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Over the past decades, heritage field has witnessed a continuous growth of heritage accommodation particularly those that converting historic buildings into tourist accommodations. The aim of this dissertation is to critically analyse several issues related to heritage accommodation. It attempts to establish a theoretical perspective on the meaning of heritage accommodation under the use of cultural significance as key criteria. It seeks to establish whether visitors perceived heritage accommodation differently from other types of heritage. It also intends to demonstrate the need to integrate culture as a key aspect for heritage accommodation.

The author used both qualitative research methods and quantitative research methods to comprehensively gain in-depth information. The general analysis of heritage accommodation in Bangkok and its development has been done by examining all 26 heritage accommodations. In details, the author conducted in-depth interview and direct observation at selected 10 Converted Heritage Accommodations and 2 Created Heritage Accommodations. The use of questionnaire-based survey was undertaken with 300 tourists who stayed at heritage accommodations with intention to establish their perceptions, motivations, expectations, decisions and behavioral responses towards interpretation at heritage accommodation. The conclusion on this dissertation includes findings that can be used as theoretical views and approaches for management, conservation and interpretation at heritage accommodation. It also illustrates how culture should be considered as an essential aspect for heritage accommodation, how to create culture experience for visitors and how heritage accommodation can play a role in promoting value and characteristic of Thai culture.

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Student's signature
Thesis Advisor's signature

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