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KEYWORD:

KANTIKARN INTASORN : HERITAGE HOTEL IN INDIA : A CASE STUDY OF RAJ PALACE, JAI MAHAL, RAMBAGH PALACE, SAMODE HAVELI AND NARIN NIWAS PALACE IN JAIPUR RAJASHAN, INDIA. THESIS ADVISOR ; PROF. WILLIAM CHAPMAN, Ph.D.

This thesis studies aspects of success of heritage hotels in India and the implication of repeating this concept in Thailand. Relevant secondary tourism data in relation to tourist receipts and income generated from tourism activities are provided so as to present the different developmental state of the world and Thailand's heritage tourism. This paper aims to identify this unique aspect of heritage tourism – using the unique cultural, historical and architectural heritage of one's country, reviving it not just as an object of admiration but to turn it into a key living and practical component of the tourism industry and create a unique, an altogether a higher class of tourism attraction. Heritage tourism studied by the current Western and Thai academics are limited to the World Heritage Sites inscribed by UNESCO such as Historic cities of Ayutthaya and Sukhothai, Ban Chiang Archaeological Site, Dong Phrayayen-Khao Yai Forest and Thungyai-Huai Kha Khaeng Wildlife Sanctuaries. Using the experience in India particularly focusing on five heritage hotels in Jaipur Rajasthan India: The Raj Palace, Jai Mahal, Rambagh Palace, Samode Haveli and Narain Niwas Palace, I have conducted a research through both secondary data and also primary data gathering through in-depth qualitative interviews with key stake holders in the management and development of Heritage Hotel industry as well as visitors encountered. Themes are identified from the issues concerned by the five stakeholder groups and some recommendations are thus made. In all, this thesis on Heritage Hotel in India makes a further advance by establishing a new direction for Thai academic and government policy maker so as to upgrade and diversify the current focus of Thai tourism through the smart use of our Thai historical architectural heritage, that is largely left abandoned and neglected.

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Student's Signature

Thesis Advisor's signature

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