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ISAREE BAEDCHAROEN : HERITAGE TOURISM IN CHIANG MAI: MEASURING THE PERCEPTIONS OF OPPORTUNITIES, IMPACTS AND CHALLENGES FOR THE LOCAL COMMUNITY. THESIS ADVISOR: .RUSSELL STAIFF, Ph.D. pp. 185

Chiang Mai was a political capital of Lanna kingdom. The city was absorbed by Bangkok during king Rama V regime. Now it is a second largest city of Thailand. Chiang Mai is also one of the few cities in Thailand where economy depend on its natural and cultural resources and the city function as an urban place. Chiang Mai cultural heritage has not been completely overwhelmed by globalization and modern development. It attracted thousands of tourists to visit Chiang Mai.

Although the issues of heritage and heritage tourism are receiving increasing attention from government planners and scholars, few studied have examined its potential impacts and relationship between community appearance and tourism, especially from Asian perspective. Heritage tourism involves much more than generates income to the community. It also involves making destinations more appealing. The truth is the heritage and culture of the community that attracts tourists. This research attempts to identify the perceived impacts of tourism and heritage tourism by residents in a community. Chiang Mai. The information derived from this research will provided opportunities and an understanding of residents' attitudes toward the development of tourism industry in their locality for heritage planners, government planners and scholars to planning and managing local heritage in the future.



Program of Architectural Heritage Management and Tourism

Student's signature

Thesis Advisor's signature *R. Staiff*

Graduate School, Silpakorn University

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