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LAMSON LERTKULPRAYAD : MARKETING CULTURAL HERITAGE TO PROMOTE TOURISM GROWTH IN AREAS OF LOW TOURISM PATRONAGE : CASE STUDY OF PHETCHABURI PROVINCE'S DOWNTOWN. THESIS ADVISOR: DR. COLIN LONG. 250 pp.

Petchaburi downtown contains plenty of heritage sites which retain cultural significance and appropriateness for conservation in national level. Misunderstanding of heritage significance is the major obstacle which obstructs conservation and management to become a sustainable attraction. Low government budgets conveyed to heritage maintenance are another cause of historic sites' deterioration and low volume of incomes from tourists' support. Marketing cultural heritage to promote tourism growth by researching tourism demands and creating impressive visitors' experience is probable solution. It is focus on degree of conservation in each heritage areas in Petchaburi town and balance marketing mix of tourism with all benefits among involving stakeholders by outlining marketing plan for sustainable heritage improvement.

From survey and in-depth interviews, it had been found that tourists who were interested in heritage and cultural tourism were rare and there were no attractive activities at the heritage destinations. Most tourists lacked knowledge of heritage and history and had no specific intention to visit cultural sites. In contrast, heritage officers had become accustomed to the current tourism situation. Due to a small budget and strict regulations, the creation of tourism activities based on heritage marketing has not occurred. Furthermore; plenty of departments and communities that were involved in conservation and tourism development in Phetchaburi heritage town contributed to advantages and disadvantages of heritage administration, and the marketing mixes applied in this heritage destination to increase tourism were not satisfied with visitors' demand.

The recommended plan of heritage marketing to promote this town is setting up a new vision, 'a top tourism attraction as an ancient heritage and cultural town at the gate of southern Thailand'. By developing visitors' segmentation, target and position to match with its vision and objectives, the marketing plan is expected to be designed in three phases:

Phase 1: Phra Nakhon Kiri Historic Park (Khao Wang) and Ram Ratchanivet Palace

Phase 2: Wat Yai Suwannaram, Wat Kamphaeng Laeng, and Wat Maha That Worawihan (all historical temples)

Phase 3: Old traditional houses near Phetchaburi River and central market

These overall details of content can be a good example of marketing cultural heritage to the other provinces in Thailand.