

K 45056970: ARCHITECTURAL HERITAGE MANAGEMENT AND TOURISM
KEYWORDS: AYUTTHAYA WORLD HERITAGE SITE, CROSS-CULTURAL
INTERPRETATION, CULTURAL TOURISM

APHIVAN SAIPRADIST: A CRITICAL ANALYSIS OF HERITAGE
INTERPRETATION AND THE DEVELOPMENT OF A GUIDEBOOK FOR NON-
THAI CULTURAL TOURISTS AT AYUTTHAYA WORLD HERITAGE SITE.
THESIS ADVISOR: DR. RUSSELL STAIFF, pp. 405 ISBN974-464-276-9

Ayutthaya (1350-1767 BE) was a capital of Siam for 417 years. During that time, Ayutthaya had grown to be a rich metropolitan with densely populace, and a centre of international trade, that no other city in the region could equal. The wealth of the kingdom drew rivalry from the neighboring country who tried to evade Ayutthaya by forces in many occasions. Ayutthaya went through at least 50 battles and succumbed twice. For the second time, Ayutthaya was destroyed completely that only ruins stood to attest the violence of war. A hundred years ago, King Rama V first initiated a renovation work on the monasteries in and around the city. It is now the Fine Arts Department (FAD) who is responsible for its upkeep. FAD has turned the area in the mid city into the “Ayutthaya Historic Park” which interprets very well the past glory of the old Kingdom that UNESCO inscribed it as a World Heritage Site in 1991 BE.

This research project is aimed to study foreign visitors to AHP in terms of their demographic and psychographic profile. The information derived from this research will be used to develop an appropriate interpretation program that is best suitable to them, with the purpose to facilitate them to have the enjoyable discovery of the new knowledge about Thai arts and culture, a brief history of Thailand which will help visitors to develop understanding among nations, and above all, to make them see and appreciate value of the World Heritage that we must all protect for our children and grandchildren.

Architectural Heritage Management and Tourism Graduate School, Silpakorn University Academic Year 2005

Student's signature

Thesis Advisor's signature