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PROMOTION

SUNANTA CHUTINAN: CULTURAL HERITAGE, INTERPRETATION, MANAGEMENT,
AND PROMOTION: PHIMAI HISTORICAL PARK. THESIS ADVISOR PROF. WILLIAM
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The aim of this study is to establish a sustainable cultural heritage management model that will enable the administrators of the heritage park to meet with the objectives of creating enjoyment, conserving a heritage property, bringing prosperity and creating local pride in the community.

The author used the qualitative research method in this study to gain in-depth information of the subject being examined. Content analysis was used to ascertain historical information of the Khmer Empire and its architectural influence in Asia.

The author examined the report on the condition of Phimai Historical Park prior to the restoration, the process of restoration and the problems that occurred during the restoration. The study further established the positive and negative effects of the technique used for restoration at the site.

The author visited, observed and explored the interpretation techniques being used at heritage sites internationally. The study further examined the interpretation techniques used at Phimai Historical Park and suggested techniques that would be suitable for Phimai Historical Park.

The author examined the budget allocated to heritage sites in Thailand, as well as the income from entrance fees and souvenirs. The study further examined the budget and the fund-raising activities of an organisation in the United Kingdom to use as comparison. The author found that some fund-raising activities could be adopted so that the heritage site would have budget for their conservation plan.

To enable the Fine Arts Department to be more business-oriented, the author studied an organisation in the United Kingdom to compare the organisation structure as well as the effective use of its human resources. The study found the adaptation of the organisation's structure may be beneficial to the Fine Arts Department, as it may lessen the impact on the shortage of specialists to work on the projects.

The author examined the government's tourism promotion policy to ascertain the goals and objectives of the Ministry of Tourism and Sports and the Tourism Authority of Thailand, its marketing and promotion arms. The author established that the strategic plan to promote northeast Thailand would benefit Phimai Historical Park. The government's plan is to promote Phimai, Phanom Rung and Mueang Tam historical parks further through supporting the agenda to inscribe the heritage sites on the World Heritage List (WHL). To prepare the management plan for the inscription on WHL, the author studied Stonehenge Management Plan and suggested short-term and long-term plans to be adopted by Phimai Historical Park.

The conclusion of the study included the recommendation of a Cultural Heritage Management Model to be used at the heritage sites in Thailand to benefit all stakeholders.

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