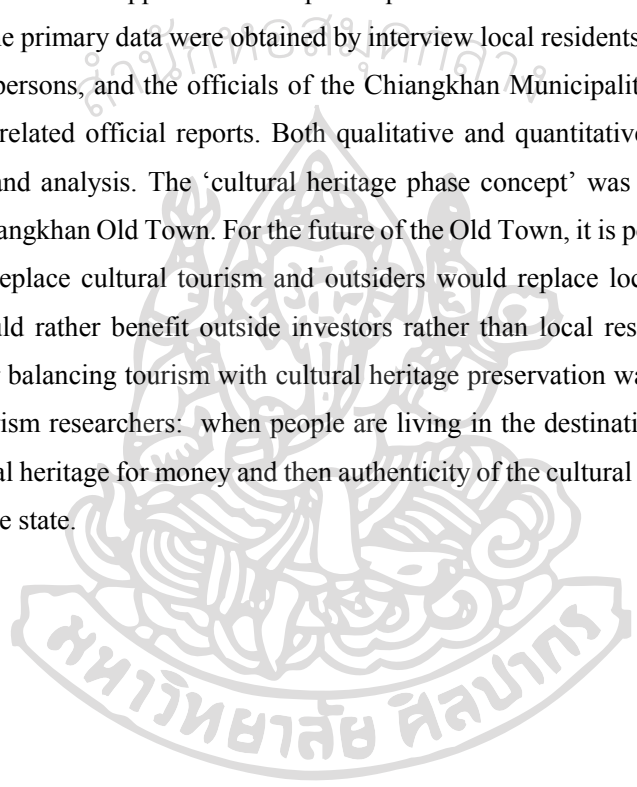


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SIRADA TIENKOW: A TOURISM TRANSITION MODEL FOR CULTURAL HERITAGE
PRESERVATION OF CHIANG KHAN DISTRICT, LOEI PROVINCE. THESIS ADVISOR:
ASSOC.PROF. DONALD ELLSMORE, D.Phil.166 pp.

The research **‘A TOURISM TRANSITION MODEL FOR CULTURAL HERITAGE PRESERVATION OF CHIANGKHAN DISTRICT, LOEI PROVINCE’** was conducted from the question: how does the Chiangkhan Old Town will become in future and what preservation model will be applied to accomplish equilibrium between tourism and cultural heritage preservation? The primary data were obtained by interview local residents, tourists, non-participant knowledgeable persons, and the officials of the Chiangkhan Municipality whereas the secondary data were from related official reports. Both qualitative and quantitative methods were used for collecting data and analysis. The ‘cultural heritage phase concept’ was mainly used for forecast future of the Chiangkhan Old Town. For the future of the Old Town, it is possible that entertainment tourism would replace cultural tourism and outsiders would replace local residents. Tourism, if prosperous, would rather benefit outside investors rather than local residents. By this reason, a heritage plan for balancing tourism with cultural heritage preservation was proposed in this study. For cultural tourism researchers: when people are living in the destination, they will commodify almost all cultural heritage for money and then authenticity of the cultural heritage will disappear or left in a desperate state.



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