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DUANG-NGERN SUEPHAKDEE: SHOPHOUSES IN PHETCHABURI: A
COMMUNITY-BASED APPROACH TO CONSERVATION AND TOURISM
THESIS ADVISOR: PROF. WILLIAM CHAPMAN, Ph.D., pp. 351

Throughout the vernacular shophouses in Thailand there are many places worth retaining because they enrich our lives - by helping us understand the past, by contributing to the richness of the present environment, and because there is an expectation they will be of value to future generations. There are many historic shophouse communities within Thailand where traditional ways of life remain.

In Phetchaburi, the unique simple living and traditional lifestyle are preserved by the old generations who have lived there. The community life and local cultures are still survives. They have interesting histories and backgrounds and architectural beauty especially in the cities that main rivers flow through. The shophouses establish concurrently with the community. The existing traces well indicate ways of living, cultures, traditions, beliefs, economies, and community societies are one of the most important factors to promote the interests of people in current tourism due to authenticity which is rarely seen in the present society.

Thai community society is the actual agrarian one which is the core of the existence of the community. In addition, agriculture is the foundation of the country's economies. Local cultures are beautifully grown by agriculture. Benefits from agriculture do not include only products, but also the emergence of the sibling commercial community. Factual rural development processes must not be shadowed by economically stimulated factors but should emphasize on true values in societies such as the existence of cultures, living, traditions, education, religious beliefs and transferred issues of agrarian society. Buddhist Economic Theory echoes contemporary concepts in Thai culture as it harmonizes with knowledge of a self-sufficient economy. Imparting knowledge to local communities will ensure that they can help themselves achieve a reasonably good quality of life and become acquainted with external changes, thereby strengthening their communities and resulting in economic and environmental restoration. Development must be appropriate and effective to ensure that the end results will go straight to the heart of problem.

If the community could carry on agriculture, such community could possess sustainability. They could be self-dependent without relying on other external factors. As a result, the image of beautiful ways of living and real sustainable community is clearly presented. The appropriate way to manage the tourism system in the community of vernacular shophouses will constitute a guideline for the local communities, as well as government and tourism organization, to engage in an appropriate form of sustainable tourism development for shophouses community in Thailand as a whole.

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Student's signature
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