show its unique identity, its thoughtfulness of the material that has been used to produce colors, and its useful design. Development of the northern souvenir to promote tourism in the style of economic creativity : A case study of Hmong and Yao has the goal to study Hmong and Yao wear for used in the design , so we adapt its design to use in T-shirt and bag. Our next goal is to contemporary design and develop our tribe souvenir T-shirt and bags, so we can get the attraction from the tourists. Group of the population are 6 community leaders, two designers, 6 stores souvenirs tribes shops, thirty tourists, six Hmongs and Yaos, Tribe T-shirt and bag, tools to collect data for the research, which contains with observation, interview, and group conversation

The result shows that the style of how Hmong and Yao dressed can be used in our design of a souvenir for daily life. so consumers can choose what they like differently. The style of how Hmong and Yao dress can show the identity, but it must be full tribe's costume, and the design of product mixed printing and embroidered fabric together. Taking into account of demand and usefulness for tourist about the Material of production , colors relation, nships of material and composition, functions, and its unique identity to relate with current consumer's tastes and affect the economy by promoting tourism.