

49056965 : MAJOR : ARCHITECTURAL HERITAGE MANAGEMENT AND TOURISM

KEY WORD : CULTURAL HERITAGE MANAGEMENT, SUSTAINABLE TOURISM

SUWANNARIT WONGCHA-UM : A STRATEGIC APPROACH TO MANAGING THE CULTURAL HERITAGE VALUES OF SUANSUNANDHA - A MODEL FOR SUSTAINABLE TOURISM. THESIS ADVISOR : DONALD ELLSMORE. D.Phil. 248 pp.

This research examines the cultural heritage significance of Suansunandha as an inner court of Thailand. It analyses the cultural significance, it evaluates the impacts of tourism and it reviews cultural heritage management leading to new policy development to manage the cultural heritage values of Suansunandha.

The research findings demonstrate that Suansunandha has passed through six stages of the changes and development since 1908. However, all cultural heritage values of Suansunandha are associated with the period of Royal Garden and Royal Residences (1908-1923), the Growth of Royal Inner Court (1924-1932), and the Rejuvenation to Education Institutes (1937-1957). Suansunandha is an important place because it provides evidence of the royal garden and the glorious inner court demonstrating the golden age of the European architecture in Thailand and representing the beginning period of the national education development. Suansunandha also provides evidence of a Romanticism plan because it comprises the residences in the villa style; the countryside landscape and the hall as the central clubhouse of the inner court.

The results of the impact analysis as part of the management policy are gathered from stakeholder's opinions of Suansunandha in the evaluation of tourism impacts and potentials on cultural heritages of Suansunandha. The stakeholder's evaluation is the guidance of managing visitors and interpreting cultural heritages of Suansunandha.

The management policy of Suansunandha is formulated in relation to the cultural significance, and opportunities and constraints arising from the cultural significance and tourism development. The policy emphasizes retaining balance between the quality of cultural significance and satisfactory experience of visitors, and enhancing the understanding of cultural heritage values of Suansunandha. The policy framework consists of the conservation, visitor and interpretation management. The conservation management policy is ensured that new development, future use, interventions and conservation tasks would enhance the cultural significance of Suansunandha. The visitor management policy is designed to meet needs of target visitors, and to sustain cultural heritage values and the quality of life of stakeholders in Suansunandha. The interpretation management policy contributes to the understating of cultural heritage values in the period of Royal Inner Court through common and new media.

Sustainable tourism development and the continuity of cultural significance in Suansunandha would be impossible if the management policy lacks supports from all relevant parties in Suansunandha. The policy framework encourages stakeholders of Suansunandha participating in the management structure in order that all decision-makings are acceptable to everyone in Suansunandha. Besides the conservation policy, the stakeholders of Suansunandha are also engaged to be part of the visitor and interpretation management policy as service providers. Moreover, their views should be monitored always to ensure that tourism development would not cause social conflicts.

Acknowledgments

First of all, I would like to thank Dr. Donald Ellsmore, my supervisor and teacher, for the review, feedback, teaching, support and chance.

I would like to thank Silpakorn University, examiners (Professor Emeritus Dr. Trungjai Buranasomphob and Assistant Professor Dr. Pibul Jinawath), all teachers, staff and classmates.

I would like to thank Suan Sunandha Rajabhat University, the management, my superiors and colleagues especially Ms. Pimonpat Pantana and Ms. Vilasinee Jintalikhitdee.

I would like to thank Suan Dusit Rajabhat University, Department of Local Administration and Department of Provincial Administration.

Last but not least, this dissertation is dedicated to my mother and I have to thank my sister, Ms. Nantakarn Wongchaum.

