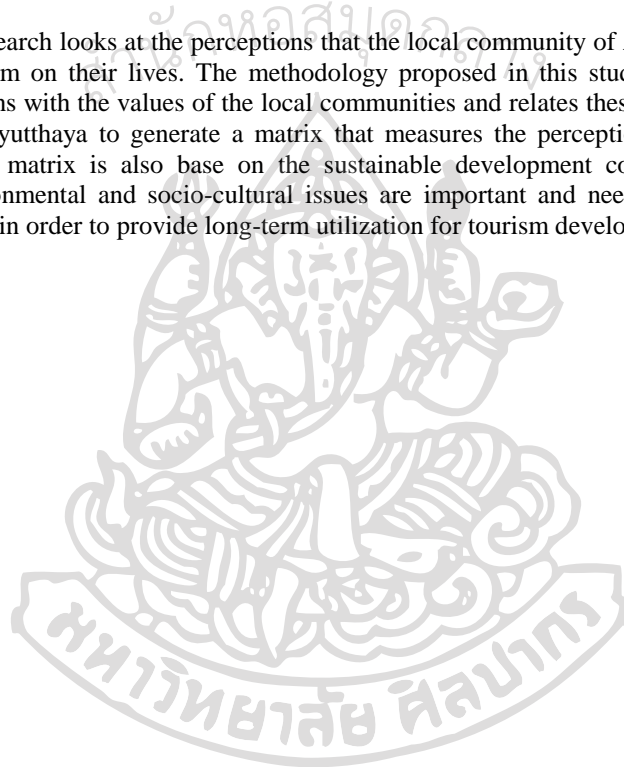


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The historic city of Ayutthaya and associated historic towns has been included in UNESCO list of World Heritage since December 13, 1991 and be one of the main tourist destination of Thailand. The number of visitors is continually increases and generates several benefits to both the city and the country. However, tourism has had some destructive effects, not only at a national but also at a local level.

The impacts of tourism on World Heritage sites have increasingly attracted attention and that impact is not confined to the heritage resource itself but to those communities connected to World Heritage sites. There have been a number of attempts to understand these impacts.

This research looks at the perceptions that the local community of Ayutthaya have towards the impacts of tourism on their lives. The methodology proposed in this study was a community-based process that begins with the values of the local communities and relates these to all the tourist activities in and around Ayutthaya to generate a matrix that measures the perception of impacts on the local community. The matrix is also base on the sustainable development concept and recognizes that economic, environmental and socio-cultural issues are important and need to be integrated into the planning process in order to provide long-term utilization for tourism development.



Program of Architectural Heritage Management and Tourism
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