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KEYWORD: HERITAGE INTERPRETATION PLANNING, KING NARAI (PHRA NARAI RATCHANIVET), LOPBURI, LOPBURI PALACE

JIN TIAN: FINDING THE KEY FOR THE LOPBURI PALACE IN MEETING A HIGHER EXPECTATION. ADVISOR: SUNON PALAKAVONG NA AYUDHYA.

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This is a heritage interpretation planning project case study in heritage site Phra Narai Ratchaniwet royal palace, in Lopburi city of central Thailand. Heritage interpretation planning is considered as a logical process to produce a holistic interpretation programme that can join the invaluable role of heritage interpretation within the wider concept of heritage conservation. The purpose of the study is to explore the interpretation planning process at Lopburi royal palace with an outcome that has variety of applications to meet the different demands of the audience. It is hypothesized that the expectation of the audience visiting the site are not uniform and interpretation planning using basic planning process suggested by McArthur and Hall is the key to enlighten the quality of site interpretation and to meet the public and visitor's expectations often are fragmented and complex. It looks into the broader scope of the issues and implications bond to the site heritage interpretation planning. The methodology is of using literature reference, on-site personal observations, interviews to experts, primary visitor survey as sources to back up the study with the major procedures in which site background, concept of interpretation, background of planning model adoption, operating environment assessment, analysis of visitor surveys, programme development process and visitor experience proposal are included. The expected outcome and limitations are discussed.

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