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TINIKAN PRAKRAIWAN: CULTURAL TOURISM ROUTE OF THAI WAY OF
LIFE ALONG BANGKOK CANAL. THESIS ADVISOR: DR. DONALD ELLSMORE, D. Phil,
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This dissertation aims to develop an understanding of the important places, valuable in terms of social values, for example, temples, communities, houses, floating markets which lined along the Bangkok canal in order to comprehend the ways of life of people in the past that closely related to river and how they should be interpreted by arranging a tourism route on Bangkok Canal.

The author used both quantitative and qualitative research methods collect data. In-depth study of historical, physical, economical and socio-cultural data was collected from secondary research and indirect observation.

Cultural tourism route is a term used in this study to mean a tour routing which brings tourists to visit the area with historical and cultural values, still reflects local way of life through everyday living activities and values and way of life are inherited to younger generation. Cultural tourism route connects cultural attractions in the area to allow visitors to experience true local tradition and exchange their knowledge with local people and create understanding among locals and visitors. The cultural tourism route will benefit both visitors, in terms of enjoyment, and at the same time benefit locals with more income and pride of their culture which will eventually lead to sustainable conservation.

After detailed consideration, Bangkok Canal may be not described as a cultural route but the characteristics exist for it to be developed as a cultural tourism route. The values are too crucial to just discard the area. The author therefore proposes a new term 'Cultural Tourism Route' to describe Bangkok Canal.

The result of the study confirms that Bangkok Canal has potential to be developed as a cultural tourism route. The area possesses the important places, is valuable in terms of cultural values, for example, temples, communities, houses, floating markets which lined along the Bangkok canal and it presents way of life of people from the past to present. The author found out that main characteristic of Bangkok Canal waterfront area and in order to develop Bangkok Canal into cultural tourism route, the area must keep all characteristics.

The author recommends several tourism routes and activities - boat tour, walking tour, bicycle tour and combined tour. These tours are designed according to a principle for a cultural tourism route, theoretically and practically, to enable visitors to experience and enjoy a cultural experience.

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