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MANAGEMENT OF WAT MATCHIMAWAT (WAT KLANG), SONGKHLA PROVINCE,
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This study attempts to analyze and evaluate the current cultural heritage management of Wat Matchimawat by focusing on its conservation, site management, interpretation, and site presentation. Historical perspective, physical fabric of the place, social and cultural aspects, including religious beliefs, as well as related issues are closely examined.

The study reveals that Wat Matchimawat did quite a good job on its heritage conservation. However, the public participation in the cultural heritage management of the monastery is minimal and the management decision-making is somewhat a 'top down' process. Systematic and sustainable heritage management approach is proposed in this study whilst sustainable cultural tourism should be a tool used to conserve the cultural heritage of Wat Matchimawat. Thematic approach to tourism and heritage trail are options proposed in this study to give the host an opportunity to present a better view of Songkhla to visitors. Heritage trail is aimed to increase visitors' length of stay by providing services and attractions to draw them to experience the historic and cultural dimensions of Songkhla and also to promote the awareness of the local communities on heritage significance and to increase a sense of belonging of people to their place.

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