

**Excursion program for the 1<sup>st</sup> International Conference on Asian Highland Natural  
Resources Management (AsiaHiLand)  
January 9<sup>th</sup>, 2015**

**“A trip to the Nong Hoi Royal Development Center & Mon Jam Mountain View Point”**

**Nong Hoi Royal Development Center**

The Royal Project, an initiative of His Majesty the King, has been successful in encouraging hilltribe villagers to shift away from growing opium poppies to alternative crops. A number of royal development centers under the Royal Project have been set up in northern Thailand to carry out research studies and grow temperate crops for local people to earn a living. The Nong Hoi Royal Development Center in Chiang Mai Province has become one of the largest Royal Project sites. It is located in Mae Ram Subdistrict, Mae Rim District, the Nong Hoi Royal Development Center is 36 km. from the city of Chiang Mai. It is about 1,200 meters above mean sea level, with an average temperature of 20 degree Celsius. This mountainous area is undulating, comprising rolling hills and flat land along with hill slopes and streams.

The center began its operation in August 1984. It faced the problem of perishable produce after harvests until recently, when a cooling system was installed. With this system, fruits, vegetables, and other crops can be kept fresh for a longer period, while the quality of the produce is preserved. The system also helps reduce losses from distributing perishable produce. The Nong Hoi Royal Development Center has also benefited from the cooling system project. As a new agro-tourist site, this center now opens its door to tourists and offers interesting agricultural activities. Visitors will have a chance to observe the experimental cultivation of herbs. Fruit trees and other plants grown in this area include Japanese apricot, peach, plum, avocado, strawberries, grapes, passion fruit, and coffee. Among the decorative plants are pansies, hydrangea, and dusty miller.

**Doi Mon Jam (Mon Cham)**

Mon Jam located in Mong Nong Hoi Village, Mae Rim district and is slightly far from Chiang Mai with an approximate duration of 40 minutes. This popular tourist destination in Chiang Mai used to be called Kiew Sear and later changed its name as it became part of a Royal Project. Mon Jam is cool all year and foggy in the morning. High season takes place from October to February and it offers a great view of the foggy sea over the hill. Sharing beautiful nature and shining stars in the sky at night. A charming open-aired bamboo kitchen and dining area serves up fusion cuisine from only the freshest of the Royal Project's products as well as a selection of herbal tea, fruit juices, beers and wines. You can wander around exploring the project, its strawberry fields and glass houses, or simply drink in the incredible views.

## Time schedule

- 08.30 Departure from the Empress Hotel
- 10.00 Visit to the Nong Hoi Royal Development Center
- 12.30 Lunch (organised by the Nong Hoi Royal Development Center)
- 13.30 Visit to the Mon Jam Mountain View Point (for sight seeing)
- 15.30 Back to the Impress Hotel

