

Abstract

This research aims to study on knowledge base, local intellect and lifestyle of people who live in the area where the extended royal project of DoiMaesalonghas been developed. The research used qualitative study method in the municipalities of Mae salongnai and Patueng, which involves studying in the way of living of 8 different ethnic groups. The study spends one year to complete (during 2015) and focus to evaluate the transformation of knowledge base, local intellect, social relationship, ethical cultures and way of life in the economics of ethnic groups. The result shows significant transformation in knowledge base of ethnic groups since 2010, in order to support the context of tourism industry which has production and consumption cycle entirely within the area, as well as capable of foreign trade. Each ethnic group has the production system which has evolved from different types of social relationship such as market, politic, religion and relative. This research helps building the local knowledge base which impact various domain namely environment, aesthetics, management and wisdom which are driven by tourism.

Keywords: Ethnic group, DoiMaesalong, Lifestyle

