

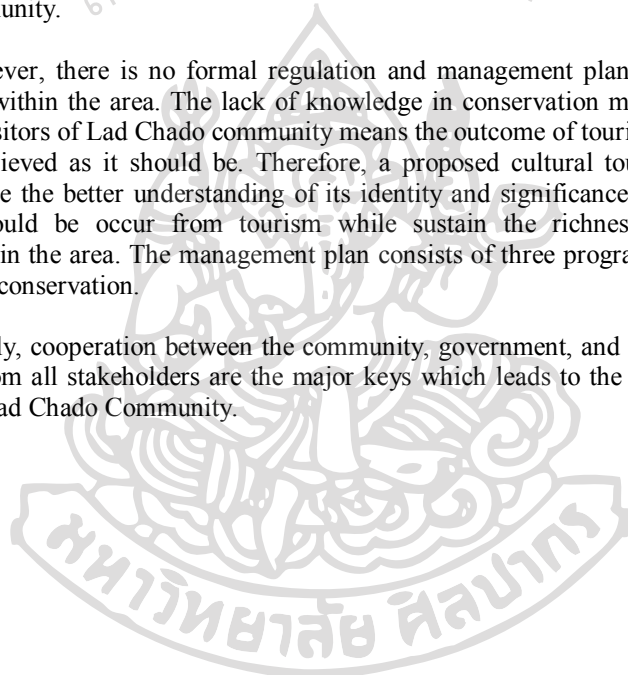
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This research aims to review the significance and values of Lad Chado community to understand the identity, authenticity, cultural and natural environment together with all relevant factors, to create interpretation plan and techniques, cultural tourism management plan, and conservation management for tourism development in Lad Chado community.

It has been found that Lad Chado community is a significant community and type of traditional human settlement which represents the way of local lifestyle which is intimately connected with the water. It is an old community dating from the Ayutthaya period that developed through time: several ethnic groups - Mon, Thai, and Chinese - live together harmoniously. The complementarity of cultural and natural environment creates the sense of place and uniqueness in the way of traditional lifestyle, local wisdom, local architecture, and local belief. The entire component attracted the visitors to visit this community.

However, there is no formal regulation and management plan to conserve and maintain cultural tourism within the area. The lack of knowledge in conservation method and how to interpret significance to visitors of Lad Chado community means the outcome of tourism management within the area was not achieved as it should be. Therefore, a proposed cultural tourism management plan is needed to enhance the better understanding of its identity and significance, control and minimize the impact which could occur from tourism while sustain the richness of cultural and natural environment within the area. The management plan consists of three programs: interpretation, tourism management and conservation.

Finally, cooperation between the community, government, and all relevant sectors, as well as the support from all stakeholders are the major keys which leads to the successful cultural tourism management of Lad Chado Community.



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