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## Analysis of Urban Design for Perspective Tourism: Insights from Chiang Mai, Thailand, and Mysuru, India

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### Abstract

Urban design is a critical factor in shaping the tourism potential of a city. By analyzing the urban design of two culturally rich cities, Chiang Mai in Thailand and Mysuru in India, Urban design plays a key role in determining a city's tourism potential. By understanding how cities such as Chiang Mai in Thailand and Mysuru in India use their urban environments to attract and engage tourists, we can learn valuable information about the factors that contribute to successful tourism development. This issue of the journal examines key aspects of urban design in each city, analyzes how these elements contribute to tourism and identifies common themes, differences, and areas for improvement. The study aims to provide a comprehensive understanding of the relationship between urban design and tourism, providing lessons that can inform future urban planning strategies.

**Keywords:** Urban design, tourism, culturally rich cities.

### 1. Introduction

Tourism is one of the most significant drivers of economic growth and cultural exchange worldwide. The success of tourism in any city is intricately linked to its urban design, which includes the physical layout, historical preservation, cultural integration, and the functionality of public spaces. Chiang Mai, a major city in northern Thailand, and Mysuru, a historical city in southern India, are two prime examples of urban areas that have successfully leveraged their cultural heritage and urban design to attract millions of tourists annually.

Both cities are known for their rich history, vibrant culture, and well-preserved heritage, making them ideal case studies for exploring the relationship between urban design and tourism.

This Study seeks to analyze the urban design elements that contribute to the tourism appeal of Chiang Mai and Mysuru. By examining aspects such as historical preservation, cultural integration, accessibility, public spaces, and sustainable tourism, the study aims to draw parallels and identify best practices that can inform urban planning and tourism development strategies in other cities.

### 2. Case Study

**Comparative Analysis of Urban Design for Tourism:** Urban design significantly impacts the tourism appeal of a city, influencing how visitors experience and engage with its cultural, historical, and social environments. This case study

explores how urban design for tourism has been analyzed in various journal topics, focusing on comparisons between two different cities. By examining these analyses, we can identify common aspects and strategies that are relevant to urban design for tourism.

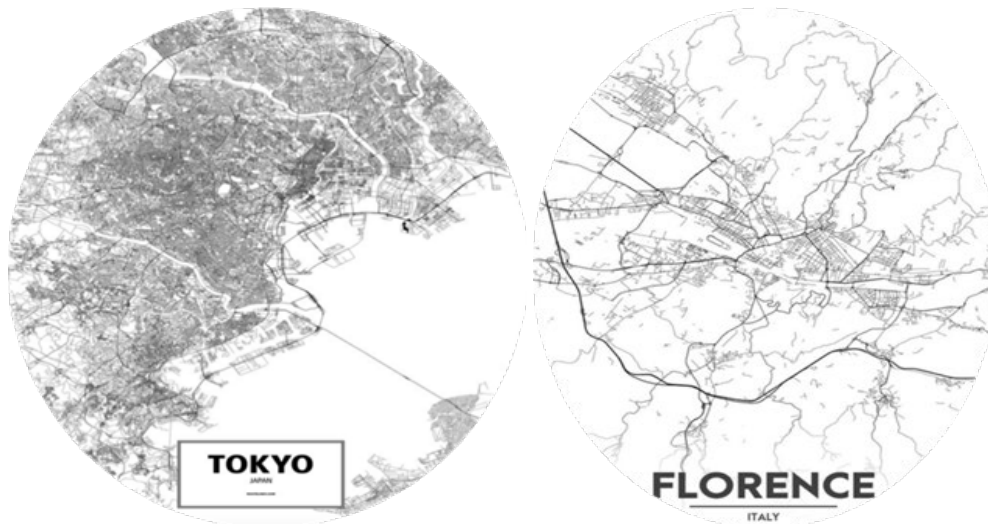
Urban design plays a crucial role in enhancing the tourist experience by blending cultural, historical, and functional aspects into a city's layout. Kyoto, Japan, and Florence, Italy, exemplify how thoughtful urban design fosters tourism through heritage preservation, vibrant public spaces, cultural integration, and robust tourism infrastructure. Both cities prioritize protecting their historical identities—Kyoto through the conservation of ancient temples and traditional architecture, and Florence by safeguarding Renaissance buildings with stringent zoning laws. Their well-maintained public spaces also reflect this approach: Kyoto's tranquil gardens and temple courtyards offer reflective cultural experiences, while Florence's lively piazzas serve as social and artistic hubs. Each city seamlessly integrates cultural elements into its urban fabric—Kyoto with traditional design principles in modern developments, and Florence maintains Renaissance influences in its planning. Both cities address modern tourism needs through discreet, efficient infrastructure that supports accessibility while preserving their historical charm. Together, these strategies underscore the role of urban design in balancing tradition and modernity, offering lessons for other cities aiming to enhance tourism without compromising their unique identities.

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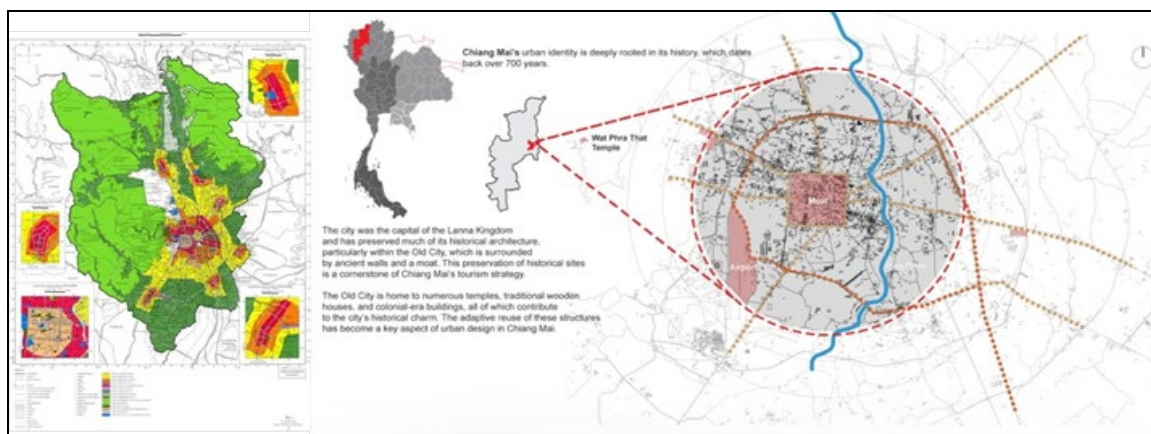
**Analysis of Urban Design for Tourism: Kyoto, Japan vs. Florence, Italy:** Tokyo, the bustling capital of Japan, and Florence, the historic heart of Italy's Tuscany region, are two iconic cities that beautifully encapsulate the unique identities of their respective nations. Tokyo stands as a global metropolis where tradition meets innovation, characterized by its towering skyscrapers, advanced technology, and lively urban energy alongside serene temples and historical districts like Asakusa. The city's efficient transportation system, cultural festivals such as the cherry blossom celebrations, and heritage sites like the Meiji Shrine make it a symbol of

Japan's dynamic blend of modernity and tradition. Florence, on the other hand, is celebrated as the cradle of the Renaissance, a city steeped in history and art. Its cobblestone streets, the Florence Cathedral, the Uffizi Gallery, and the Ponte Vecchio reflect centuries of cultural and architectural brilliance. Home to legendary figures such as Michelangelo and Dante, Florence's vibrant cultural and culinary scenes enhance its allure as a destination for history and art enthusiasts. Both cities exemplify the importance of preserving cultural heritage while embracing contemporary life, offering unforgettable experiences to their visitors.



Source: <https://www.routelines.com>

Fig 1: Sample maps of urban design for tourism in Tokyo and Florence.



Source: Department of Public Works and Town & Country Compiled Chiang Mai: by Author

Fig 2: Land use plan and a map showing the boundaries of Chiang Mai city.

### 3. Background of Study Area

Chiang Mai, Thailand, often called the "Rose of the North," is a historic city founded in 1296 as the capital of the Lanna Kingdom. Renowned for its well-preserved temples, traditional architecture, and cultural heritage, its old town, surrounded by ancient walls and a moat, is a UNESCO World Heritage candidate. The city's urban design, characterized by narrow streets, traditional wooden houses, and a mix of modern and historic structures, plays a vital role in shaping its tourism appeal. Chiang Mai attracts both domestic and international visitors with its blend of traditional and modern attractions. Key elements such as the preservation of historical sites, integration of local culture into public spaces, and thoughtfully developed tourism infrastructure enhance the visitor experience while maintaining its cultural identity.

Mysuru, India, known as the "Cultural Capital of Karnataka," is a historic city with a royal heritage that dates back to its role as the capital of the Kingdom of Mysuru from the late 14th to mid-20th century. The city is famed for landmarks such as the Mysore Palace, colonial-era buildings, wide boulevards, and lush gardens, reflecting a blend of Indian and British colonial influences. Mysuru's urban layout includes spacious streets, grand public spaces, and well-preserved historical architecture, attracting tourists interested in history, architecture, and culture. Like Chiang Mai, Mysuru emphasizes heritage conservation, cultural integration, and infrastructure development to enhance tourism while preserving its historical integrity. Both cities illustrate how thoughtful urban planning and design can enrich cultural tourism and provide valuable insights into balancing tradition and modernity.

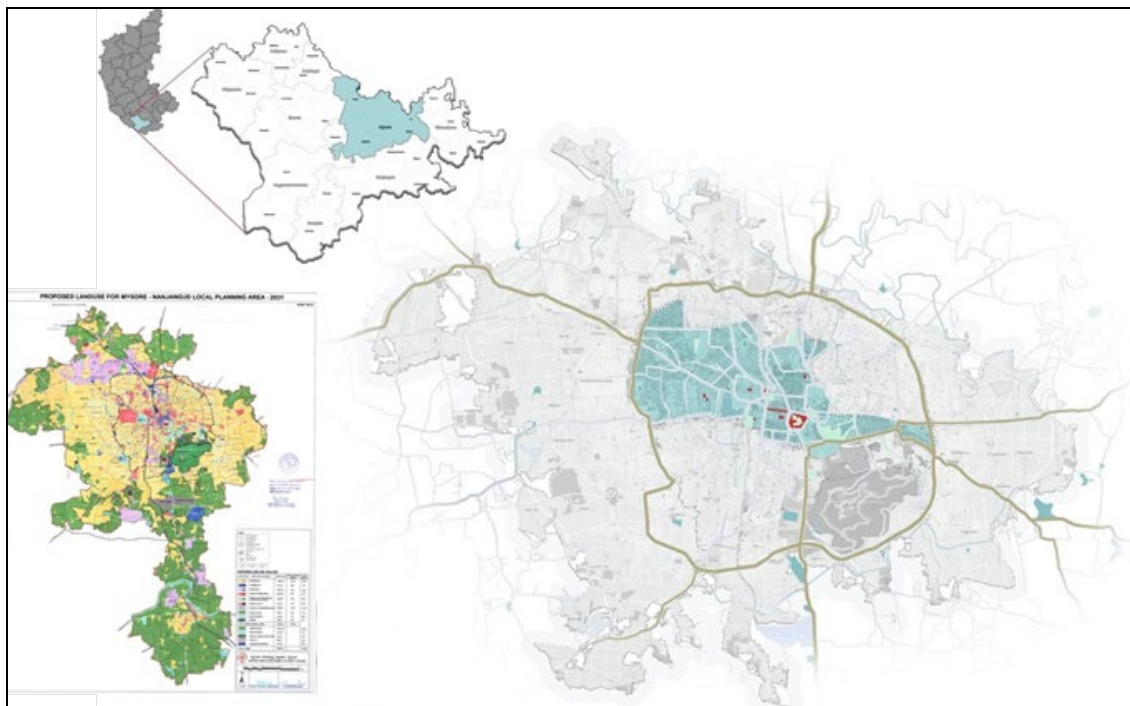


Fig 3: Land use plan and a map showing the boundaries of Mysuru city.

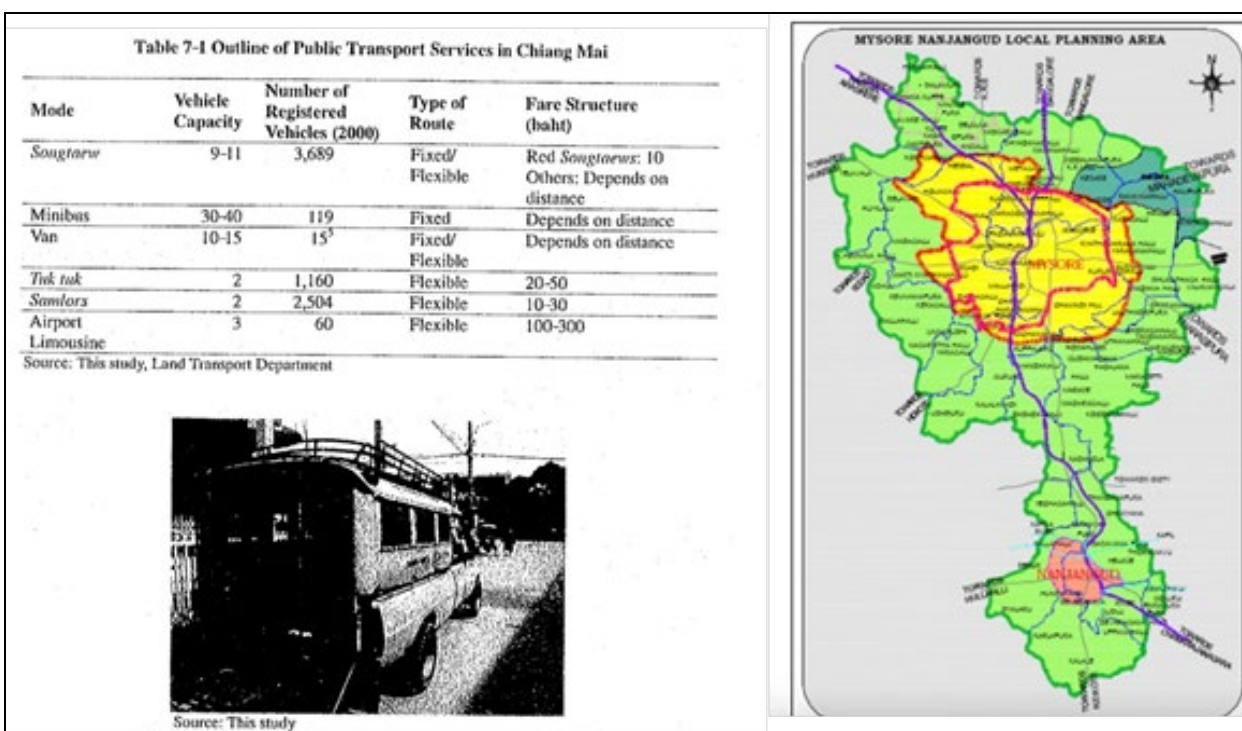
4. Methodology, Data, Parameters and Analysis

i). Physical Infrastructure

**Roads and Transport Networks:** Chiang Mai and Mysuru face distinct challenges in their roads and transport networks, both critical to enhancing tourism experiences. In Chiang Mai, the combination of narrow, traditional streets in the old town and modern roads often leads to congestion, especially during peak tourist seasons, with mobility heavily dependent on tuk-tuks, bicycles, and buses. Introducing pedestrian-only zones in the old town could alleviate traffic issues and improve the visitor experience, while developing tourist-friendly transport systems, such as hop-on-hop-off buses or electric tuk-tuks, would promote eco-friendly travel and ease

congestion. Mysuru, with its well-structured road network and wide, well-connected streets, facilitates smoother travel between tourist sites but could benefit from expanding its public transport.

Dedicated tourist shuttle services connecting key attractions like Mysore Palace and Chamundi Hill, alongside upgrades to buses or the introduction of a light rail system, would enhance accessibility and reduce reliance on auto-rickshaws. Both cities underscore the need for improved transport infrastructure, with Chiang Mai focusing on traffic management and pedestrianization in the old town and Mysuru prioritizing expanded and tourist-focused public transport systems.



Source: Department of Public Works and Town & Country Compiled Chiang Mai, Mysore Urban Development Authority

Fig 4: Roads and public transport networks of both cities

**ii). Amenities and Services**

**Tourist Facilities:** Chiang Mai and Mysuru both offer a variety of tourist facilities but have distinct areas for improvement to enhance the visitor experience. Chiang Mai provides a wide range of accommodations, from budget to luxury, and abundant dining options; however, public amenities like restrooms and visitor information centers are insufficient. Installing clean and well-maintained restrooms in high-traffic areas such as markets, temples, and parks, along with establishing multilingual visitor centers and implementing an effective wayfinding system with multilingual signage and digital maps, could greatly benefit tourists, especially in the old town. Mysuru, on the other hand, boasts well-placed accommodations near key attractions and numerous restaurants, but the city would benefit from expanding multilingual signage at major sites like Mysore Palace and Chamundi Hill to cater to international visitors. Adding more clean restrooms, shaded rest areas, and tourist information kiosks with multilingual support would further enhance Mysuru's appeal. Both cities should focus on improving public conveniences and wayfinding systems to create a more accessible and welcoming experience for tourists.

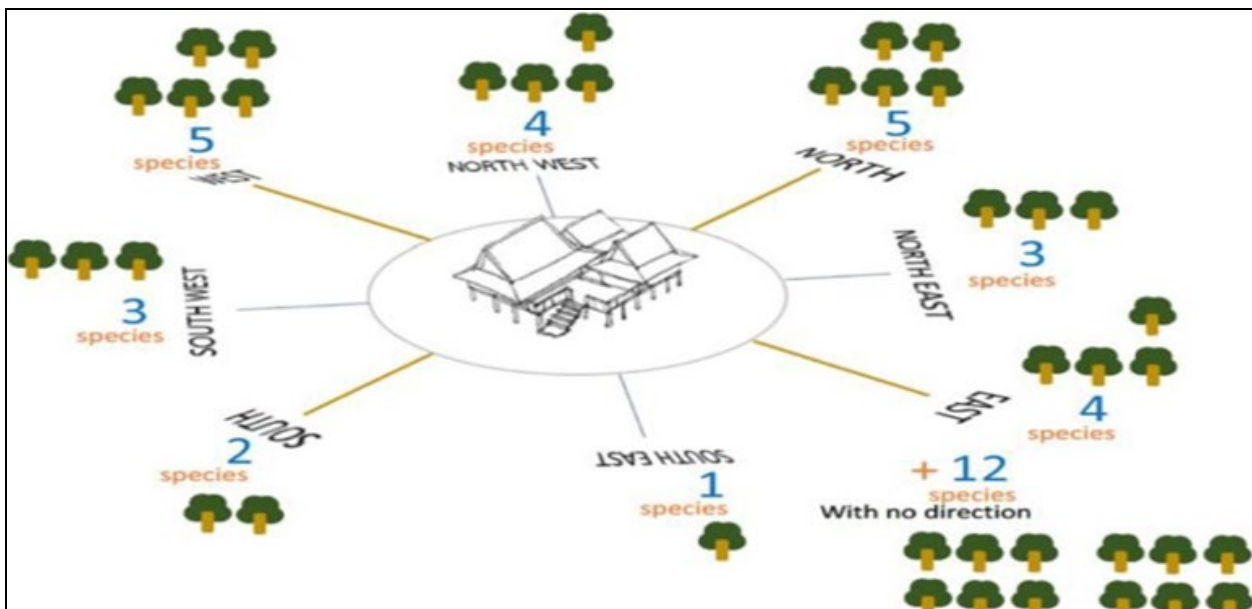
**iii). Safety and Security**

**Urban Planning for Safety:** Chiang Mai and Mysuru face different safety challenges in their urban planning, with opportunities for improvement to enhance the visitor experience. In Chiang Mai, crowded areas such as night markets pose risks of traffic accidents and petty theft, compounded by the city's rapid development and growing tourist population. Implementing pedestrian-friendly zones, traffic calming measures like speed limits and one-way streets, and increasing visible security through local police and CCTV cameras can address these concerns. Enhanced street lighting in high-traffic areas would further improve

safety by reducing accidents and crime. Mysuru, though generally considered safer, can bolster security near popular attractions like Mysore Palace and Chamundi Hill by installing more lighting and surveillance systems, such as CCTV cameras, and deploying dedicated tourist police. Both cities would benefit from improved safety infrastructure, with Chiang Mai focusing on mitigating risks in congested areas and Mysuru enhancing security at key tourist sites, ensuring a safer and more enjoyable experience for all visitors.

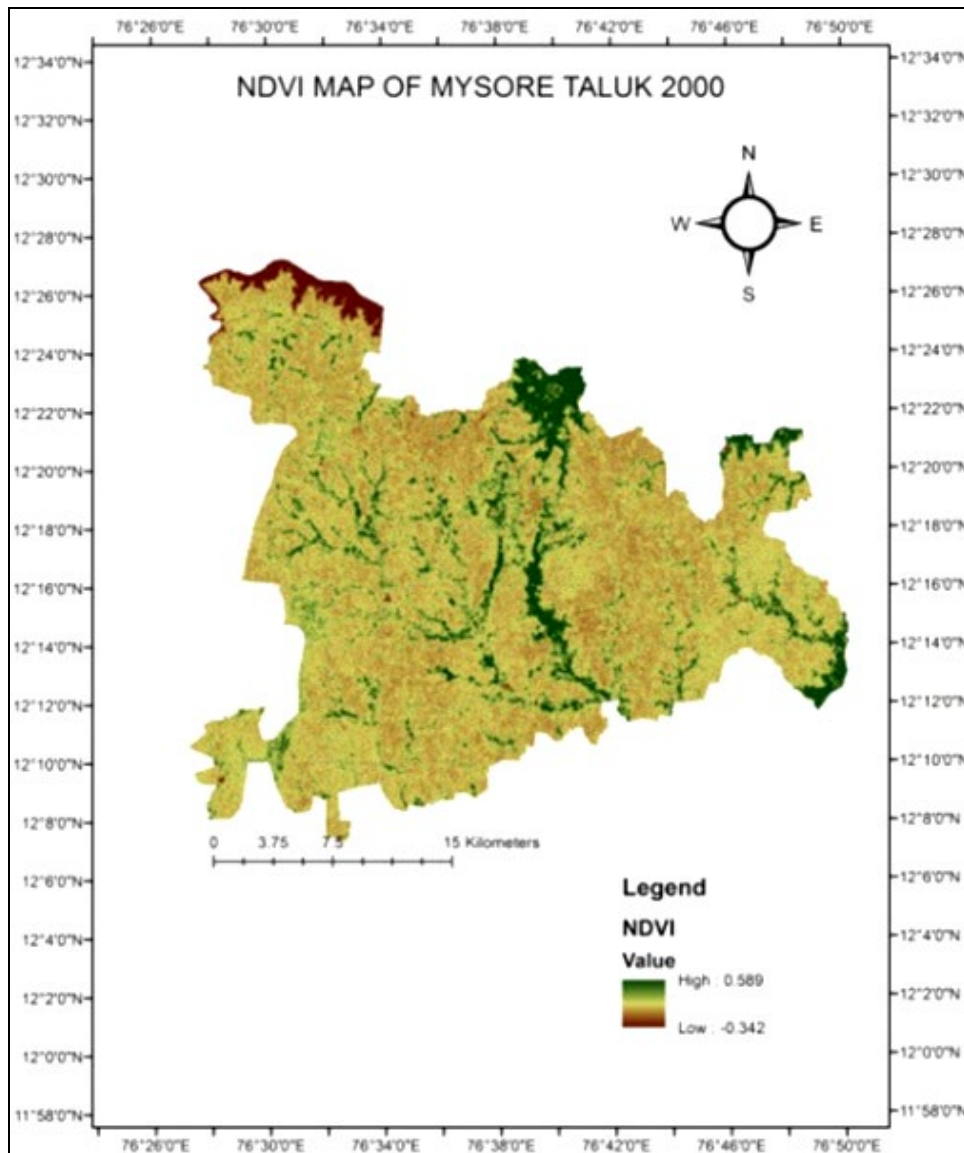
**iv). Sustainability and Environmental Impact**

**Green Urban Design:** Chiang Mai and Mysuru face distinct environmental challenges tied to their tourism growth, but both cities have opportunities to adopt sustainable practices. Chiang Mai struggles with air pollution, particularly during the burning season when agricultural fires degrade air quality, and rapid tourism has led to significant waste management issues. To address these, the city can promote sustainable agriculture, reduce open burning, and encourage alternative farming techniques. Expanding eco-tourism, such as nature-based activities and eco-friendly accommodations, and reducing plastic waste through reusable products and eco-conscious businesses can further mitigate environmental impact. Mysuru, known for its green spaces like Brindavan Gardens and Chamundi Hill, faces sustainability challenges with waste management and water conservation, especially in tourist-heavy areas. Improving recycling facilities, encouraging water-saving practices in hotels and public spaces, and expanding urban greenery with native plants can enhance biodiversity and climate resilience. Both cities can benefit from eco-tourism initiatives, such as sustainable transport and zero-waste programs, with Chiang Mai prioritizing air quality and waste reduction and Mysuru focusing on resource conservation and green infrastructure expansion to maintain their environmental integrity.



Source: Department of Public Works and Town & Country Compiled Chiang Mai

Fig 5: Directional Planting of various Tree in Chiang Mai city



Source: [https://www.researchgate.net/figure/Normalised-difference-vegetation-Index-map-of-Mysore-Taluka-2000\\_fig3\\_351333880](https://www.researchgate.net/figure/Normalised-difference-vegetation-Index-map-of-Mysore-Taluka-2000_fig3_351333880)

Fig 6: Distribution of green spaces in Mysore Taluka 2000

#### v). Tourist Experience

**Cultural and Architectural Integration:** Chiang Mai and Mysuru offer rich cultural and architectural experiences, with their unique styles and traditions deeply integrated into their urban landscapes. In Chiang Mai, the use of traditional Lanna-style architecture in temples, public buildings, and homes provides a distinctive cultural charm, while festivals like Yi Peng and Songkran, alongside traditional markets such as the Sunday Walking Street, immerse tourists in local arts and traditions. Preserving the city's heritage through regulations on building design, height, and materials ensures that modern developments respect its historical identity. Mysuru, on the other hand, showcases a blend of South Indian and colonial architecture in landmarks like the Mysore Palace, Devaraja Market, and Jagannohan Palace. Cultural highlights such as the Mysore Dasara festival, with its royal procession and illuminated palace, attract numerous visitors and enrich their experience. To maintain its cultural appeal, Mysuru can prioritize conservation efforts and integrate traditional elements into new developments while improving infrastructure around festivals to enhance accessibility. Both cities benefit from their deep cultural roots and iconic architecture, but continuous efforts to preserve heritage,

integrate culture into urban design, and improve festival experiences can further elevate their appeal to tourists.

#### vi). Economic Impact

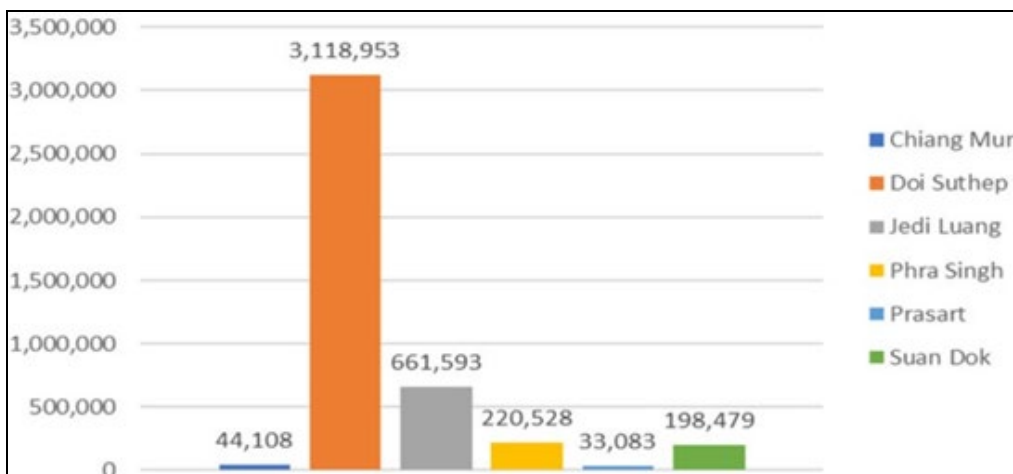
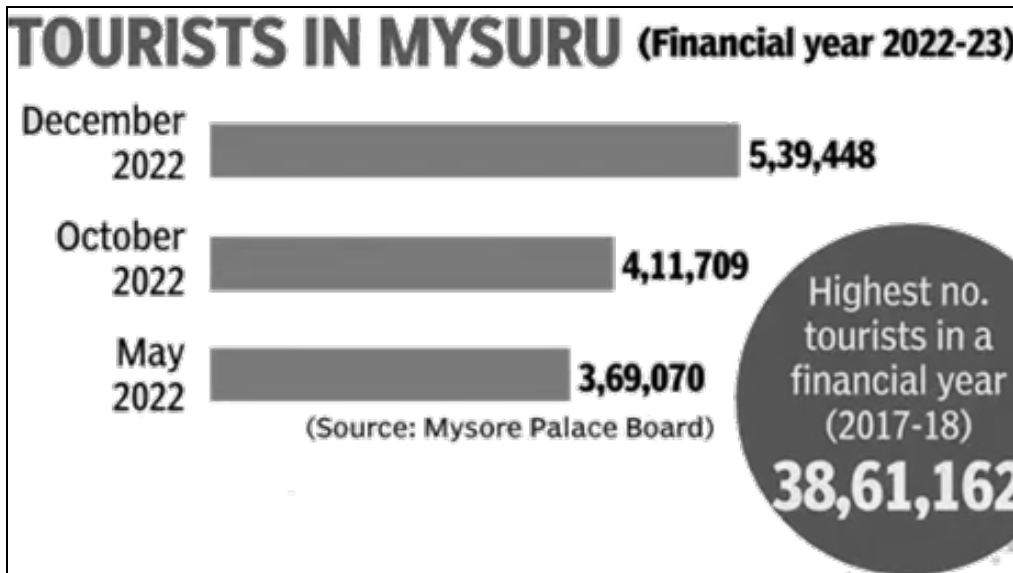
**Economic Benefits of Tourism:** Tourism serves as a critical economic driver for both Chiang Mai and Mysuru, fueling sectors such as handicrafts, hospitality, and dining. In Chiang Mai, cultural tourism, including its vibrant festivals and local markets like the night bazaars and Sunday Walking Street, provides steady income for small businesses and artisans. Enhancing market infrastructure, improving accessibility, and promoting sustainable tourism practices, such as community-based tourism and eco-friendly travel, can attract environmentally conscious visitors and boost the local economy. Similarly, Mysuru benefits significantly from tourism, with the Dasara Festival acting as a focal point that stimulates revenue for hospitality, crafts, textiles, and culinary industries. To diversify economic benefits, Mysuru could promote off-peak tourism by showcasing lesser-known attractions, wellness experiences, and year-round cultural events like heritage walks and exhibitions. By focusing on sustainable growth and diversifying tourist offerings, both cities can ensure consistent economic gains while preserving their cultural and environmental heritage.

**vii). Social Impact**

**Impact on Local Communities:** The rapid growth of tourism in both Chiang Mai and Mysuru has brought significant economic benefits but has also led to social challenges affecting local communities. In Chiang Mai, gentrification has displaced some residents as tourism-driven commercialization drives up property values, particularly in the old town, disrupting the social fabric and cultural cohesion. The commercialization of cultural practices can sometimes dilute local traditions, requiring urban policies such as zoning regulations and community engagement in tourism planning

to protect residents' interests and preserve cultural identity. In Mysuru, the influx of tourists during peak events like the Dasara Festival leads to overcrowding, putting pressure on infrastructure, public services, and the quality of life for locals. To address this, strategies like decentralizing tourism and improving public transport and infrastructure can reduce the strain on residents.

Both cities must prioritize the well-being of local communities through thoughtful urban design and tourism policies that balance economic growth with social and cultural preservation.



Source: Department of Public Works and Town & Country Compiled Chiang Mai

Fig 7: Population visiting Mysuru & Chiang Mai

**viii). Technological Infrastructure**

**Smart Tourism and Digital Platforms:** Both Chiang Mai and Mysuru have begun incorporating smart tourism technologies, but there is room for further enhancement. Chiang Mai has started using digital guides and interactive maps, though it still needs to improve high-speed internet and digital services for tourists.

Meanwhile, Mysuru has made progress with apps and websites offering virtual tours and information but could expand the use of advanced technologies like real-time tourist information systems. By leveraging these digital platforms, both cities can enhance tourist infrastructure, with Chiang Mai focusing on improving internet access and digital tourism tools, while Mysuru can further develop smart tourism features such as real-time updates on attractions and transportation.

**ix). Accessibility and Inclusivity**

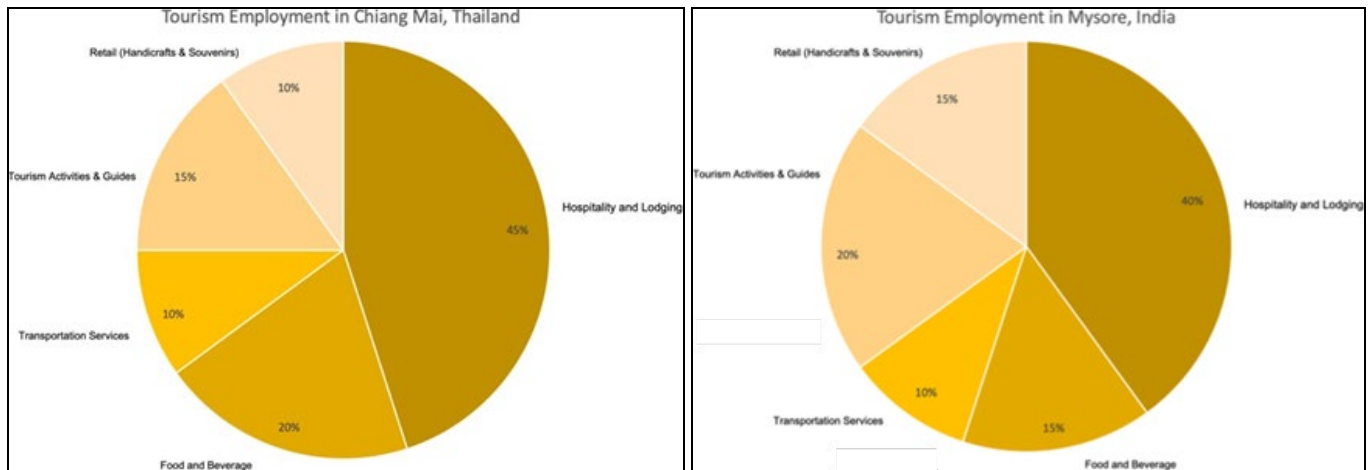
**Inclusive Design for Tourists:** Both Chiang Mai and Mysuru face accessibility challenges, particularly in their historical and older areas, which can be difficult to navigate for people with disabilities and elderly tourists. In Chiang Mai, many temples and heritage sites lack ramps, handrails, and accessible pathways, and the city's public transportation is not fully inclusive. To improve, Chiang Mai could retrofit historical sites with accessible features, develop low-floor buses and accessible tuk-tuks, and encourage hotels to adopt universal design principles. Similarly, Mysuru has made some progress in modern tourist areas but still struggles with accessibility in colonial-era buildings and narrow streets. Retrofits, such as ramps and elevators at heritage sites, along with wider pathways and designated seating in public spaces, would enhance accessibility. Both cities could also benefit

from public awareness campaigns to encourage inclusive practices in the private sector. By prioritizing accessible infrastructure and retrofitting key tourist sites, both cities can create more inclusive and welcoming environments, ensuring tourism is accessible to all visitors regardless of age or ability.

**5. Analysis of Tourism Employment in Chiang Mai, Thailand and Mysore India**

**Tourism is a Critical Driver of Economic Development,** cultural preservation, and employment generation in Chiang Mai, Thailand, and Mysore, India. Both cities, with their rich heritage, cultural significance, and growing tourism markets. Chiang Mai, Thailand, and Mysore, India, both offer unique tourism employment opportunities driven by their cultural,

natural, and wellness offerings. Chiang Mai, known for its temples, traditional handicrafts, and festivals like Yi Peng and Songkran, creates seasonal and year-round employment in tourism services. Its proximity to national parks and eco-tourism hubs generates jobs in adventure and sustainable tourism, while its growing reputation as a digital nomad hub fuels demand for co-working spaces, cafes, and related services. Mysore, on the other hand, draws tourists with its heritage sites like Mysore Palace and Chamundi Hills, along with its prominent Dasara festival, creating a rich heritage tourism sector. Wellness tourism through yoga and Ayurveda centers also generates niche employment, while its proximity to wildlife reserves like Bandipur and Nagarhole supports eco-tourism jobs.



**Fig 8:** Charts of Tourism Employment Chiang Mai & Mysuru

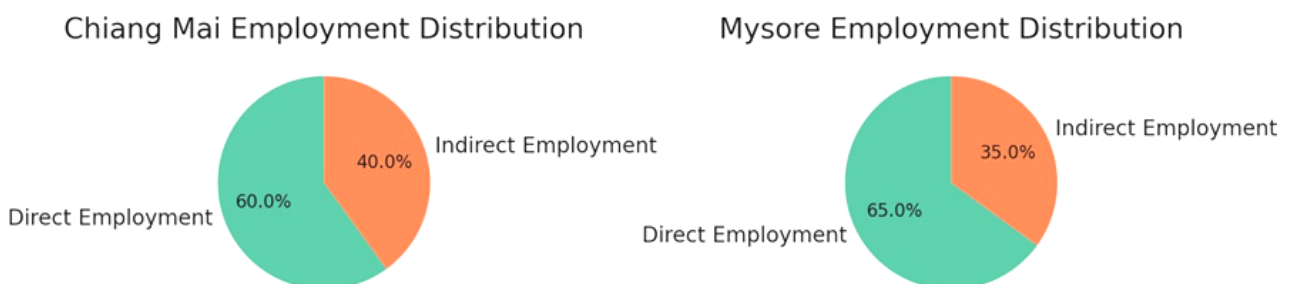
Chiang Mai, Thailand, boasts strengths such as a well-developed tourism infrastructure, abundant eco-tourism opportunities, high English proficiency, and strong government support for sustainable tourism. However, it faces weaknesses like seasonal employment and low wages. The city has promising opportunities in the growth of digital nomadism, wellness tourism, and community-based tourism, but is also threatened by environmental degradation, competition from other regional destinations, and economic instability. On the other hand, Mysore, India, is rich in cultural heritage with globally recognized festivals and a strong wellness tourism market, yet it struggles with infrastructure challenges, informal employment, and limited global appeal. Mysore’s opportunities lie in expanding cultural and eco-tourism, improving connectivity, and integrating technology into tourism services, though it faces threats from environmental concerns, seasonal dependency, and competition from other Indian cities. Both cities offer distinct strengths and opportunities but also face common challenges related to sustainability and regional competition.

**Table 1:** Comparison of Tourism Employment

Aspect	Chiang Mai, Thailand	Mysore, India
Primary Sectors	Hospitality, Eco-Tourism, Crafts	Heritage Tourism, Wellness, Wildlife
Direct Employment	60%	65%
Indirect Employment	40%	35%
Seasonality	High	High during festivals
Wages	Moderate, with low-skilled jobs	Low for informal jobs
Skills Needed	Hospitality, language, tourism tech	Heritage, hospitality, yoga
Government Support	Strong for sustainable tourism	Moderate, focused on heritage

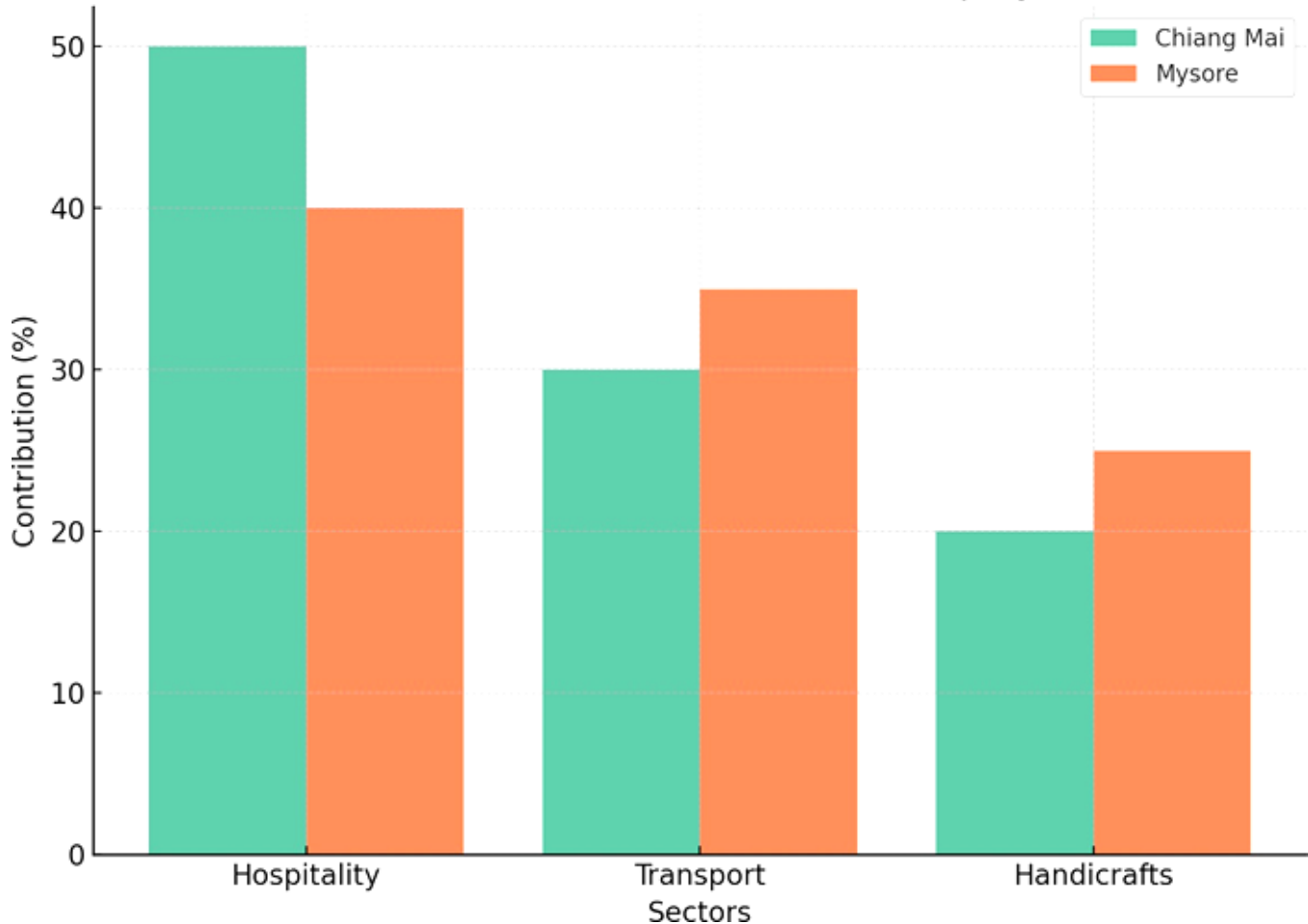
**\*\*Direct Employment:** Definition: Jobs directly created or provided by an organization, company, or specific industry.

**\*\*Indirect Employment:** Definition: Jobs that are generated as a result of the activities of an organization or industry but are not directly part of its operations.



**Fig 9:** Charts of Tourism Employment Chiang Mai & Mysuru

## Sectoral Contributions to Tourism Employment



**Fig 10:** Charts of Tourism Employment Chiang Mai & Mysuru

To enhance tourism employment in Chiang Mai, Thailand, it is recommended to diversify tourism offerings to reduce seasonal dependency, promote higher-skill job opportunities through targeted training programs, and focus on eco-tourism and sustainable practices to address environmental concerns. In Mysore, India, key recommendations include investing in modern infrastructure to improve accessibility and enhance the visitor experience, leveraging technology to market tourism assets globally, and developing niche sectors such as wellness and heritage tourism to attract high-spending tourists. Both cities can strengthen their tourism industries by emphasizing sustainability, skill development, and strategic marketing.

The sources for the analysis of tourism employment in Chiang Mai and Mysore include a variety of regional and national reports and studies. For Chiang Mai, reports from the Tourism Authority of Thailand (TAT) provide insights into regional employment trends, while studies on eco-tourists impact in Northern Thailand and articles from journals like the *Asia Pacific Journal of Tourism Research* further inform the tourism landscape. In the case of Mysore, data from the Ministry of Tourism, Government of India, on heritage tourism employment, along with reports from the Karnataka Tourism Department, offer valuable information.

Additionally, research papers on the impact of major festivals like Dasara contribute to understanding how cultural events influence tourism employment in Mysore.

## 6. Comparative between Chiang Mai and Mysuru

### i). Historic Preservation and Urban Identity

Chiang Mai and Mysuru both emphasize historical preservation as a key element of their urban identity, though their approaches differ. Chiang Mai, with its roots in the Lanna Kingdom, blends historic preservation with modern usage, particularly in the Old City, where ancient temples, traditional wooden houses, and colonial-era buildings have been adapted into boutique hotels, cafes, and art galleries. This adaptive reuse, exemplified by Wat Phra Singh Temple, creates a dynamic fusion of the old and new, preserving the city's historical charm while offering contemporary experiences for tourists. In contrast, Mysuru maintains its royal heritage through the preservation of structures in their original form, notably the Mysore Palace, which serves as both a cultural hub and a major tourist attraction. While Chiang Mai focuses on integrating historical sites into modern urban life, Mysuru's approach ensures the authenticity of its royal and colonial-era architecture. Both cities prioritize the preservation of their cultural heritage but in different ways—Chiang Mai through adaptive reuse and Mysuru through conservation of original structures—each providing a unique historical experience for tourists.





Fig 11: Tourist attractions and environment in Chiang Mai city

**Comparative Analysis: Historical Preservation**

Table 2: Parameters for Historic Preservation and Urban Identity

Category	Chiang Mai (Thailand)	Mysore (India)
Historical Significance	Former capital of the Lanna	Capital of the Kingdom of Mysore, ruled by the Wadiyar dynasty
Cultural Heritage	Rich in Lanna architecture, temples, and festivals (e.g., Yi Peng, Songkran)	Renowned for Mysore Palace, Dasara Festival, and traditional arts like Mysore painting
Key Monuments	Wat Phra Singh, Wat Chedi Luang, Tha Phae Gate	Mysore Palace, Chamundi Hill, St. Philomena's Church
Local Architecture	Lanna-style wooden houses, teak temples, and walled city	Indo-Saracenic architecture, Mysore Palace, traditional mansions
Traditional Crafts	Handicrafts like silverwork, umbrella making, wood carving	Mysore silk weaving, sandalwood carving, incense making
Language & Scripts	Northern Thai (Lanna), Central Thai	Kannada, English, and regional dialects
Religious Influence	Predominantly Buddhist, with significant temple presence	Predominantly Hindu, with important temples (e.g., Chamundeshwari)
Festivals	Yi Peng (Lantern Festival), Songkran (Thai New Year)	Dasara, Ugadi, and other Hindu festivals
City Layout	Old City with moats and gates, surrounded by mountains	Planned city layout with palaces, gardens, and colonial structures
Natural Landscape	Located near Doi Suthep, surrounded by forests and hills	Chamundi Hills, nearby rivers, and lush greenery
Preservation Challenges	Urbanization and commercial tourism pressure on ancient sites	Rapid urbanization, commercialization of heritage, maintaining cultural arts
Preservation Efforts	UNESCO initiatives for cultural preservation, community-based tourism	Government efforts in heritage tourism, preserving palaces and temples
Modern Identity	Blend of tradition and modernity, popular tourist destination for culture and nature	Growing tech hub with a strong heritage tourism economy, fusion of old and new in city planning

**ii). Cultural Integration and Urban Fabric**

Chiang Mai and Mysuru integrate culture deeply into their urban design, though their approaches reflect their unique histories and cultural identities. Chiang Mai’s urban fabric is shaped by its vibrant festivals, night markets, and artisan communities, particularly within the Old City, where the grid-like streets facilitate cultural engagement. Temples like Wat Chedi Luang and Wat Phra Singh serve not only as religious sites but as cultural hubs hosting festivals, ceremonies, and educational programs. The city’s public spaces, including the Sunday Walking Street market, blend shopping, food, and entertainment, creating a lively cultural atmosphere. Similarly, Mysuru’s urban design reflects its royal heritage

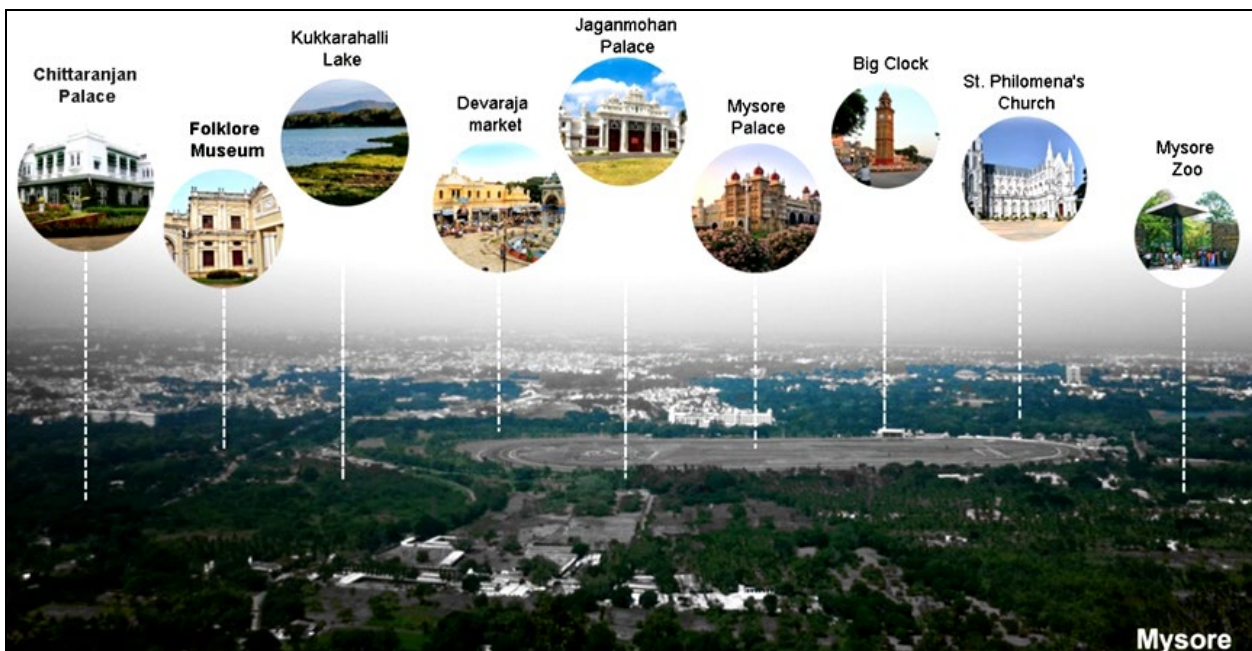
with wide avenues, gardens, and plazas that support its grand festivals, such as the Dasara celebration. The city’s temples and markets, like the Devaraja Market, serve as vibrant cultural centers that showcase traditional crafts and local customs. Both cities benefit from urban planning that accommodates large-scale cultural events—Chiang Mai’s Songkran festival and Mysuru’s Dasara—and their designs facilitate seamless interaction between residents, visitors, and cultural heritage. While Chiang Mai focuses on preserving the Old City’s Lanna architecture and encouraging community-driven design, Mysuru prioritizes the conservation of Indo-Saracenic and colonial buildings, supporting sustainable urban expansion and public transportation. Both cities' urban

strategies allow for cultural preservation and modern development, providing rich and immersive experiences for tourists.

**Comparative Analysis: Cultural Integration**

**Table 3: Parameters for Cultural Integration and Urban Fabric**

Category	Chiang Mai (Thailand)	Mysore (India)
Cultural Integration	Blend of traditional Lanna culture with modern Thai and international influences	Fusion of royal heritage, colonial history, and modern Indian culture
Urban Layout	Old city surrounded by modern developments, with moats, temples, and open markets	Planned city with royal avenues, palaces, and organized neighborhoods
Public Spaces	Night markets, courtyards in temples, community spaces in city squares	Palaces, public gardens (e.g., Brindavan), traditional marketplaces
Residential Patterns	Traditional wooden houses in old city, modern apartments in newer areas	Traditional bungalows, royal mansions, and modern housing developments
Integration of Heritage	Historic sites like Wat Phra Singh blend with modern city life, protected by local regulations	Mysore Palace and Chamundi Hill integrated into the city's core identity
Transportation and Mobility	Mix of pedestrian-friendly old city, with growing car and motorbike usage	Well-planned roads, public bus systems, rickshaws, and increasing reliance on private vehicles
Commercial Development	Street markets, small local shops alongside modern shopping malls	Traditional bazaars, local markets (e.g., Devaraja Market), modern malls
Tourism Impact	High level of tourism, leading to commercialization of cultural sites	Tourism focused on royal heritage and temples, pressure on historic areas from mass tourism
Architectural Styles	Lanna architecture (temples, wooden homes), modern skyscrapers in outskirts	Indo-Saracenic style, colonial buildings, modern residential and commercial complexes
Preservation of Urban Fabric	Tension between preserving old city's low-rise buildings and new high-rise developments	Conservation of colonial and royal architecture amidst urban expansion
Public Policy for Integration	Policies for heritage zones, promoting sustainable tourism, protection of cultural sites	Government efforts to maintain historic zones, promote heritage tourism, balance development with preservation
Community Involvement	Strong local involvement in preserving cultural festivals and crafts, some resistance to urbanization	Community participation in traditional crafts, festivals, and preservation of royal and temple traditions
Green Spaces & Urban Design	Public parks around city walls, eco-tourism projects in surrounding hills (e.g., Doi Suthep)	Public gardens, such as Brindavan Gardens, integrated with royal architecture
Challenges in Cultural Integration	Over-tourism, loss of traditional crafts, commercialization of heritage areas	Urban sprawl, commercialization of traditional markets, maintenance of royal and colonial structures



**Fig 12: Tourist attractions and environment in Mysuru city**

**iii). Accessibility and Connectivity**

Chiang Mai and Mysuru prioritize accessibility and connectivity in their urban design, making them tourist-friendly destinations. Chiang Mai's compact size and grid-like

layout facilitate easy navigation, particularly for pedestrians and cyclists. The city offers a well-developed transportation network, including buses, tuk-tuks, and songthaews, with pedestrian-friendly zones in the Old City that enhance

tourists' interactions with the local culture. The city's airport, located just a few kilometers from the center, further boosts its accessibility. An example is Nimmanhaemin Road, with its trendy cafes and wide sidewalks, encouraging foot traffic and making it a popular area for both tourists and locals. In Mysuru, the urban design emphasizes connectivity through well-maintained roads and heritage routes that guide tourists through historical sites like the Mysore Palace and Chamundi Hill. The city's proximity to Bangalore, along with frequent

train and bus services, makes it easily accessible for visitors. The Chamundeshwari Temple on Chamundi Hill, with its panoramic views, is a key highlight that is easily reached via well-maintained roads. Both cities must balance growing tourism with sustainable mobility solutions to ensure efficient, accessible, and eco-friendly transportation, enhancing the overall tourist experience while preserving their urban landscapes.

**Comparative Analysis: Accessibility and Connectivity**

**Table 4:** Parameters for Accessibility and Connectivity

Category	Chiang Mai (Thailand)	Mysore (India)
Transportation Infrastructure	Well-developed road network, growing reliance on cars, motorbikes, and bicycles	Road network with well-maintained highways, public buses, and growing car usage
Public Transportation	Songthaews (shared taxis), tuktuks, and local buses	City buses, auto-rickshaws, and plans for suburban rail service
Rail Connectivity	Connected to major cities like Bangkok by train	Connected to major cities like Bangalore by regular rail services
Airport Connectivity	Chiang Mai International Airport connects to domestic and international destinations	Mysore Airport with limited domestic flights, close proximity to Bangalore International Airport
Intercity Bus Services	Frequent buses to cities like Bangkok, Chiang Rai, and nearby provinces	Well-established bus services to Bangalore and other cities in Karnataka
Pedestrian and Bicycle Access	Pedestrian-friendly zones in the old city, limited infrastructure in newer areas	Pedestrian-friendly areas near heritage sites, limited bicycle lanes
Urban Mobility	Increasing traffic congestion, but flexible modes of transportation (taxis, ride-sharing apps)	Growing traffic in city center, with public transport serving most areas
Highway Connectivity	Connected to northern provinces via national highways, routes to Myanmar	Connected to Bangalore and other major cities via state and national highways
Tourism Accessibility	Easily accessible tourist spots like Doi Suthep, with growing congestion around key sites	Good accessibility to heritage sites like Mysore Palace, with pressure on roads during festivals
Walkability of Historical Areas	Old city is relatively walkable, with designated pedestrian zones	Walkable zones around key tourist sites, though not widespread across the city
Bicycle Sharing Programs	Small-scale bicycle rental services for tourists, limited public cycling infrastructure	Limited bicycle-sharing programs, but growing interest in promoting eco-friendly transport

Both cities need to balance growing urbanization and tourism with sustainable mobility solutions to ensure efficient, accessible, and eco-friendly transportation.



**Fig 13:** Possible Routes for Tourist Spot Trail

**iv). Public Spaces and Community Engagement**

Public spaces play a vital role in the urban design and tourism appeal of both Chiang Mai and Mysuru, each city showcasing a unique approach. In Chiang Mai, public spaces are deeply integrated into the social and cultural fabric of the city. Temples, squares, and markets serve as venues for community activities and tourist engagement, fostering interaction between locals and visitors. Tha Pae Gate, a historical site, is one of the most notable public spaces, hosting cultural performances, festivals, and public events, making it a dynamic part of the city’s landscape. In contrast, Mysuru is known for its grand public spaces and royal gardens, such as

the Brindavan Gardens, which are meticulously maintained and offer scenic, tranquil environments for tourists. These gardens, with their fountains, light shows, and landscaped areas, are examples of how public spaces can enhance the tourism experience. While Chiang Mai’s community-oriented spaces promote informal cultural exchange and interaction, Mysuru’s structured, aesthetically pleasing spaces emphasize grandeur and visual appeal. Both cities successfully use public spaces to attract tourists by creating environments that are both functional and visually appealing, yet each city’s approach highlights different strengths in the integration of public spaces into urban tourism.

**Comparative Analysis: Public Spaces**

**Table 5: Parameters for Public Spaces and Community Engagement**

Category	Chiang Mai (Thailand)	Mysore (India)
Public Parks and Gardens	Public parks like Nong Buak Hard Park and green spaces around Doi Suthep	Notable gardens like Brindavan Gardens, parks like Kukkarahalli Lake
Temples and Religious Spaces	Key temples (Wat Phra Singh, Wat Chedi Luang) as community gathering spaces	Chamundeshwari Temple, St. Philomena's Church, and other religious Spaces as community hubs
Markets and Bazaars	Night markets (e.g., Sunday Walking Street, Warorot Market) serve as community spaces	Devaraja Market and other bazaars Serve as vital public spaces for interaction
Cultural and Festival Spaces	Public spaces play a significant role in festivals like Yi Peng, Songkran	Mysore Palace grounds and public spaces central to Dasara celebrations
Public Squares and Plazas	Tha Phae Gate area serves as a key public space for events, festivals, and gatherings	Mysore Palace Square and surrounding spaces serve as focal points for public gatherings
Community Centers and Halls	Local temples often function as community centers for events, festivals, and workshops	Community halls and palace grounds used for events and celebrations, particularly during festivals
Role of Public Spaces in Daily Life	Public parks, temples, and markets are key to daily social and cultural life	Public gardens, temples, and markets are important for community interactions and daily activities
Cultural	Public spaces help preserve Lanna Culture through events, festivals, and cultural workshops	Mysore's public spaces preserve royal traditions and local culture through events and festivals like Dasara
Preservation in Public Spaces	Public spaces like night markets and temples are heavily integrated into tourist Itineraries	Key public spaces like Mysore Palace grounds attract significant tourism, especially during festivals
Use of Public Spaces for Tourism	Strong local participation in cultural festivals and traditional handicrafts in markets	Active community engagement during festivals like Dasara, as well as daily use Of parks and markets
Community Engagement in Public Spaces	Green spaces I.ke Chiang Ma's parks are being preserved with eco-friendly initiatives	Environmental preservation efforts around lakes and parks, including tree-planting and waste management
Green Spaces and Environmental Initiatives	Increasing commercialization of public spaces due to tourism pressure, especially night markets	Expansion of public spaces through urban planning initiatives, though growing tourism impacts traditional uses
Public Space Development Trends	Local efforts to preserve night markets. street art, and cultural traditions in public spaces	Community participation in maintaining local markets and organizing traditional events, especially Dasara
Community-Led Initiatives	Public parks like Nong Buak Hard Park and green spaces around Doi Suthep	Notable gardens like Brindavan Gardens, parks like Kukkarahalli Lake

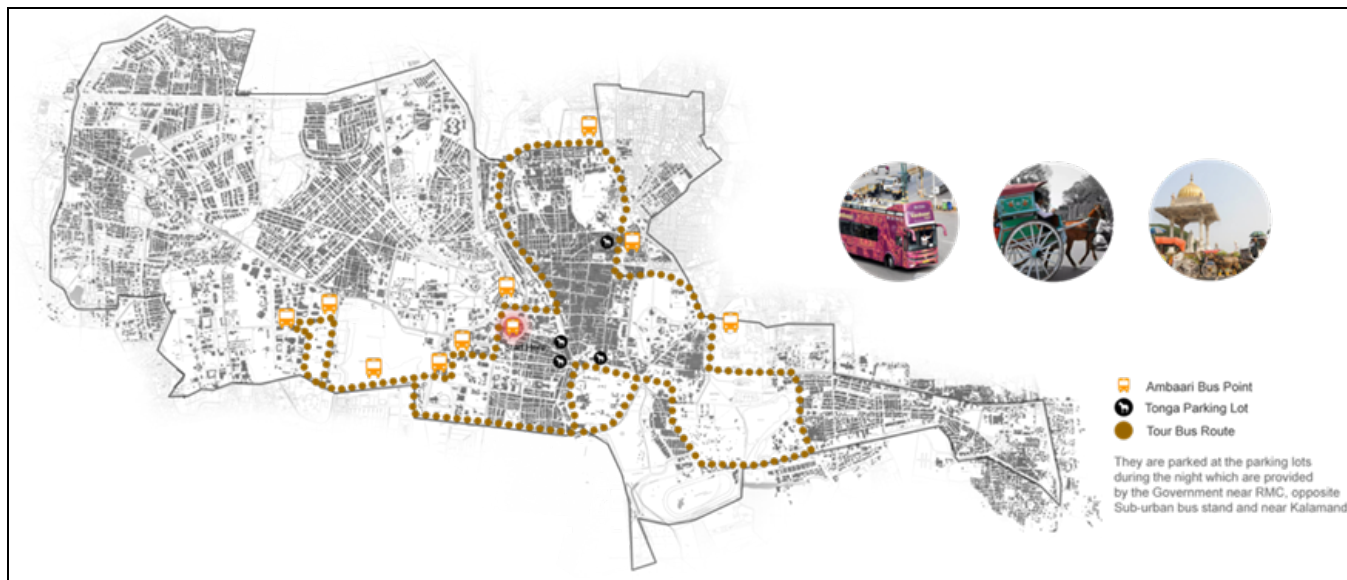


Fig 14: Map showing the tour bus route and horse parking area

**v). Sustainable Tourism and Environmental Integration**  
 Chiang Mai and Mysuru both face challenges in balancing tourism with environmental preservation, but each city has adopted distinct approaches to sustainable tourism. Chiang Mai, with its proximity to natural attractions like Doi Suthep-Pui National Park, has focused on promoting eco-friendly tourism practices, such as cycling tours and eco-lodges, to protect its natural and cultural resources. The park itself is a key example of how the city integrates environmental conservation into its tourism strategy, offering eco-tourism opportunities. Similarly, Mysuru emphasizes the conservation

of green spaces within the city, with numerous parks, gardens, and natural areas like Karanji Lake providing eco-tourism destinations. The city’s commitment to maintaining green spaces ensures a balance between urban development and environmental preservation, enhancing its appeal to eco-conscious travelers. While Chiang Mai’s strategy revolves around eco-tourism and integrating natural sites into its tourism offerings, Mysuru focuses on preserving its green spaces within the urban fabric, both cities reflecting a strong commitment to sustainable tourism.

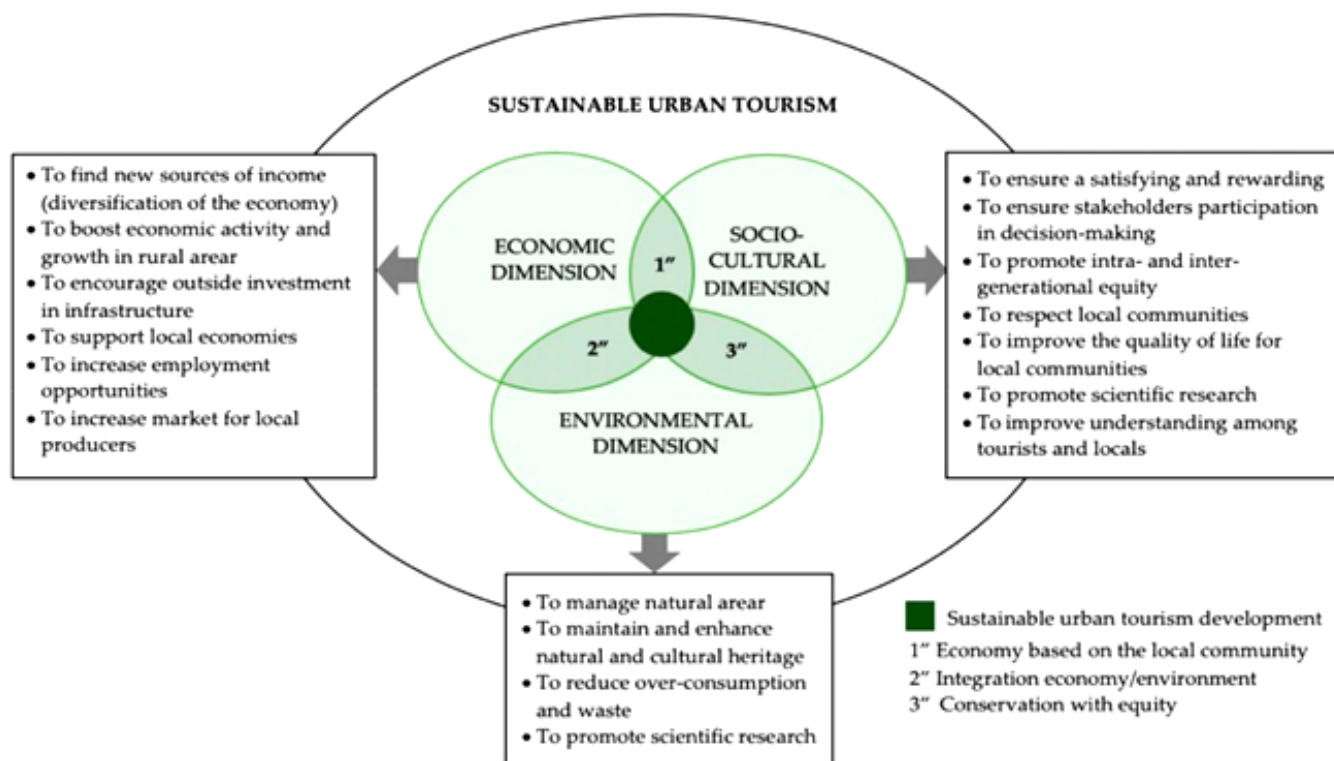
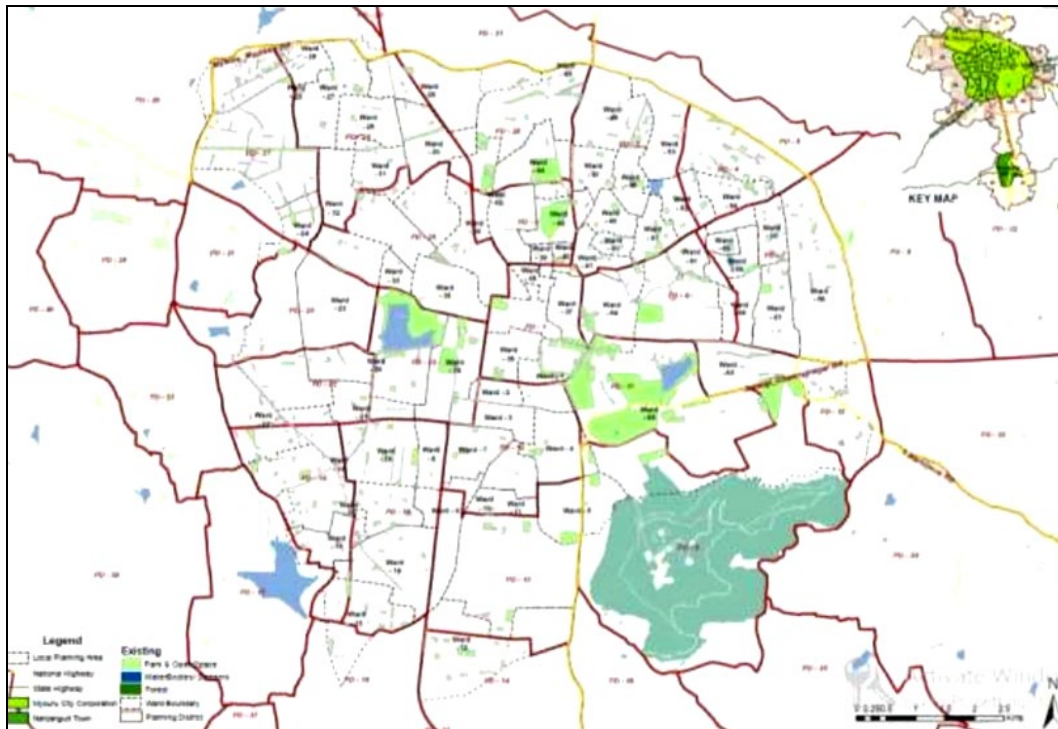


Fig 15: Principles of sustainable urban tourism.



Source: Significance of Urban Green Space Network for Mysuru City by: Dr. Yashaswini S (P. 468)

Fig 16: Existing Urban green space of Mysuru city

**Comparative Analysis: Sustainable Tourism**

Table 6: Parameters for Sustainable Tourism and Environmental Integration

Category	Chiang Mai (Thailand)	Mysore (India)
Tourism Profile	Major tourist destination known for cultural tourism, nature, and festivals like Yi Peng and Songkran	Major tourist destination known for royal heritage, Mysore Palace, and Dasara Festival
Eco-Tourism Initiatives	Focus on eco-tourism in surrounding areas like Doi Suthep and elephant sanctuaries	Eco-tourism in nearby hills, lakes, and wildlife reserves like Bandipur National Park
Sustainable Tourism Practices	Community-based tourism, homestays, and village tours to preserve local culture	Government initiatives to promote responsible tourism, preserving heritage and natural sites
Environmental Policies	Protected areas like Doi Suthep-Pui National Park, local government policies to protect green spaces	Strict regulations around Chamundi Hills and nearby reserves, tree-planting and conservation programs
Impact of Tourism on Environment	Over-tourism in key areas like the Old City and Doi Suthep leading to congestion and environmental strain	Mass tourism during Dasara and heavy foot traffic at Mysore Palace causing wear on heritage sites and public spaces
Waste Management and Pollution	Growing waste problem due to tourism, efforts to promote recycling and waste reduction	Increasing pressure on waste management during festivals, efforts for cleaner city campaigns
Sustainable Infrastructure	Eco-friendly hotels and accommodations gaining popularity, but limited across the city	Sustainable urban planning around public spaces, use of renewable energy in heritage site management
Water Conservation Efforts	Focus on preserving water sources around Doi Suthep and nearby rivers	Programs to preserve water bodies like Kukkarahalli Lake and efforts to restore natural water cycles
Air Quality and Pollution Control	Air pollution issues, especially during crop-burning season and tourism peaks	Relatively better air quality but rising concerns with increasing vehicle emissions and urbanization
Energy Usage in Tourism	Growing use of solar panels in eco-resorts, energy-efficient hotels in tourist areas	Efforts to reduce energy consumption at heritage sites and introduce eco-friendly practices in hotels
Conservation of Natural Habitats	Protected natural areas around Chiang Mai promoting conservation efforts	Conservation efforts for Chamundi Hills, nearby forests, and wildlife reserves like Nagarhole National Park
Cultural Tourism and Heritage Conservation	Focus on sustainable cultural tourism, promoting Lanna architecture and crafts	Heritage tourism with strong emphasis on preserving Indo-Saracenic architecture, royal traditions, and art
Green Certifications and Standards	Some hotels and businesses adopting green certifications like Green Leaf	Eco-certifications for hotels and government-regulated sustainable tourism practices in heritage areas

## 7. Conclusion

Chiang Mai and Mysuru offer valuable lessons in urban design for tourism. While each city's approach is shaped by its unique cultural and historical context, the common themes of historical preservation, cultural integration, accessibility, public spaces, and sustainable tourism highlight the universal principles that contribute to successful tourism development. Both cities demonstrate that thoughtful urban design, rooted in a deep understanding of cultural heritage and environmental stewardship, is key to creating compelling and sustainable tourist destinations. By examining the urban design elements that contribute to the tourism appeal of Chiang Mai and Mysuru, this study provides insights that can inform urban planning and tourism development strategies in other cities with similar aspirations.

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