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CHONLAVIT SUTUNYARAK: MANAGEMENT OF HISTORIC SITE FOR
CULTURAL HERITAGE TOURISM : CASE STUDY OF BAN SAKHLA COMMUNITY,
SAMUTPRAKARN PROVINCE. THESIS ADVISOR: PROFESSOR KEN TAYLOR, 206 pp.

This research aims to review critically the heritage values and cultural significance of Ban Sakhla Community for a better understanding to tourists and local residents with appropriate interpretation and management, study the process of management for cultural heritage tourism at Ban Sakhla Community, and outlining conservation management plans and cooperation between the stakeholders.

It has been found that Ban Sakhla is a valuable community that still maintains its own cultural landscape under the pressures of the global changes. The location is a rural vernacular landscape area in Samutprakarn province, supporting extensive farming and fishing of marine products from man-made shrimp farms, canals, and sea area in the northern portion of Gulf of Thailand. The water circulation is the main theme of the community that dominates an overview of the study area. Its significance of the community was identified and analyzed to understand their own values to the community in terms of history, aesthetic, science, and social perspectives. These values certainly support the Ban Sakhla to sustain its standout in the existing world.

However, there is no management plan to serve cultural heritage tourism and conserve local heritage in Ban Sakhla community today, and the current management also cannot be completely provided for better understanding the significance of Ban Sakhla to visitors. Therefore, a proposed management plan is needed which mainly focus on facilitating visitors to allow most enjoyable and comfortable visit, conserving the significance of cultural heritage values, and also enhancing community involvement as well as economic benefit. This management plan for cultural heritage tourism in Ban Sakhla Community consists of four programs: interpretation, conservation, marketing, and monitoring.

Finally, Ban Sakhla is recently encountering a number of difficulties affecting its significance including soil subsidence, flood, garbage, noise and air pollutions, insufficient knowledge of conservation, materialism, quality of water, and the government sector. The government and all community members are major key elements for future actions to solve these problems continuously. In order to get adequate budgets to develop and achieve a stronghold of the community in the sustainable way, The Ban Sakhla has very high potential for ecotourism as well as homestay because of the richness of cultural heritage values in both nature and culture.

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