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NATTINEE SRIWONGTRAKUL: THE CHALLENGES OF DEVELOPING A COMMUNITY APPROACH TO CULTURAL HERITAGE MANAGEMENT AND TOURISM: CASE STUDY OF DAN KWIAN POTTERY VILLAGE, NAKHON RATCHASIMA, THAILAND. THESIS ADVISOR: PROF. WILLIAM S. LOGAN, Ph.D.

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This research aims 1) to study the evolution of Dan Kwian Pottery Village from its early settlement to its present position as a significant cultural tourism destination and a well-known exporter for local products; 2) to identify the impacts of tourism on the community cultural heritage and local residents; 3) to assessment of the Dan Kwian cultural heritage; 4) to recommendations for sustainable cultural heritage of Dan Kwian Pottery Village, and 5) to propose possible recommendations for managing cultural tourism site to achieve sustainable goal for community cultural heritage. In this study a qualitative research technique is used with three years of data collected from 2004 to 2006.

It has been found that Dan Kwian Pottery Village was inhabited by Dan Kwian natives and then two groups of people of Mon and Ka origins moved into this village. Dan Kwian was the place that many carted caravans came, stopped over, and traded many different goods before continuing on the journey. Since 1975, Dan Kwian's life styles include the pottery production process and the way of pottery selling have significantly changed cause of the lecturer from the university came to study and stay in this village. Then, the community has been grown up on pottery business, pottery product, tourism, and infrastructure development. Dan Kwian Pottery Village has been again revitalised and during the past few years has become a well-known tourist attraction as a centre of pottery product.

Although Dan Kwian's visitors have been increasing, there is no guarantee that the community economic social, and culture will sustain. There are some problems that need to be aware and solve such as a loss of pottery product uniqueness and negative attitude about working as a pottery workers. Furthermore, the determination and control of product costs must be solved through the solid cooperation among all involved stakeholders, including local authorities, central government agents, local residents and visitors, in order to manage the local cultural heritage appropriately for its sustainable existence into the next generations.

However, the development of community-based enterprises and tourism ventures at Dan Kwian has resulted in the high level of awareness and conservation of the community's invaluable cultural heritage that merits protection for the next generation. Cultural heritage has become a commodity; that is, a product for exploitation by the economic and tourism sectors (Hewison, 1998: 240). In developing economic, social and environmental aspects for any communities concerning conservation of the local cultural heritage, all involved stakeholders, especially the residents in the community who are in fact the true owners of the cultural heritage, must give prime importance to concepts of sufficiency and self-dependence so that sustainable development can be accomplished. In this competitive business situation now, sufficiency does not mean to stop doing everything or to stop their local businesses, but it means doing everything suitable according to their existing potential. Furthermore, local people should also aware of the business risk including the sustainability of the economic, social and their cultural heritage.

Thus, from this study has purpose the recommendations for conserving the cultural heritage site and managing cultural tourism into two parts as Part 1: Recommendations for sustainable cultural heritage of Dan Kwian Pottery Village are provide an appropriate management for a sustainable cultural heritage site; increase the cultural heritage knowledge and awareness of the local community and visitors; encourage the local community's involvement and participation. Part 2: Recommendations for Managing Cultural Tourism Site are recommendations for site management; recommendations for visitor management; recommendations for interpretation management

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